

# 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, NOVEMBER 9th, 1917

No. 45

## Crown Brand Corn Syrup

*—most  
economical  
for  
all  
table  
uses*



THE CANADA STARCH CO., LIMITED, MONTREAL  
CARDINAL BRANTFORD FORT WILLIAM

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

# KING GEORGE'S NAVY

CHEWING  
TOBACCO

keeps the cash register ringing

In grocery stores all over the Dominion the sweet, "toothsome" goodness of Rock City Tobacco is winning more and more chewers to its constant use.

And grocers featuring this popular chew find their trade considerably increased and their profits greatly augmented by Rock City sales.

*If you are not already a Rock City dealer we suggest a trial supply immediately*



Rock City Tobacco Co., Ltd.

## PROHIBITION BY THE BRITISH GOVERNMENT

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

### MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

### BOTTLE CAPS

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

**BETTS & COMPANY, LIMITED**

1 Wharf Road . . . . . LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



# REINDEER Condensed COFFEE

*(With Milk and Sugar)*

—the practical Christmas gift for every Tommy overseas

When your customers are planning the contents of the Overseas Christmas Parcel, remind them of Reindeer Condensed Coffee—how welcome it will be in trench or dugout—how quickly and how easily Tommy can prepare it by just adding boiling water.

Make up a window display of Reindeer Coffee now with a little card suggesting its suitability as an Overseas Christmas Gift. Your customers will appreciate the suggestion and you will be still more convinced of the fact that Reindeer Coffee is a good profit-maker.

**Borden Milk Co.**

Limited  
"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade  
Bldg. Vancouver



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

## Send Us That Photograph

The CANADIAN GROCER is published in the interests of the Grocery Trade from coast to coast. It is the effort of those charged with its production to make its contents of use and interest to every one of its numerous subscribers. You can help us in this matter if you will.

There are photos of window displays, or store interior that you might send us.

There are suggestions on selling methods, and novelties in display, that would be of interest to all our readers.

Will you help us to make this paper an even greater success by assisting us in these ways with pictures and suggestions?

*In sending in picture of a window display, tell us about how it sold the goods.*

**The Editor, Canadian Grocer**

143-153 University Ave., Toronto, Ontario

# 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

## MR. CLERK YOUR SPARE TIME

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

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

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

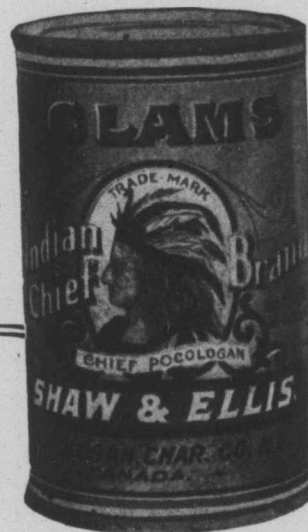
Write, and we'll give full particulars concerning it. This places you under no obligation, we'll be glad to tell you all about it. Drop us a line **To-Day**.

**The MacLean Publishing Co.**

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

Toronto

Canada



Every customer  
will like  
**Indian Chief  
Brand Clams**

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

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

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

**SHAW & ELLIS**  
POCOLOGAN, N.B.



# Your Customers

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



Don't hesitate to tell them that

# CLARK'S PORK & BEANS

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

- They Save Worry.**
- They Save Time.**
- They Save Labour.**
- They Save Money.**



and for you they are the quickest sellers.

**W. CLARK LTD.**

**MONTREAL**



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

**JAPAN TEA**

Used by discriminating people who have become acquainted with its matchless flavor and aroma, Japan Tea, grown, cured and packed under the control of the Japan Tea Growers Association, will always be found pure free from dust, stems and broken leaves.

ON SALE AT ALL GROCER

The Japanese Government prohibits a dilution and coloring of Tea.

## Japan Tea

will make a paying feature for your tea department during the coming year.

This delicious, wholesome tea, in natural green leaf only, is being extensively advertised. The demand is growing daily throughout Canada.

Profit by this demand. Get in touch with your wholesaler and ask him to replenish your stock.

You'll find Japan Tea a good feature line.



# Canada's Victory Bonds

## A Safe and Profitable Investment that will Keep Your Business Booming

**W**HAT would happen to the earnings of the farmers, mechanics, laborers, clerks and other workers in your community if Great Britain stopped buying food, munitions and other supplies in Canada.

There's only one answer—those earnings would, in nearly every case, be greatly reduced, and, in many cases, would stop altogether.

This would certainly hurt your business—might even be disastrous to it.

Therefore, it is clearly in your interest to see that no effort is spared to keep Great Britain buying in Canada.

And in order that Great Britain may continue purchasing in Canada her supplies of every kind—thus providing a sure market for our farmers, and assuring the earnings of the workers in every branch of industry—Canada must extend credit. This can be done

only by the sale of Canada's Victory Bonds to the Canadian people.

Remember, you are not asked to GIVE anything. Canada asks you to buy Canada's Victory Bonds. That is, to invest ALL THE MONEY YOU POSSIBLY CAN in an interest-bearing security of the highest order—the signed pledge of Canada, backed by all its resources.

This investment is the very best you could make, because the principal is safe, the interest good, the bonds acceptable at any bank as the security for a loan, or saleable at any time.

Do your part to keep Canadian business prosperous by helping to grant the credit that is necessary to enable Great Britain to continue to buy in Canada.

Take this method of helping your country while at the same time giving your own business prosperity a firmer basis for permanence.

## Buy Canada's Victory Bonds and Recommend Them to Your Customers

Issued by Canada's Victory Loan Committee  
in co-operation with the Minister of Finance  
of the Dominion of Canada.

68

# WAGSTAFFE'S

Pure Jams, Jellies, Marmalades, Mince-meat

*are the best*

Mr. Wholesaler, Retailer, and Grocery Traveller, please note it has been drawn to our attention that it is rumored we are sold out of most kinds of jams.

This is to contradict same:—

We expect to have sufficient Raspberry to carry us through until the new season, next July.

We have a fair amount of Strawberry, and a large quantity of Crushed Strawberries in Jelly, which will carry us through until next June.

We have also a fair quantity of Marmalade, to carry us through until the new season, January, 1918.

We have a large quantity of all other lines.

All orders will be taken in rotation, and we reserve the right to cut down any order; as we want to have fair distribution, and not have all the stocks in one hand.

**WAGSTAFFE LIMITED,** PURE FRUIT PRESERVERS  
HAMILTON, ONTARIO



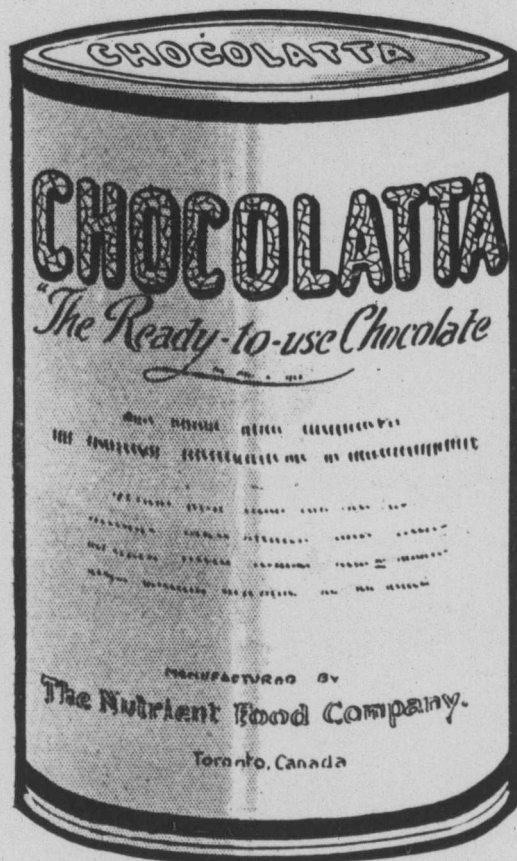
# "WE HAVE CHOCOLATTA EVERY NIGHT

and, believe me, a mess tin full of Chocolatta with French Bread and Butter makes a meal fit for a King."

Gunner H. S. Merson,  
34th Battery, R.C.H.A.

In a letter from "Somewhere in France,"

January 8, 1917



Chocolatta has gone across "big" with the boys in the trenches. It not only makes a wonderful stimulating drink for the long, dreary hours, but also nourishes and renews the strength such as no artificial drink could possibly do.

Chocolatta is scientifically correct. There are no better foods known to man than chocolate, milk and sugar—all are nourishing, wholesome and of wonderful food value. Chocolatta contains the essential elements of brain and muscle energy. Chocolatta averages higher in actual food value than 90 per cent of the foods eaten by men and women in everyday life.

Chocolatta has made good, has proved itself under the most severe tests.

The extract quoted in our heading is only one of hundreds received from France in the last few months. Men all along the line are asking for Chocolatta. Your man at the front will be glad to have Chocolatta.

It comes ready prepared for serving. All you need is to add

boiling water and your Chocolatta is ready.

You will be glad to drink Chocolatta regularly instead of tea and coffee, once you know its splendid qualities. For Chocolatta contains all the stimulating powers of alcohol, without the bad effects, and all the food value of the essential elements of chocolate, milk and sugar in easily digestible, soluble form.

It is easy to make for breakfast, lunch, afternoon teas and "snacks" before going to bed.

## The Nutrient Food Company

### TORONTO, CANADA

# CHOCOLATTA

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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## 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.*

## The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING

CAR DISTRIBUTING

COLD STORAGE

### 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

KINDLY MENTION THIS  
PAPER WHEN WRITING  
ADVERTISERS



## 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

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WESTERN PROVINCES.

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

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

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

**WHOLESALE GROCERY BROKERS**

*Manufacturers' Agents  
Commission Merchants*

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

Est. 1907. Write us.  
Correspondence Solicited.

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

Trackage  
Storage  
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.*

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## ONTARIO

If you have any cars of  
**Potatoes, Turnips,  
Apples, Cabbages**

to offer, telephone, wire or  
write me particulars.

**FRED J. WHITE**

Fruit and Vegetable Broker  
Board of Trade  
Toronto, Ontario

**Maclure & Langley, Limited**

Manufacturers' Agents

Grocers, Confectioners  
and Drug Specialists

12 FRONT STREET EAST TORONTO

**Loggie, Parsons  
& Co.**

Merchandise Brokers and  
Manufacturers' Agents

Grocery, Drug and Confectionery Specialties.

"We cover Canada 3 times a year."

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

**Hamblin-Brereton  
Co., Limited**

Wholesale Grocery and Confectionery  
Brokers

KITCHENER WINNIPEG CALGARY

Special Offerings in  
**Raisins Teas  
Beans Split Peas**

**W. H. Millman  
& Sons**

Wholesale Grocery Brokers  
TORONTO

*Washington's*

COFFEE

W. GEO. VARTY, Agent  
29 Melinda St., Toronto. Phone M. 7098

**W. F. ELLIOT**

Importer & Manufacturers' Agent  
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

**DRIED AND EVAPORATED  
APPLES.**

Apple Waste and Chops, Specialties

**H. W. Ackerman**

BELLEVILLE ONTARIO

**C. & J. JONES**

WINNIPEG VANCOUVER

Wholesale Commission Brokers  
and Importers

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

205 CURRY BUILDING  
WINNIPEG

**W. G. PATRICK & CO.**

Limited

Manufacturers' Agents  
and Importers

51-53 Wellington St. W., Toronto

**More Lines Wanted**

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

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

"On the Job All the Time."

If you want results write me.

**A. Lalonde**

Post Office Box 123. TIMMINS, ONT.

**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."

**EL ROI-TAN PERFECT CIGAR**

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



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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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  
**J. R. GENEST**  
Wholesale Grain, Flour, Feed and  
Provision Merchant  
BOARD OF TRADE BUILDING, MONTREAL

Buyers and Sellers of  
**All Kinds of Grains and Seeds**  
Denault Grain and Provision Co.  
LIMITED  
SHERBROOKE, P.Q.

**C. B. HART, Reg.**  
Wholesale Grocery  
and Merchandise  
Brokers  
489 St. Paul Street W.  
MONTREAL




**KLIM**  
SPELL IT BACKWARD  
PURE SEPARATED MILK  
IN POWDER FORM  
FOR ALL COOKING  
WHERE MILK IS NEEDED

Solve Your Customers' Milk Problem and Make a Profit for Yourself.  
Sell KLIM. It is pasteurized, separated milk in Powder form. A pound makes four quarts and costs your customer less than 9 cents a quart. The ten-pound tin makes 40 quarts and costs only 7½ cents a quart. Klim is being heavily advertised. Order from your Wholesale Grocer.

**CANADIAN MILK PRODUCTS LIMITED**  
10-12 William St., TORONTO  
10 Ste. Sophie Lane, Montreal  
W. H. Escott Co., Limited  
Winnipeg, Manitoba  
Quebec Office, Montreal, P.Q.  
Kirkland & Rose  
Vancouver  
Calgary Edmonton Saskatoon  
Regina

The Best Asset of a  
Grocery Business is  
Satisfied Customers

**Baker's Cocoa and Chocolate**



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

Registered Trade-Mark

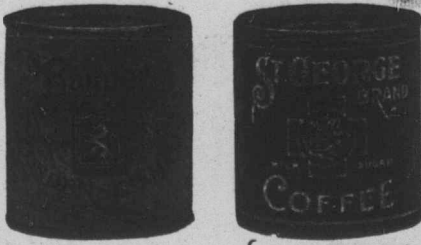
**ALWAYS SATISFACTORY**  
Made in Canada by  
**Walter Baker & Co., Limited**  
Established 1780  
Montreal, Can. Dorchester, Mass.

**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.

**Trade Papers are Pioneers of Business Expansion**

A want ad. in this paper will bring replies from all parts of Canada.

When writing to advertisers kindly mention this paper.



## Are you pushing these three trade-getters

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

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

Keep your stock well up.

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

### The MALCOLM CONDENSING CO., LTD.

St. George, Ontario

*The only all Canadian Condensed Milk Co. in Canada*



**TRADE MARK**  
**KEYSTONE BRAND**

### OUT OF THE COMMON

The housewife has grown to realize that all corn brooms are not the same in quality and that it is worth while insisting on a

### KEYSTONE "NUGGET" BROOM

Light in weight, high in quality, moderate in price, the "Nugget" is all that a woman looks for in a broom. It is a broom you will like handling.

Write for Prices, etc., to

**Stevens-Hepner Co.,**  
LIMITED

Port Elgin, Ont.

The "Nugget" Broom is only one 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*.

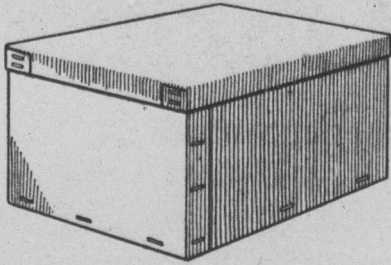
Do you need a business stimulator? Try eggs according to the *Star System*. We'll tell you how.

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.*





### BOXES FOR OVERSEAS

The Red Cross Society say they are the strongest boxes made. This box is not cardboard or corrugated paper but a solid board made only by ourselves. Thousands have been sent overseas. No wrapping required.

SIZES.		Per 100
5 x 6 x 8—sold in 100 lots.....		\$10.00
5½ x 7 x 9—sold in 100 lots.....		12.00

F.O.B. Ottawa.

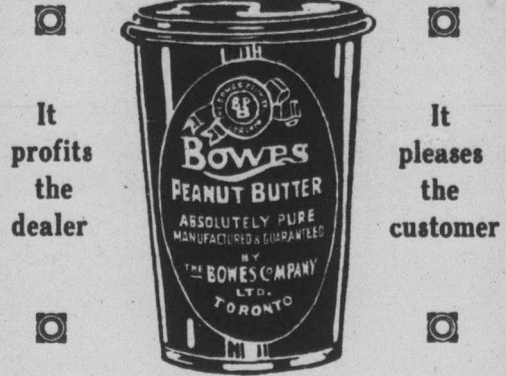
In shipping the small boxes nest into the larger. Rush your order now for immediate delivery.

The  
**CANADA CHEESE BOX CO.**  
Limited  
Booth and Queen Streets - Ottawa, Canada

# A BOWES

TRADE MARK PRODUCT

## HANDLE THIS LINE



It profits the dealer

It pleases the customer

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

## Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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

Push Ocean Blue with confidence, and you will secure the confidence of your customers.

# OCEAN BLUE

sells on merit, quality, value.

Order from your Wholesaler.

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



# Escaped from Germany

**A**N escaped prisoner tells the story of his fearful experiences in Germany in **MACLEAN'S MAGAZINE** for November; and gives a vivid picture of conditions in Germany as he saw them. He got out by way of Holland after appalling perils and hardships. In Holland, he was photographed, but so altered was he that his wife quite failed to recognize him in this photograph. Read this story of this Canadian soldier's escape. It is gripping stuff—a rare tale.

## Canadian Finances After the War

**W**ILL business in Canada collapse when peace comes? It may. What do the big men say? What do they know? What do you think? Are your opinions well informed? The subject is of the greatest possible importance, and you will get light and leading by reading the contribution of Col. John Bayne Maclean, who has taken the trouble to get the opinion of the biggest and most highly placed men in Canada to help him prepare his article.

## Back from the Arctic

**W**ILLIAM THOMPSON, representing the American Geographical Society, was this year in the Arctic Regions. He went to the delta of the Mackenzie River, and took many excellent pictures of the country and its Eskimo inhabitants. He makes the November **MACLEAN'S** the vehicle of many of his pictures and for an account of his journey. Read what this Arctic scientist has to tell us about a remote part of our land.

## Slackers and Conscription

**W**HAT is your attitude towards the draft? You have positive opinions, of course. How do they square with Miss Laut's as they are expressed in her ringing article on Slackers in the November **MACLEAN'S**?

## The Nation's Business

**T**HIS is a new feature—a fearless, well-informed survey of national affairs. What we all want is an outspoken—but not vindictive—and clear-visioned presentation of factors and facts affecting our national, political and economic welfare.

## Sketches of Trench Life

By Gunner McRitchie

**M**CRITCHIE was a cartoonist on a Western Canada daily before he went overseas. He has done a number of sketches of trench life "On the Spot," and these he has sent home, for publication in **MACLEAN'S MAGAZINE**. They're interesting and good.

## The Late Sir Mortimer Clark

**B**EFORE he died, a few weeks ago, the late Sir Mortimer Clark, eminent jurist and an ex-Lieutenant-Governor of Ontario, wrote for **MACLEAN'S** an article on "Safeguarding Your Heirs." It has to do with the functions, service and safety of Trust Companies as executors of estates. This article by a man so distinguished, so cautious, so able, and so wise a counsellor, can be of first-rate value to every man perplexed with the problem of how his estate can be safely and prudently administered after he, the testator, has passed from this life.

## A Complete Novelette

By Peter B. Kyne

**H**IS story in the November **MACLEAN'S** is a thunderingly good story of lumbermen and lumbering. Red blood is in this tale of business. R. M. Brinkerhoff illustrates it.

## Short Story

By Ethel Watts Mumford

**T**HE writer of this short story—the first of a delightful series by this author to appear in **MACLEAN'S**—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

## Short Story

By W. A. Fraser

**A**MIGHTILY well-written story of India—the kind that we all delight in; tense, bewildering, and lots of action. Fraser never wrote a better short story than this. Ben Ward illustrates it.

## Hendryx and Oppenheim

SERIALISTS

"**T**HE Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by **MACLEAN'S**.

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# MACLEAN'S MAGAZINE

*for November*

At All News Dealers **15c.**





**Get acquainted with the Bulldog family**

Get your customers acquainted with them.

Nineteen "Bulldog" Cleaners—and every one a customer-pleaser.

They have been shown, advertised and sold for fifteen years and are going stronger than ever to-day.

Be one of the dealers handling "Bulldog" lines. It will pay you.

**John B. Paine Co., Limited**

Factories at Toronto and Winnipeg

Agents:

Mowat & McGeachy, Saskatoon;  
Oppenheimer Bros., Vancouver, B.C.

**SUN-KIST**  
**SEEDLESS RAISINS**  
REG. U.S. PAT. OFF.

It is really surprising how business on SUN-KIST Seedless Raisins will grow when you give them a chance. They are the most delicious of all raisins—a special, sweet, thin skinned, delicately flavored variety, grown without seeds. No wonder they sell so fast and folks come back for more—they require no seeding—no washing—they are ready for immediate use.

**Packed—and backed—by 50 years' experience.**

**Wholesale distributors in every territory. ASK THEM**



**Just another proof of Eureka Superiority**  
**The EUREKA Odorless Fish Cabinet**

A handsome store fixture that will help good grocers secure their proper portion of the present big fish demand.

The cold water which is retained below the ice absorbs every bit of odor and the thick insulated walls reduce the ice consumption to a minimum. Water may easily be drained off when necessary, without any direct drain connection or unsightly floor pan.

Every Eureka Odorless Fish Cabinet is supported on ball-bearing casters, so that it can easily be moved from place to place in the store.

Head Office and Showroom:  
27-31 Brock Ave., Toronto.  
Phone Park 513

Don't confound this superior fixture with the ordinary fish box. It is superior to anything of the kind on the market.

We would like to send you fuller particulars. Write us. No obligation whatever.

**EUREKA REFRIGERATOR COMPANY, LIMITED**  
Brock Avenue, Noble Street, Earnbridge Street : : TORONTO

# COWAN'S COCOA—

"Perfection Brand" Purest and Best

"In  
Every  
Home"!

Grocers----

Sell Canadian made products to-day and every day --- By so doing, you keep the money in the country --- You and others need it. Push this Canadian Cocoa, made by Canadians



B-25

## BROKERS

We want live Brokers in every city in Canada to sell our line of

BISCUITS  
CHOCOLATES  
CONFECTIONERY  
IMPERIAL  
MAPLE CREAM  
BUTTER  
IMPERIAL and SUNSHINE  
TABLE SYRUP

**Charbonneau, Limited**

Office — Factory — Refinery  
330 Nicolet Street, MONTREAL

Telephones La Salle 2279-2788.

## "POPULAIRE'S" EGG POWDER

Guaranteed to give just as good results as fresh eggs for all cooking purposes—cakes, puddings, etc. Eggs at present prices are too costly for most people to use and your customers will be glad to purchase this substitute, giving equal results at a very low cost:

10c package equals 1 doz. eggs.

20c " " 3 " "

35c " " 6 " "

*Write us for prices.*

**THE IMPERIAL COMPANY, Reg'd**  
26 Demers Street, 645 St. Valler Street, Montreal



**For the same reason that progressive grocers favor the sale of breakfast foods in packages so do they favor the sale of tea in sealed packages.**

Tea is more sensitive to air, moisture and dust than breakfast cereals. And it absorbs odors of matches, soap, oranges, etc., as readily as does butter. The sealed package is the only sure way of insuring it reaching the consumer pure, clean and full strength.

Besides that, the grocer finds package tea the handiest and quickest way to sell tea. There is no weighing to do, no tying up, no argument as to the price—the price being plainly marked on the package—the profit **net**—and the quality of the tea fully guaranteed.

Old methods of merchandising have given way to more sanitary, quicker and more satisfactory methods. The splendid quality of Red Rose Tea and its sealed, guaranteed package have been a factor in bringing this change about.

**T. H. ESTABROOKS CO., LIMITED**

St. John

Toronto

Winnipeg



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



Always have a Keen display on your counter.

You won't need to "talk" Keen's.

Your customers know it—"the blue of blues."

And the returns you'll reap from Keen's popularity will convince you that it's a selling line entirely unequalled.

Maybe your stock needs replenishing?

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191 St. Paul St. West, MONTREAL      30 Church Street, TORONTO  
AGENTS FOR THE DOMINION OF CANADA

Head Office (181-183 Bannatyne Ave.  
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Branches:  
Regina  
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Calgary  
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## W. H. ESCOTT CO., LIMITED

Manufacturers' Agents and  
Wholesale Grocer Brokers

ROBERT BLACK,  
Manager

FORT WILLIAM,  
Ontario, Canada

(Room 1, Orpheum Blk.)

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



# CANADIAN GROCER

Vo . XXXI.

TORONTO, NOVEMBER 9, 1917

No. 45

## Food Controller Proposes Conditions

Suggested Form of Regulation for Package Goods Manufacturers Under License  
Discussed at Union Meeting—Some Forceful Arguments.

**T**HE Food Controller evidently intends to license some at least of the manufacturers of package goods, but it is equally evident that he is going to make them fight for their opportunity.

At a meeting held at the Board of Trade, Toronto, on Tuesday, at which manufacturers, wholesalers, and retailers were represented, the proposed questionnaire that will be submitted to those applying for license was read and discussed.

The reasons given for the regulation are:—

1. To save wheat at the present time and to provide for the saving at any future time of such articles as may be found necessary.
2. To encourage the use of wheat substitutes such as the products of oats, corn, barley, buckwheat, etc.
3. To assure to the people that they will receive good value for any money they spend on the articles under consideration.
4. In case rationing or limiting the quantities used becomes necessary, to ensure that each person will receive a fair proportion.

The order-in-council was passed because it had been decided that these objects would be best achieved by prohibiting the manufacture and sale of these articles except by license.

The proposed regulations with which persons will comply who have a license to manufacture and sell breakfast food, cereals, and flour in packages containing least than 20 pounds are:—

(1). Each and every package must clearly give the following information on that part of the package that is most easily seen by the customer, and the information must not be hidden or obscured in any way.

- (a) Name of article.
- (b) Name and address of manufacturer.
- (c) License number.
- (d) Nett weight of contents, stated in pounds avoirdupois or fraction of same.

(e) Approximately percentage of each ingredient.

(f) Month and year when manufactured.

(2) The cost of the container must be a very small part of the total cost.

(3) The prices at which these goods are sold to the public must not exceed an amount allowing a reasonable profit on bulk goods plus cost of container and package.

Examinations of manufacturers' books may be made with a view to fixing the price to be charged to the public. Such an examination will have regard, not necessarily to market prices, but to the cost of production of the article, to the rate of profit usually earned before the war, and to whether such a rate of profit was unreasonable or excessive, or to any other circumstance of the case.

The fact that an extravagant profit has been made in the past will not justify a continuance of the same.

Heavy charges for advertising or for selling expenses will not be sufficient reason for charging excessive prices.

5. In case of reduced supplies the licensee must sell to former customers, pro rata.

6. The licensee if required agrees to at once make earnest endeavour to find a substitute for ingredients which it may from time to time be necessary to conserve. At the present time, as little wheat should be used as possible.

Professor Harcourt, of the Ontario Agricultural College, a member of the Food Controller's staff, was present at the meeting and presented these suggestions, pointing out that they were suggestions sent out with an idea of getting the trade's viewpoint on how to combat certain disadvantages that pertained to the package system.

### Dating Package Opposed

Strenuous objection was taken to the clause regarding the dating of packages. G. Horton of Dunn-Horton, Toronto, argued that it would be detrimental to the retailer, because it would militate against the sale of goods that had been stocked for a little while, but which were still in perfect condition. Neil Carmichael, a Toronto retailer, was of

the opinion that the housewife had no idea what fresh goods were; if the date were only a week old, he urged, they would probably think that the goods were stale.

A. Jackson of the Roman Meal Company thought that it would tend to throw all the business to the departmental stores, who were the only dealers who could buy in large bulk and yet turn their goods over quickly.

Professor Harcourt pointed out that the idea behind the suggestion was to prevent the retailer holding goods on his shelves till they deteriorated, when they would neither be good for the public nor a good advertisement for the manufacturer. Mr. Hortop urged that practically every manufacturer kept some sort of record of when his goods were manufactured and stood behind them with an iron-clad guarantee, so that there was no danger of the public actually suffering. At this juncture the question was raised as to whether the committee that Mr. Hanna had promised to appoint had done anything to relieve the situation. Manufacturers present at the meeting, stated that nothing had been done.

### An Unnecessary Waste

Mr. Hortop contended that a good many dollars had been lost unnecessarily through this inactivity on the part of the Food Controller. "The trade feels," he continued, "that it has not been given proper consideration. Goods that have been contracted for because of the uncertainty of the situation are being refused and returned to the wholesalers or manufacturers. If the position were once made clear then it would be possible to go ahead and meet the situation. Mr. Hanna" he continued, "met with a large gathering of retailers, manufacturers and wholesalers, and he could have gained a great deal of information. He did not display any eagerness, however, to get that information."

R. Dowson, a retail grocer, thought that it was unfortunate that the Food Controller had not seen fit to consult with the trade before making such drastic regulations. There surely was a possibility of making changes and con-

serving food without the retrogression that was represented by this action.

#### Order Had Not Effected Economy

R. S. McIndoe, representing the Postum Cereal Company, urged that the order did not actually represent any economy. There were more goods stored away at present than there had ever been at this time. People had been frightened into buying far in excess of their needs.

There are plenty of people who are buying cereal goods in case lots, stated another in confirmation of this statement.

D. McLean, Roncevalles Ave., contended that all merchants carried goods in bulk and that consequently the person who wanted to so buy them was under no actual hardship.

There are hundred of stores in this city, stated another member of the gathering, where it would not be safe to sell goods in bulk. After all health is one of the main considerations in such matters, and these goods sold from such stores would not be healthy.

#### Customers Did Not Want Bulk Goods

The proposal was a war measure, urged C. H. Routliffe, of the Lyndroute Stores, and if it in any way aided in winning the war, it should be accepted. Personally he was inclined to favor the measure. It would do away with a good many stores which would be no great loss to the community.

D. W. Clark, a retailer and chairman of the meeting, was of the opinion that it would be a good move to get the consumer to sign a resolution in favor of package goods. "I believe that 90 per cent. of the consumers are demanding packages," he stated. Does the Food Controller think that we can put up these goods more cheaply than the manufacturer? Either we have to get extra help, or work our staff at night.

"As far as bulk goods go" stated Mr. Routliffe. "we have tried to push goods in bulk, and have found that the people do not want them."

A resolution was finally formulated, but, as it was considered likely that the Food Controller's committee would take action in the near future, it was decided to leave this matter in abeyance pending some action by this committee.



#### DEATH OF H. P. ALLEN

The death occurred recently of H. P. Allen, President and Managing Director of D. S. Perrin & Company, biscuit and confectionery manufacturers of London, Ont.



#### NEWFOUNDLAND SEEKS FISH MARKET

Sir Edward Morris, Premier of Newfoundland, is at present in England endeavoring to obtain tonnage for both cured and chilled fish supplies for Europe. These supplies from Newfoundland are to be marked at one-third the present European market prices for chilled fish.

## Canada Gets a Fifty Million Order

### United States Turns Business Towards Canada—Only the Fore-runner of Other Orders to Follow—Another Year of Prosperity Assured.

The feeling of uncertainty that developed on the curtailment of War Office orders has unquestionably had some effect on the business situation. That this feeling is not justified by conditions is made very plain by an article appearing in the current issue of *The Financial Post*, relative to the immense order that has just been placed in Canada. From *The Financial Post's* account the following excerpts are taken.

Within forty-eight hours an official announcement can be expected of the placing of American orders in Canada for shells to the value of \$50,000,000. Prominent Canadian manufacturers and members of the Imperial Munitions Board, including Sir Joseph Flavelle, have returned from Washington, where they completed the necessary arrangements.

This is the most important development of the past three months. It nullifies the probable effect of the slackening of munition orders from Great Britain and assures a continuation of industrial activity in Canada. As the orders forecast are but a starter it is not unreasonable to assume that for an indefinite period business conditions in this country will continue as favorable as during the past eighteen months. The importance of the impending announcement cannot be overestimated. It will completely change the outlook. A brisk, prosperous winter is ahead.

Negotiations to this end have been pending for some time. From the standpoint of the U. S. Government, the placing of orders in Canada is purely a time consideration. The curtailment of Imperial orders left a number of Canadian plants, equipped to produce shells, idle. Uncle Sam could not turn out as large a supply of munitions as he needed. Therefore, he is willing to utilize the capacity of Canadian plants to speed up deliveries. It was the same motive behind the earlier placing of orders in Canada for underwear and other knitted goods.

It is understood that the negotiations from the Canadian end were conducted jointly by members of the Imperial Munitions Board and manufacturers of munitions. Sir Joseph Flavelle and Sir Charles Gordon were in Washington, and among the munition men who figured in the proceedings were H. J. Fuller, President of the Canadian Fairbanks-Morse Co., and W. G. Harris, of the Canada Metal Co.

It is not yet clear how these orders will be placed and handled. There will not likely be any difficulty in connection with arrangements for financing. It will not be necessary for the Canadian Government to extend credit as has been done according to report with Imperial orders. The American Government will pay for the shells as they are delivered.

It is possible, however, that the orders

will be placed through the Imperial Munitions Board and that payments will be made the same way. This is the likeliest explanation of a rumor that is current to the effect that the Board is to receive 50 cents per shell on all American orders filled. It is possible that this charge is being made to cover the work of supervision which would be entailed if the responsibility of filling the orders were laid on the Imperial Munitions Board.

#### The Handling of the Orders

This spectacular development crystallizes much of the groping toward co-operation with the United States that has been apparent for some time. It was clear to foresighted manufacturers that Uncle Sam was going to need assistance and that Canada was in a position to step into the breach.

It has been felt in some quarters that there might be objections raised on the other side to the placing of orders outside of the United States. The Liberty Loan was raised on the understanding that it would not be spent outside of the country. This naturally raises the point as to whether the U. S. Government will expect Canada to supply credit to cover such orders as may be placed here. This is deemed as unlikely, however. The orders are being placed simply because American industry is being taxed to the limits of its capacity now, and cannot produce immediately all that is needed. Under the circumstances some orders must be placed abroad, and Canada is so placed that she can handle them. That the U. S. Government is prepared to finance the operations seems logical, although it is too early to suggest what has been arrived at in that connection.

#### The Effect on Business

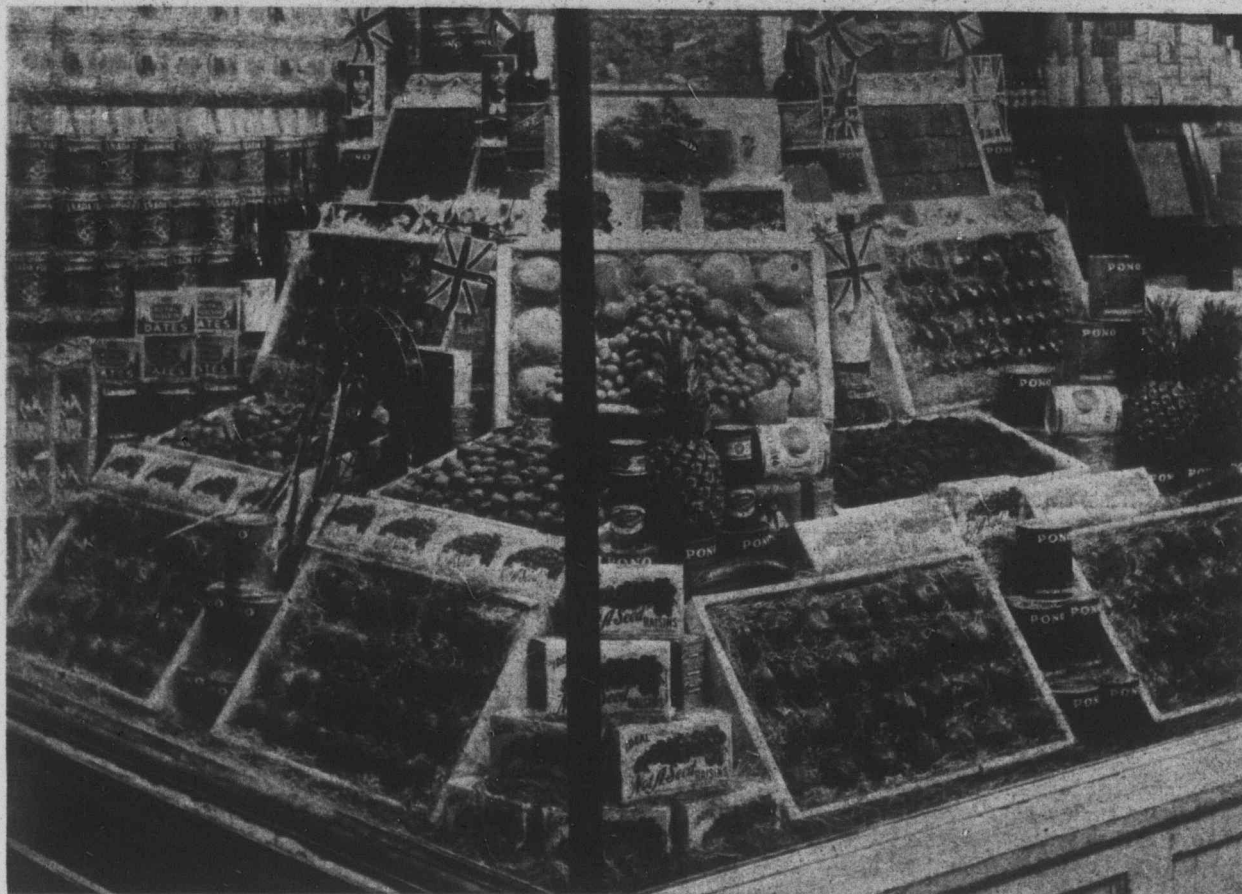
The placing of American orders in Canada is of tremendous importance in its bearing on the business outlook. Foresighted men were preparing for a gradual "letting down" of activity this winter. It was not feared that our prosperity would desert us, but, with the end of the munition industry in sight, a curtailment of buying power was foreseen. American orders will throw us back into the position we occupied before. Factories will be busy and help scarce as a result. Wages will continue high and buying power will be as great as ever. Our remarkable era of war prosperity has been given an indefinite lease of life.



#### RETURNED SOLDIERS GUARANTEED THEIR PLACES

At a meeting of the Retail Merchants' Association of Windsor, held on October 25, a motion was carried unanimously that any employe returning from the front would be guaranteed a position equally as good as the one he left.





The Christmas window display of G. F. Grinyer, 2474 Yonge Street, Toronto. Trays of oranges form the base of the display. The second row consists of trays of nuts slightly tilted, with canned fruits and packages of raisins between each. Trays of fancy apples and grapefruit, with a bowl of grapes in the centre, form the next row. The remainder of the window is made up of boxes of figs and chocolates, table raisins, comb honey and tins of fruit.

## Making the Most of Potato Stock

The Problem of Successful Storage—Saving Depreciation by Careful Handling.

**A**BOUT this season of the year a good many merchants will be putting in their supply of potatoes for the winter. Probably most merchants are prepared for a good deal of wastage in these stocks. This is not necessary, however, for, if properly cared for and housed, and if a proper temperature is maintained, this stock should show a negligible element of loss right down to the last bag, and should keep its sound, healthy appearance even well into the spring.

The Government has issued a bulletin dealing with the handling and care of potatoes. The part of this bulletin of particular interest to the merchant is that dealing with storage.

Potatoes, according to this report, should be stored dry in a cool, well-ventilated cellar which is perfectly dark. There is no doubt great losses occur every year from the careless storing of wet potatoes in comparatively warm and poorly ventilated cellars and piled in great heaps, giving almost ideal conditions for the development of any disease which may be in them and very favorable conditions for rotting. The expense of providing a good system of ventilation

for a cellar would be soon offset by the better condition in which the potatoes would keep; hence the more profit there would be from them. Should it be considered unwise to go to this expense, every effort should be made to have as free air circulation about the potatoes as possible. Instead of piling the potatoes against the wall or on the floor, slats should be nailed a little apart about six inches or more from the wall. This will give a circulation of air behind the pile. A temporary floor should be put down about six inches above the permanent floor, with cracks between the boards. This will permit air to circulate under and through the pile. Then if the piles have to be made very large, square ventilators of wood made of slats and running from the top to the bottom of the pile could be put in here and there through the pile. These with the ventilation afforded at the sides and bottom will keep the potatoes in a much better condition than if they were in a solid pile. Another good plan is to keep the potatoes in large crates made with slats. The ventilation between these crates would assist very much in keeping the tubers in good condition. Thousands of bushels of

potatoes are lost every year, when there is disease in the crop, by neglecting ventilation. The temperature of the cellar or store-house should be kept as nearly 33° to 35° F. as possible. The cooler potatoes are kept without freezing the better. Not only is the value of the tubers for seed lessened by sprouting, but they are also much injured for eating. Moreover, if the potatoes are held over to sell in the spring, sprouting will cause a great deal of shrinkage in weight. It is important to have some means of letting an abundance of fresh air into the cellar towards spring, when it becomes more difficult to keep the potatoes in good condition. Cool air should be let in at night when the outside temperature is lowest and the cellar should be kept closed during the day.



### NO IMMEDIATE LIKELIHOOD OF PRICE OF FLOUR BEING SET

Ottawa, Nov. 5.—(Special from our own correspondent.)—Your representative called upon Sanford Evans, the representative of the Food Controller on the Milling Committee, in regard to the possibility of a price being set on flour in the immediate future. Mr. Evans stated that there was little likelihood of the price being set before November 14 at the earliest, and that even then the price would not become operative before December.

# "HOW TO MAKE FIGURE FACTS EARN PROFITS"

(Second address by Frank Stockdale.)

CONTINUING his series of lectures on problems of Retail Merchandizing, Frank Stockdale addressed the gathering of merchants and manufacturers on the subject "How to Make Figure Facts Earn Profits."

"I have found a great many stores," said Mr. Stockdale, "that are selling plenty of merchandise, wonderful stores in beauty and service, they are doing a good business, but they fail to come across with the thing most to be desired by a retail merchant—Profit."

"Most figure facts do not earn profits. Ninety per cent. of the figure facts in stores represented here do not earn profits. Some of you think you have splendid systems of accounting, but your systems only protect profits, they do not make profits. There is a difference between the nightwatchman and the man who works in the store, and there is a difference in the figure facts—records that protect profits and records that earn profits."

"Figures in connection with a business are very undesirable unless they tell the truth, the whole truth and nothing but the truth. A lot of men are misguided in figures. There are a lot of people using figures who conducted matters just as profitably before they got records into their business. They are misled by their figures. Some men's intuition, sense of management and sense of a movement of things has been a better guide than the figures they had. Incomplete figures will lead a man far astray, and the only way to talk intelligently about profits is by using figures."

## THE DANGER OF NOT HAVING THE FACTS

"I know a store that ran along for four or five years making a nice profit for the owner. The sixth year they bought heavily for increased business, but they lost in the sixth year all they had made in the other five simply because they had been letting the business run along and the old goods were collecting all the time. When the crash came their profits went up in smoke. There are a lot of people in business who are in business because they are good salesmen and not because they are good managers. I have seen numerous cases where a man working for another man has become the star salesman. He decides he is the best salesman and starts out to run a business of his own. If he stops at salesmanship he is almost doomed to failure, because there is more to business to-day than being able to bring the mind of the customer to your way of thinking about merchandise. That is one of the absolutely essential things, but I have also known a lot of men to sell and not make any money. The management of the successful store must be based very largely on figures. There are certain things figures will do for a store. There is one class of people that complain more about competition than any other, they are the guessers. And the main reason they are complaining is because

their competitors know a few things they don't know and among the things their competitors know are these: 'What lines are profit makers,' 'What lines are profit chokers,'—these two lines are found in almost every store. 'What their constant expenses are,' 'How much it costs them to sell goods.'

"There are two things a man does in the retail business, he carries goods and he sells goods. There is a distinction. I might fill the room with goods and not sell them, but that begins to cost money right away. And I might sell goods without carrying goods. Some people can sell goods without carrying them and some people carry them without selling."

"Other things the man who is up with his business knows are 'How much money is invested in stock,' 'Are stocks increasing faster than sales,' 'How many bills he has to pay,' 'Whether collections are keeping up with charges,' 'Progress and condition of the business.'

"Lots of figures don't tell us whether we have been going forward or backward. That kind of record won't do a man much good. You have to know these facts sometimes, and the sooner the better."

"Don't forget markdowns.' That should be taken into consideration when you mark your merchandise. The merchant wants to look ahead and make provision for the thing that in most cases is inevitable and know what his losses will be."

"Expenses forgotten are usually profits lost.' I have known men who tack on a little percentage for 'incidentals' before adding their percentage of net profit. This indicates that the merchant knows there are mistakes."

"Rent and real estate,' 'Interest on capital invested in stock, fixtures, etc.—open accounts, outstanding accounts and money invested in working capital,' 'Salary for self and members of family,' 'Depreciation on goods and equipment.' These are other items that must be considered."

"Depreciation varies and there is no reason for taking any definite percentage. If there is anything in records it is to tell us the truth, so merchants should be honest with themselves when they go to depreciate. Let the statements tell you the truth for some goods depreciate faster at one end than the other.\*"

## MARGIN NOT NECESSARILY PROFIT

"A clear understanding of the fundamental difference between margin and profit is necessary. One of the keenest merchants I have met told me he would like someone to write an article on 'margin of profit vs. margin for profit.' What he said was he would like for someone to write an article on 'an opportunity for profit, and actually getting the profit.' Margin is the opportunity for profit and also an opportunity for loss. Margin itself does not spell profit."

\*Fruit is an instance of quick depreciation. It may turn over fifty times a year and yet show depreciation.—Ed.



## USE AND ABUSE OF PERCENTAGES

"The percentage pathway is lined with pitfalls. We find merchant after merchant tripping up on percentages. The following statement should be referred to when you are stuck about percentages:— '*Percentage is a sign of relationship.*'"

"It has been said that competition these days sets the price, but you want to know if competition leaves a profit for you, and that is the reason for figuring.

"There is one absolutely essential thing to know whenever you start to use a percentage, and the first question is 'where did you get it?'

At this juncture a sample problem was worked out by Mr. Stockdale figuring a net profit on an article where margin, cost price and cost of doing business in the store were given. Mr. Stockdale indicated that there was a big difference in using the percentage on the cost or on the sale price, enough difference in fact to eat up an ordinary net profit.

"In one case," he said, "we have taken the margin on cost and in the other case we took the margin on cost and the cost of doing business on the sale. But the difference between the margin and cost of doing business is a percentage that means something. The kind of percentages to have are the ones that represent the same taken out of different figures and then when I compare percentages I compare the same kind of percentages. You are going to get to the place in your business where you will want to compare your figures. You cannot do this unless they are based on the same foundation. It should also be remembered that the percentage for clerk hire is based on sales not on the cost of the goods.

"Three essential things in business to be controlled are (1) *Cash*, (2) *Help*, and (3) *Merchandise*.

"The handling of cash and the balancing of the book at the end of the year with a balance in red ink is largely a matter of handling cash. It does not affect stocks and it does not affect the handling of people, because to handle people you cannot wait until the end of the year unless you expect to lose a lot of money on them. Special records for people and for stock should be kept. I would admonish every man never to go to the bother of keeping records in his business unless he has use for them. I am not advising any man to get a fact in his business which he cannot use, and you will not find it hard to get. The trouble is people do not see the use of facts. There are more nice trial balances filed away in the safe than there are facts placed on the desk which are used when the merchant goes to advertise, mark up goods or talk to a traveling salesman. That is the essential thing in records, to be able to use them in your business.

## ANTE-MORTEM NOT POST-MORTEM FACTS

"What we need in figure facts is diagnosis instead of post-mortems. I want to know what is happening in my business while it is happening, or as soon after as possible and not what did happen. The method of diagnosis is also changing. In olden days they used to diagnose by the use of antiquated methods. The old time storekeeper would look at the sales and if they were all right everything was all right. The modern retailer diagnoses by knowing his turnover, expense and sales. It is only necessary to select one

expense to know if you are doing all right, and that expense is *Rent*. The landlord is the man who keeps up with you because you are in competition with each other. The rent you pay depends on the turnover you get."

Referring back to the problem of figuring the net profit when the expense of doing business in the store was given, Mr. Stockdale emphasized the point that "*average percentages do not apply to specific cases*" and that therefore the cost of doing business in the store was not the figure to be used in selling an article in the store." He continued:

"The expense of carrying and selling a certain article is not the same on all articles.

## DEPARTMENTALIZING THE STORE

"I have known a number of merchants to departmentalize their stores and to establish departments in departments. That is what the chain stores are doing, and that is where you have to find out where you are making money and where you are losing money. In departmentalizing the store stock records are as valuable as expense records."

At this point Mr. Stockdale illustrated the case of a department store divided into a number of separate departments, some of which made money while others lost money. He struck out departments which equalled each other i.e., one showing a loss equal to the other's profit, and thereby illustrated that the profit making extent of the store resolved itself down to about one-quarter its original size.

"The same thing applies to lines as to departments. You cannot apply average percentages to specific lines or departments and know what you are doing," said Mr. Stockdale.

"The reason figures do not earn profits is because we get tangled on percentages or apply averages to specific cases. Manufacturers of advertised products are having the time of their lives because the average merchant is applying average figures to things that do not come under the average.

"One of the big reasons why average percentages do not apply to specific lines is because turnover on various lines varies greatly.

In the discussion which followed the address the question was asked "What distinction is there between turnover and sales."

In answer, Mr. Stockdale stated that turnover as applied to sales was using the term turnover out of its proper place. We are using two terms, one is *turnover* and the other is *volume*," said Mr. Stockdale. "We want something to express the speed of the movement of the merchandise and we have reserved 'turnover' for that purpose."

Replying to a question as to average percentage allowance for rent in specialty stores, Mr. Stockdale stated that there was a great dearth of these figures, but that the average figure of rent in an average city is 3 per cent. for clothing stores, and varying according to the class of the store.

"One man rents a location where he has to pay a larger rent than another man. Increased sales means increased turnover and there lies the relation of turnover to rent."

## Government Fish Scheme Progresses

Ontario Minister of Fisheries Will Secure Fish From Lake Erie to Meet What He Terms Growing Demand—Fishermen's Union—Newfoundland Fish For Europe at One-third Present Prices.

THE Ontario Government fish distribution scheme is making rapid headway, and despite the approach of winter with its resultant falling off in the quantity of supplies available, the demand is so great that new sources of supply have to be found. The demand comes from all parts of the Province of Ontario and Hon. F. Macdarmid, Minister of Public Works and Fisheries, expects that very soon regular shipments from Lake Erie, Lake Superior and Georgian Bay will supplement the present shipments from Lakes Nepigon and Nipissing.

Jumbo herring is one of the chief varieties of fish caught in Lake Erie, near Port Dover, Port Stanley and points on the Canadian shore, and the Minister is completing arrangements to get regular supplies at these places for the large number of consumers in the busy towns and cities of Western Ontario. In the Lake Erie district Jumbo herring is commonly known as Lake Erie whitefish and is declared by many to be superior to whitefish. Enthusiasm over the scheme has developed to such an extent that practically every city and town in the province is now clamoring for Ontario Government fish retailing at 12½c per pound in Toronto, and slightly more outside of the city on account of the additional cost of transportation to other points.

Already some small shipments of Jumbo herring from Lake Erie waters have been brought in to Toronto by the Ontario Fisheries Department and this variety of fish is on sale in Toronto stores at 10 cents per pound. Some shipments from Pt. Stanley have been consigned to London and St. Thomas where they will be sold at 9½ cents per pound. The Toronto price of 10c will rule in all other parts of the province. Some shipments from Georgian Bay ports have also been made to Ontario points, according to information reaching S. L. Squire, Distributor of Fish for the Ontario Government.

Weather conditions are affecting shipments from Lakes Nepigon and Nipissing, but the Government expects that with regular shipments coming in from Lake Erie ports the service will be extended.

### Fishermen Organize Union

Canadian fishermen of Lake Huron and Sarnia district are contemplating the organization of a union which will enable the fishermen to deal direct with the consumer and thereby save considerable money to both parties. At the present time prices are based on quotations offered by the big fish concerns of Chicago and New York. The fishermen are expected to ship in carload lots, handling the whole business themselves. The

fluctuation of prices in the past has been too much for the fishermen as the producers have had to take the prices offered or let the fish rot.

### LIEUT.-GOVERNOR GANONG PASSES AWAY

Governor of New Brunswick, and Head of Large Confectionery Establishment, Dies After Brief Illness.

#### A Notable Figure in the Life of the Province

By the death of Hon. Gilbert W. Ganong, which occurred on October 31 at his home in St. Stephen, N.B., after a short illness, that town loses her most prominent citizen, the province is deprived of its lieutenant-governor, and a figure of national prominence is removed from the commercial and industrial life of the Dominion.

In the business world he was chiefly known as the president and chief stockholder of Ganong Brothers, Limited, of St. Stephen, one of the largest confectionery manufacturing concerns in Canada. This business was founded in 1873 when the late lieutenant-governor formed a partnership with his elder brother, the late James H. Ganong. Since then it has grown and expanded steadily. The industry which he created is the largest in the town in which it is situated. The late Mr. Ganong was also interested in the St. Croix Soap Mfg. Co., Ltd., of St. Stephen, makers of Surprise and other brands of soap.

Born in Springfield, King's County, N. B., in 1851, he had attained the age of 66 years. He received his education in the public schools in Springfield and the provincial normal school. He taught school for a time in Fairville, N.B., and was planning to study medicine when he abandoned the idea to enter business with his brother, removing to St. Stephen for the purpose.

In spite of the time devoted to his business affairs, Mr. Ganong always found

time to take an active interest in public affairs and was ever to the fore in all matters relating to the welfare of the community in which he had made his home, and at the time of his death was president of the local hospital board and the board of school trustees.

He first entered politics in 1896 when he was elected to represent the county of Charlotte at Ottawa. He was re-elected in 1900 and 1904 and defeated in 1908. His appointment to the office of Lieutenant-Governor of the province was announced on June 29 of this year and his inauguration occurred on July 4. His death, less than four months afterwards, made his period of service the shortest in the history of that office.

The late Governor Ganong was a man of the finest character, respected and esteemed by all with whom he came in contact, a man of genial but dignified bearing and one who had vast numbers of friends and no enemies. In politics he was a Conservative and in religion a Baptist. He was a descendant of Huguenot stock, his paternal ancestor of five generations before having been expelled from France by the Edict of Nantes and later settling in America. On both sides of his family, the late governor's ancestors were United Empire Loyalists who sacrificed their homes at the time of the American Revolution and came to settle in New Brunswick.

The funeral of the late governor, which took place on Friday, was of an official nature and was one of the most impressive funeral ceremonies in the history of the province.

### MILK PRICES INCREASED

Milk is now selling for twelve cents per quart in Galt, Ont., representing an increase of three cents within the past few weeks. This price was agreed upon by the vendors following the action of producers in raising their price from 20c to 30c per gallon.

A similar price was made in Chatham, Ont., being an advance of 2c per quart.

Brantford milk is selling at 10c per quart being an advance of one cent.

Hamilton milk has increased three cents per quart.

London milk has advanced one cent per quart to the present price of ten cents.



Interior of the Elvin Shantz store at Waterloo, Ont.



# The Problems of Extending Credit

How Far is a Husband Responsible for a Wife's Debts?—The Questions by Whom and When Credit Can be Pledged Answered.

By Walter E. Lear, Barrister-at-Law, etc.

**A** HUSBAND is not liable for all the goods which his wife may see fit to order and have charged to his account. A wife may pledge her husband's credit only for necessities, and what is or is not a necessity is a question of fact depending in each case on the financial condition of the husband. However, in no case is money a necessity in the eyes of the law, and a merchant who advances a wife money has no claim for repayment by the husband, even though the wife were starving and she used the money so advanced to buy bread. What the merchant should do is to buy the bread and then charge it to the husband, as bread is always a necessity.

Other goods ranking between bread and money, may or may not be a necessity according to the facts and conditions of each particular case. A watch would not be a necessity for the wife of a day laborer while a reasonably good watch would likely be held a necessity for the wife of a professional man. A cheap stove would be a necessity for any family and a very expensive one might be so held for a wife whose husband is well able to afford it. In all such cases it will be well for the merchant to consider whether the goods being ordered could be properly considered a necessity for the wife ordering them. In order to arrive at a proper conclusion the merchant should find out what the husband does for a living. With the exercise of a little common horse sense the merchant ought to be able to decide whether the goods ordered are necessities or not.

The second point to be considered in extending credit to wives is whether the husband supplies his wife with such necessities as she may require. If this is the case, then the merchant cannot collect from the husband even for necessities supplied to the wife. The principle is this, the husband has the right to say where he will buy the necessities to run his household. If the wife is otherwise supplied she has no right to pledge her husband's credit. Again the husband may give his wife an allowance to cover her personal expenses and the expense of house-keeping. If such is the case then the husband is not liable for his wife's debts. And further, if the husband is a boarder with his wife, she conducting a boarding house in her own right, then the husband is not liable for his wife's debts, any more than any other boarder would be liable.

A wife has no general power of attorney to pledge her husband's credit and the merchant must exercise a good

deal of judgment in permitting married women to run bills on the promise that their husbands will pay. Where a wife runs a bill in the name of her husband and the husband pays the account, then the merchant is entitled to presume that the husband will pay all future bills of a similar nature, but until the husband has actually paid the first bill the merchant has no assurance that he will pay it. Where a wife is running up a bill for the first time it would be well for the merchant to quietly inquire of the husband whether he intends to pay the bill. This can be done without giving offence by mentioning to the husband the fact that his wife is running a bill. Merely saying something like this would be sufficient, "Mr. Jones, I suppose you know that your wife is running a bill with me. I wasn't worrying any about it but I thought it would be as well to tell you." Jones will acknowledge that he knows and that it is alright. Then all you need is to have had a clerk hear what you said and his answer and then you can hold him liable.

A wife living separate from her husband is still entitled to pledge her husband's credit for necessities, even though he has published notices in the paper to the effect that he will not be responsible for debts contracted in his name, unless he can show that his wife is living in adultery, or that he is paying her alimony, or that she has independent means of support, or that the wife is living separate on her own account and that the husband's house is open for her any time she may desire to return. A husband is not bound to support two houses and the wife is bound to live where her husband wishes. If she does not choose so to do, then she must support herself without any claim upon her husband for support.

A child has no implied authority to pledge his father's credit. However, a father would be held liable for necessities for the home if it were shown that the mother or housekeeper had sent the child for the goods and that the goods had been consumed in the home. If a neighbor sent a child to the store for, say, a dollar's worth of sugar and gave the boy the dollar to pay for the sugar, and the boy gets the sugar and has it charged to his father and spends the dollar, then the father would not be liable. A father cannot be held liable for necessities for his child in the same manner as he is liable for necessities for his wife. A child may need a suit of clothes ever so badly and a merchant might supply them to the child on credit,

but the father would not be required to pay for them. There are but few things for which a father can be held liable when purchased by his child on credit. A child may throw stones through the merchant's window and the father is not liable, except in a case where the child was on his father's business, say, for instance, the boy driving cattle for his father. If the law were otherwise, a bad boy could ruin his father by running up bills all over town and doing damage to property.

A servant has no implied authority to pledge his master's credit, except in cases of necessity arising out of and in course of his or her employment. Generally a domestic servant would have authority to pledge her master's credit for household necessities consumed in her master's home, and a chauffeur would have authority to pledge his master's credit for slight repairs to his automobile to enable him to take the car home. In all cases a merchant must satisfy himself that the servant has authority to pledge his master's credit, otherwise he will be "stung." I might mention in passing that some years ago I had a client who owned several farms; on one of these farms my client kept a hired man to look after several head of cattle. Feed ran low and the hired man bought several tons of hay from another farmer and fed it to the cattle. The farmer sued my client for the value of the hay. Needless to say the farmer lost his suit, as it would be a ruinous state for the law to permit every servant to pledge his master's credit every time he so desired.

In deciding whether it is safe to extend credit to a man's wife, child, or servant, good common horse sense will be more helpful to the merchant than the advice of the most learned lawyer in the country.

## COMMANDER EXCESS PROFITS

That the present saving on beef, bacon and flour in Canada under the direction of the Food Controller and with the cooperation of the women of the country is saving enough of these foods to supply a million soldiers in France, was the statement of Dr. Robertson, chairman of the Central Food Committee, speaking at Winnipeg recently.

Continuing, Dr. Robertson stated that in future the profiteer would be controlled and that personally he would, if empowered, take for the people all the profits of the big milling companies over five and a half per cent.

# Merchants Challenge Hanna's Opinion

Reports Still Arriving Prove That Majority of Merchants Favor Package Goods —  
Ottawa Merchants do Not Favor Food Controller's Move—Advocate Net  
Weight in Packages.

**D**URING the course of one of the Stockdale lectures the question was propounded: "Is there any method by which the consumer can be induced to buy groceries in bulk?"

To this Mr. Stockdale replied: "The best answer that I can give to this question is the following instance: The Housewives' League in New York inaugurated a campaign to urge housewives to buy in bulk. Everything went well until they came up against the question of sanitation and the preservation of the commodities purchased in bulk. After a careful consideration of these conditions the League turned over to the other side and became as energetic advocates of packaged lines as they had formerly been opponents. They found that the preservation and standardization of the product that was the outcome of the package movement was a bigger argument than any that could be adduced against it."

**F**OR the past couple of weeks we have been quoting opinions relative to the package cereal embargo from all parts of the country. These opinions continue to pour in from all sources.

F. F. Adams, of Cardinal, referring to the matter states: "In my opinion the order to prohibit the sale of ready to serve cereals in packages will allow very unsatisfactory conditions to prevail in the average store where these goods would be sold in bulk. Apparently the Food Controller has thus far been listening to one side of the question only."

G. H. Richardson does not consider the change practical or possible, especially in prepared cereals. Where space is limited it would simply mean not stocking them.

## Better Control Some Prices

W. A. McMaster of Lindsay, Ont., is emphatic in his disapproval of the measure. "I don't think it is any good," he states. "Some control over some prices would be better."

"It will work all right as far as oats, flour, cornmeal, and rice are concerned," is the answer given by Waters and Son, Norwood, Ont., "but we cannot see how it can be worked with many lines such as Corn Flakes and Shredded Wheat, two large sellers."

## What Some Ottawa Grocers Think

Mr. Halpenny of Halpenny & Co., 590 Bank St., Ottawa, states that he is not worrying about new package law. He thinks readjustment will soon come and bring better conditions for all.

T. J. Somerville, 791 Bank St., Ottawa, thinks that the new package law is a great mistake. He can see no saving. More help will be needed and customer must bear the cost. Waste will certainly result for the grocer. His customers are now buying package oats, etc., in 20 package lots.

## 22 Cases of Package Goods to ¼ Bag of Bulk

A. S. Moreland, Ottawa, thinks cutting off package goods great mistake. Sells 22 cases of package goods to ¼ bag of rolled oats by actual test of sales.

Thinks however, net weight should be stamped on package and insisted on by law. He believes there is 10 lbs. oatmeal sold now to 1 lb. ten years ago—all caused by publicity of the package goods. His own species are put up in sealed packages.

## As Cheap As Bulk

M. Bate of J. N. Bate & Sons, whole-

## THE CAT ARGUMENT IN BULK GOODS

A short time ago an Eastern Ontario grocer on one of the main business streets of his town put in a window of bulk tea. It was a good window. He put a lot of time on it and made a most effective display. There was a big showing of chests of tea. At the side of the window were chests on their sides, with the contents spilling out and making an avalanche of tea. Attractive little groups of teacups with all the necessary appurtenances were arranged in attractive ways about the windows. The centre of the display was a great mountain of tea.

When it was all arranged the merchant went outside and looked at the display with a good deal of pride. Then he locked up the store and went down home with the consciousness of work well done.

Enter the office cat, who noticed the nice bright window and decided to investigate. Jumping on one of the chests of tea, she slid playfully down the avalanche at the side. After a trip of investigation she spied the mountain of tea in the centre, and after one or two futile efforts finally succeeded in reaching the top where she made a comfortable place for herself and settled down for a nap.

All the while the people passed too and fro and displayed a wonderful interest in the peregrinations of that cat. The window got attention without a doubt but did it advertise bulk goods?

sale grocers, Ottawa, states that he cannot see where any saving or conservation will be accomplished by doing away with packages. He claims nearly all package cereals are just as cheap as in bulk. Retailer will not save when adding cost

of bags, handling and waste, consequently the consumer not being benefited there will be no conservation. He thinks biscuits and similar lines should be stamped with net weight.

Mr. Baldwin of Shouldice Grocery, Nicholas St., Ottawa, sees no saving in abolishing packages but is prepared to abide by law.

A. L. Pinard, 96 Rideau, Ottawa, thinks that the doing away with packages would be a great mistake and likely to cause upsetting of much good work.

## Many Better Ways of Saving

F. H. Gilchrist, 1111 Wellington, Ottawa, believes that the regular package goods are just as cheap in package as out of it. There are many better ways of saving. Thinks net weight should be stated. Mr. Gilchrist also favors curtailing cake icing, ice cream, etc., as a means of saving.

## Urge Net Weight of Goods on Package

W. T. Ackland, Bank St., Ottawa, favors the abolition of fancy biscuit packages, but sees no saving in doing away with cereals in package.

T. A. C. Kennedy, 180 Arlington, Ottawa, states that he is sorry to see some packages go, glad of others.

R. H. Dunlop, 796 Bank St., Ottawa, claims to be original man who proposed to the Food Controller abolition of packages.

Mrs. A. Wallace, 391 Rideau, Ottawa, thinks that having to handle bulk goods will be a great hardship and hopes rule will be rearranged at least.

R. Herbert, 230 Bank St., Ottawa, is not agreeable to new package rule.

H. Richardson, 1087 Wellington St., Ottawa, thinks package people have gone ahead too strongly and could be curtailed somewhat with benefit to all. Customers will however, save nothing by new law when cost of bags, string and time are accounted for.

## Favors the Embargo

F. S. Scott, Bank St. and Gilmour, Ottawa, is not opposed to package abolition. He thinks certain lines would be driven out of use, but finds he can replace package goods with bulk and help everybody concerned, except the manufacturer.

Hooy and Son, Cobourg, Ont., in commenting on the order, state that in their opinion it is of no particular use as a food saver. "We are however," they state, "in favor of bulk goods, and are quite satisfied to sell that way. As there is no margin over overhead expenses on the packages, we always call



our customers' attention to the fact that they get better value and just as clean goods in bulk."

F. W. Holt, Torrance, Ont., says: "I think, as far as oat meal, corn meal, Graham flour, whole wheat, and rice are concerned they could be handled in bulk, except in hot weather. Corn Flakes, Shredded Wheat, Post Toasties, and such cereals, I think it would be impossible to handle in bulk, and I do not think customers would buy that way."

W. J. Chalk, Clarksburg, Ont., is of the opinion that the order disorganizes business without achieving what the people expected of the Food Controller.

**An Undeniable Blunder**

"An undeniable blunder" is the way C. E. Groskurth, Bellwood, Ont., describes the Order in Council. "And just what one would expect," he continues, "from a man who couldn't foresee the panic that his words would cause when he raved of the sugar shortage. It is folly to class Corn Flakes, Shredded Wheat and Grape Nuts with oatmeal, cornmeal, Graham flour, etc. The first mentioned couldn't be sold in bulk. Why not encourage the sale of Graham flour, corn meal, rolled oats, and rice regardless of the package?"

**Pure "Rot"**

M. F. Ames, Plainesville, Ont., states his opinion in emphatic terms. "It will not reduce the cost of these goods to the customer, and with labor scarce I am sure it will be a great hardship to many merchants, the regulation is pure 'rot.'"

**Saving the Cents and Wasting the Dollars**

J. W. Bannister, Delhi, Ont., expresses his opinion in the following forceful words. "A child might be excused for making such a regulation, but there is no excuse for the Food Controller. Why doesn't he get the facts before making such a sweeping measure? He may save a few people a few cents, and cost a lot of people a lot of dollars."

There is an addendum to Mr. W. Bannister's opinion. "Ask the Food Controller," he urges, "if he ever saw a cat sleeping in a barrel of oatmeal, or mice having a frolic on top of a bag of cornmeal."

Geo. D. Haigh, Seaforth, rather lines up with the Food Controller. "My opinion is," he states, "that outside of Shredded Wheat and Corn Flakes we would not know the difference. We never did sell much package goods, but we would not care to handle Shredded Wheat in bulk. Customers here will not buy package goods, they think they are too expensive."

"We fail to see the benefits of the measure," say Beeshy and Co., Ridgeway, Ont. "Certain package cereals cannot well be sold in bulk. We are perplexed for instance to know what is expected to take the place of Corn Flakes. Corn is supposed to be an efficient substitute for wheat, yet its use is apparently to be discouraged. We give up!"

**SEND YOUR BOXES TO THE SOLDIERS NOW**

**NOW IS NOT TOO EARLY TO BE SURE THAT THEY WILL ARRIVE BY CHRISTMAS**

WE are shipping boxes daily. We have learned something of how these packages should be handled. Come in and see us regarding this matter. We can supply the boxes to carry your gifts safely. We can also perhaps suggest things to put in the boxes. We know something of the soldiers' needs. We know also what things will carry best, and how to pack them so that they will arrive in good order. Experience has taught us this, and our experience is at your service.

A few suggestions from which to choose:

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We have a show case in our store devoted exclusively to the display of goods that are specially well suited for such parcels. There is enough variety here to tempt any taste. There are suggestions that might never cross your mind without this assistance—and every single line of goods displayed is of actual value for just such packages. Come and judge for yourself.

**Brown Bros.**  
100 High Street

Featuring the trench goods trade in advertising. A suggestion that may be changed to meet the requirements of the merchant.

**THE MAN WHO STARTED THE PACKAGE GOODS EMBARGO**

Certain people believe in "original sin" and one man in particular believes that he is the "original sinner" in a certain direction. R. H. Dunlop, 796 Bank St., Ottawa, claims that he was the first man to put a bee in the bonnet of the Food Controller in regard to the abolition of packages. Mr. Dunlop is a very decided sort of man, he believes the packages cost poor people a lot of money and he wanted to be a public benefactor. He confesses that he aspired to a position on the staff of the Food Controller, and in the course of proceedings he handed the Food Controller a "live one" in the package matter. Meanwhile R. H. Dunlop is something of a food controller himself, having opened a new grocery store. He shows all the signs of being an aggressive fighter out for a heavy business campaign.

**WINNIPEG GROCERY HOUSE OPENS BRANCH IN FORT WILLIAM**

The W. H. Escott Co. of Winnipeg are opening a branch in Fort William, Ont., Room 1, Orpheum Building. This is the fifth branch to be opened by the company since they began business some ten years ago. The other branches are at Regina, Saskatoon, Calgary, and Edmonton. Mr.

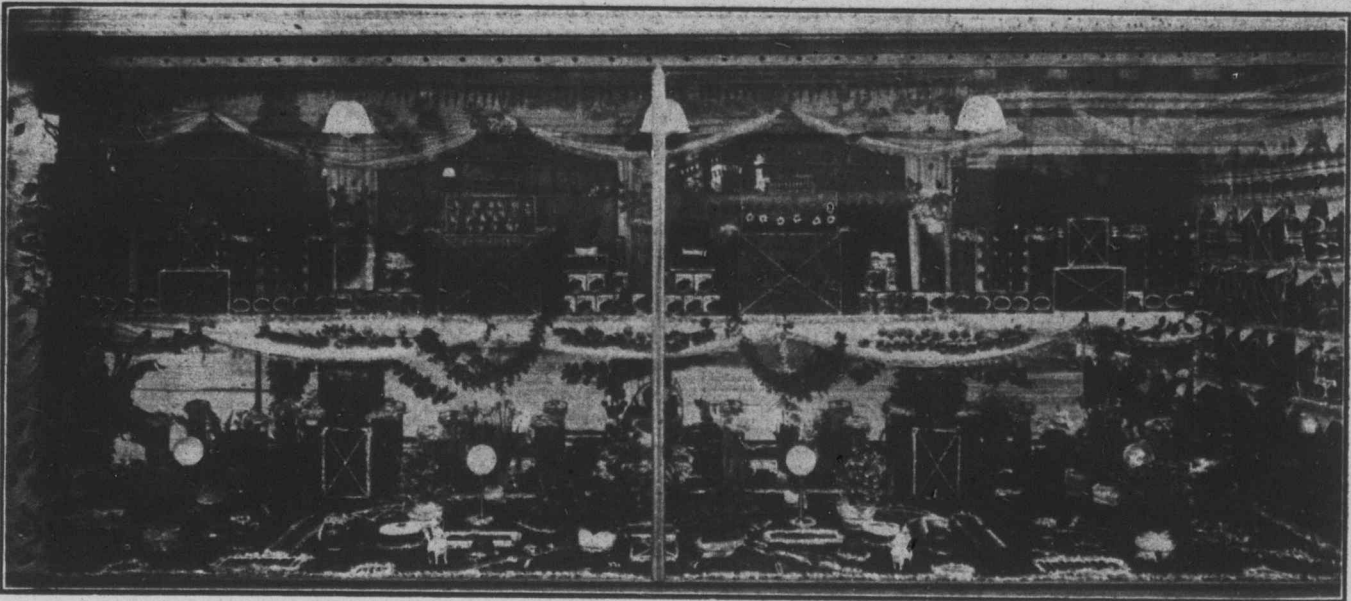
Black will be the representative of the firm at the Fort William branch. He is an experienced grocery salesman, having been city salesman for one of the large Winnipeg wholesale houses for many years. He is also well known in the Fort William, Port Arthur, Fort Francis and Kenora sections.

**UNITED STATES GOVERNMENT TO CONTROL PRICES**

Profiteering by retail dealers in foodstuffs will be made impossible after November 1, the United States Food Administration announces, under a plan to cut off supplies to those not satisfied with reasonable margins. Manufacturers, wholesalers and other handlers of foodstuffs, whose businesses will go under license, will not be permitted to sell to distributors who seek undue profits.

"This is one of the most sweeping safeguards," the announcement said, "against high prices which will be incorporated in the licensing system, for which complete rules and regulations will be made known within a few days."

This plan, food administration officials declare, will give the Government entire control of retail prices. Wholesalers and others who continue to sell to retailers after they are forbidden to do so by the food administration will be denied the right to sell goods under license.



A single yet effective Christmas display.

### NO GRAIN FOR LIQUORS

#### Food Controller Prohibits Use of Canadian Grain for Distilling Purposes

No grain of any kind and no substance that can be used for food shall be used in Canada after November 30 for the distillation of potable liquors according to an order-in-council which has been passed upon the recommendation of the Food Controller. This order will remain in effect until the Governor-General-in-Council declares the present abnormal conditions have ceased. A fine ranging anywhere up to \$5,000 has been provided as the penalty for violation of the regulation, or imprisonment for a term not exceeding six months, or both fine and imprisonment.

Under an order-in-council of August 9 the use of wheat for distillation or manufacture of alcohol was prohibited except that the Food Controller may license the use of wheat in the distillation of alcohol for manufacturing or munition purposes. The new order will save for food purposes considerable quantities of barley, corn and rye, although for months the distilleries have been using these grains principally in the manufacture of industrial alcohol and not for beverages.

### DEATH OF PROMINENT MERCHANT

M. K. Richardson, ex-M.P. for South Grey and Registrar for Grey County, died recently at his home in Flesherton after a protracted illness. Mr. Richardson was one of the pioneer merchants of the county and was the founder of one of the first businesses established in Flesherton following the opening of the railway from Toronto. He was engaged in business in Toronto immediately following his arrival in this country from England. He is survived by one son Major (Dr.) E. K. Richardson, Toronto, and four daughters: Mrs. I. B. Lucas, wife of the Provincial Attorney-General; Mrs. A. E. Webster, wife of the Dean of the Medical Faculty of Toronto University; Mrs. F. Tate and Miss

M. Richardson. Col. Frank MacFarlane, O.C. 147th Battalion in France, is a nephew.

### CANADIAN WHEAT TO U. S. MILLS

An arrangement has been completed between the U. S. Food Administration and the Canadian Food Controller under which large supplies of Canadian wheat are already moving to eastern American flour mills via the Great Lakes. The wheat is to be purchased through the Canadian Government at the same price as fixed for the American 1917 crop and it will relieve pressure upon the American north-western supply. It is said the only factor which would alter the present price of wheat would be the conclusion of the war and the signing of peace. Owing to large supplies of wheat which would then be available from Australia and India it is said to be highly unlikely that the present price for American wheat would be continued.

### A HINT ON HIGH PRICES

A Missouri farmer, according to the *St. Louis Lumberman*, went to the "general store" keeper, an old-time friend, to buy a buggy. It was priced at \$90, and the farmer said his father, twenty years ago, bought one just like it for \$60. The merchant looked up the record of sale and found that the father had turned in 300 bushels of corn for that buggy. He told the son to deliver to him 300 bushels of corn, and he would give him: A \$90 buggy, \$75 wagon, \$20 suit of clothes, \$20 dress, \$5 baby dress, \$5 crib, \$3 worth of candy, \$10 worth of sugar, \$10 worth of tea, \$100 worth of gasoline, \$15 worth of lubricating oil. The total figure, \$353, is the present value of 300 bushels of corn. The farmer concluded to pay cash for the buggy.

### TALKS TO AD. MEN ON KLIM

Toronto, Nov. 8—(Staff Correspondence).—S. B. Trainer, secretary and treasurer, Canadian Milk Products, Limited, Toronto, spoke on Tuesday at the noon-day luncheon of the Toronto Ad. Club on Klim, their domestic milk powder.

Mr. Trainer explained in detail just how Klim was produced. In the first place, it was simply separated, pasteurized milk in powder form. The separated milk first goes through a pre-condensing process, which eliminates a portion of the water. It is then sprayed through an atomizer into a room, through which passes dry, heated, filtered air. This evaporates and carries off into the outside atmosphere the remainder of the moisture, leaving the milk solids in powder form—the dry solids of separated milk. This is what the company sells as Klim.

Most of the milk produced in Canada, Mr. Trainer stated, was used for the purpose of cheese manufacture. The second chief use was in making butter, the third condensed and powdered milk. The fourth, and least of all uses, was the city use of milk. So much was said about the latter use that many people gave it undue prominence in discussing the milk production and distribution problem, but he contended that, so far as his calculations went, it represented roughly 2 per cent. of the total production in Canada.

The above statements are exceedingly interesting to every merchant selling milk in any of the forms referred to.

Mr. Trainer discussed another interesting phase of the milk question—that of fat contained in milk. When separated milk is produced in dry, solid form, it contains very little, if any, of the original fat. This fat, while the most costly portion of milk from the cow for butter and cheese, is not necessary, he said, from the standpoint of the uses of powdered separated milk. People consume plenty of animal fats in other foods. Klim, he stated, is the protein or



the body-building content of milk.

"The similarity of Klim," he added, "to fresh liquid milk is such that the housekeeper can now get her milk-food through the grocer, instead of from her dairyman. This means 'found' business for the retailer, as it puts the milk through the grocer for his profit, instead of through the dairyman."

The address was the feature of the Ad. Club luncheon, and was listened to intently by the merchants and advertising men present.

**REGULATION OF PACKERS' PROFITS FORECAST**

Will Probably Follow Basis Set in the United States—3 Per Cent. a Possible Figure

A meeting of the packing and cold storage interests was held in Ottawa recently at the call of the Food Controller, with the purpose of arriving at ways and means of increasing production, as well as of regulating the profits of the packing companies. No action of a definite nature was taken other than the appointment of J. S. McLean of the Harris Abattoir Company, Toronto, as a representative of the packing interests, to cooperate with the Food Control Department.

As far as the matter of setting a profit is concerned it is believed that no action will be taken on this matter until some similar action is taken by the American Food Control Department. The proposal across the line is that all packing houses shall be licensed and permitted a net profit of 3 per cent. on their turnover, the balance of profits to go to the government. In Canada the margin of profit could not be less or Canadian firms would be at a disadvantage in the competition for outside trade.

Already Canadian firms are applying for licenses to operate in the United States, as most of the large packing houses have been buying extensively on the American market. They will of course therefore be subject to any lim-

**Canned Goods Season Will Be Brief**

THERE is a very limited supply of canned goods in the country this year. Unquestionably there will be a shortage later on.

WE are getting our supply in now. To save storing all of these goods, we are willing to give our customers the advantage of a little better figure than will be possible later.

CONSIDER these prices and order a good supply now:

- Corn, per dozen . . . . . \$ . . . .
- Tomatoes, per dozen . . . . . \$ . . . .
- Beans, per dozen . . . . . \$ . . . .
- Peas, per dozen . . . . . \$ . . . .
- Salmon, per dozen . . . . . \$ . . . .
- Cherries, per tin . . . . . . . . c
- Raspberries, per tin . . . . . . . . c
- Strawberries, per tin . . . . . . . . c

**STEVENSON & CO.**  
12 Elgin Street

An effective canned goods advertisement needing only the merchant's prices to make it complete.

itation of profit that may be imposed by the American Government on any business transacted in the United States.

**MAXIMUM "SPREAD" FOR MILK**

The Milk Committee has recommended to the Food Controller that the price of milk should not be fixed but that the maximum spread be fixed effective December 1.

The recommendation provides that the

difference between the price paid by the distributors, f.o.b. factory, and the price charged to the consumers should not be permitted to exceed five cents a quart in the Provinces of Ontario and Quebec and in the Maritime Provinces. In British Columbia, Alberta, Saskatchewan and Manitoba the fixing of a maximum spread of five and one-quarter cents is recommended.

**A QUESTION IN TURNOVER**

A correspondent in Regina propounds the following question: "What do you consider the proper way to figure turnover. Example, stock at cost price of \$1,000, sales \$5,000—is this five turns?"

Answer.—The best definition that we know of for determining turnover is "Divide the year's sales at cost by the average stock carried and you have the turnover."

In regard to the example you give, "stock at a cost price of \$1,000, sales \$5,000 is this five turns?" It is not five turns. Just how many it is, we are unable to state because you have not given sufficient data. To figure the turnover it would be necessary to know your percentage of margin. Let us suppose that your margin is 35 per cent. The selling price of your goods (\$5,000) represents 100 per cent. The cost price of these goods would be the difference between your margin and the full hundred per cent., in other words 65 per cent. of \$5,000 or \$3,250. The turnover then would be this sum divided by the stock carried, \$1,000, in other words 3 1/4 turns. This is of course providing that your \$1,000 stock is not inventory stock, but the average stock carried during the year.

There are different ways of arriving at this average stock on hand, probably the most generally adopted way is to add the stock records of each month, if a monthly stock record is kept, and divide by twelve. This will probably come close to being the actual stock.

**EAT FISH AT LEAST TWICE A WEEK**

We are asked to conserve food and help the Allies. There is no better way than this. Food will be the turning point of the war. It is the duty of all to save non-perishable foods.

**BY EATING FISH YOU ARE HELPING TO WIN THE WAR**

Fish is a delightful and economical food. You will be surprised what new zest it will give to the menu. Here are a few varieties to choose from:—

	Per lb.		Per lb.		Per lb.
Cod Steak . . . . .	. . . . c	Mackerel . . . . .	. . . . c	Halibut . . . . .	. . . . c
Haddock . . . . .	. . . . c	Salmon Trout . . . . .	. . . . c	Dore . . . . .	. . . . c
Cod—Whole Fish . . . . .	. . . . c	White Fish . . . . .	. . . . c	Oysters . . . . .	Per Pint . . . . c

**THE BURNS COMPANY**

PHONE EAST 6837

260 GEORGE STREET

Suggestion for a fish advertisement that the merchant may adapt to his own particular needs.

# Canadian Grocer in the Light of 30 Years

A Word on Its Small Beginning, and the Service Then Rendered Compared With the Service of To-day—How it Has Followed the Changing Conditions of Trade.

**T**HIRTY years of continuous and growing service is surely sufficient justification for a little pride in the performance, and CANADIAN GROCER is somewhat proud of the advances that have been made since those early days. This newspaper of the grocery trade has kept pace with the growing development of the trade, has indeed in many instances skirmished a little ahead of the advance, and has been, in some degree at least, the instrumentality through which many of these advances were achieved.

In those days with poorer communications, inferior business facilities, and less numerous sources of supply, the trade paper was unquestionably a great source of help to the merchant in all parts of the country. In those days however its scope was more or less localized. It carried a market service it is true, and a study of this market service to-day proves that it was no mean service for the sections served. In all the markets occupied about two pages, with a little more than a column devoted to the Montreal markets and the balance given over to Toronto. Even in this material there is evidence of a complete and comprehensive service. With the passing of the years, however, CANADIAN GROCER has reached out to a far wider field. In each issue there are twelve pages devoted to market quotations, not only to the market quotations of two provinces, but covering every province with a service that is being constantly improved.

In the early days, even when "THE CANADIAN GROCER AND GENERAL STOREKEEPER" as it was then known had obtained a sure footing and was no longer an experiment, it was a little green covered sheet of twenty pages in all with never an illustration between its covers. There is a considerable change in its general appearance since then. It has tripled in bulk, it has grown more pretentious in appearance. It now carries many illustrations of interest to the grocery trade as a whole, but a comparison of the issue 30 years ago and to-day shows that the same effort to be of service to the trade was at the back of all the efforts put forth then as now.

## A Hint From the Comparison of Prices

Of course the conditions have changed so materially that many of the actual problems facing a paper of this kind have also changed. Systems of marketing have become more complex. Competition is harder, and prices are in many instances double those of that time or more. Take some of the market quotations for instance. Turkeys could be bought from 11 to 13 cents a pound; potatoes could be bought for 55 cents a bag! New laid eggs were worth 22c.



Lieut.-Col. J. B. Maclean, who founded Canadian Grocer 30 years ago.

Butter varied in price from 17 to 24 cents, cheese from 10½ to 11.

Compare these with the prices to-day, turkeys, even old birds, cost 30 to 33 cents. Potatoes are worth \$1.90 a bag. New laid eggs sell for 54 cents, butter from 40 to 45½, cheese 22 to 23. These are wholesale prices.

Of course a mere matter of prices has no influence on the service rendered, but when trade prices double and triple, they unquestionably present a vastly different situation; a situation big with opportunity, but big also with an increasing element of danger.

Through all these years of changing prices and changing conditions CANADIAN GROCER has striven to serve the trade. Changing with the changing con-

ditions, enlarging to meet new opportunities and new obligations, stretching out for new avenues of service, endeavoring in every way to bring to the merchant the best of advice, the most correct of information, and in addition a certain measure of inspiration.

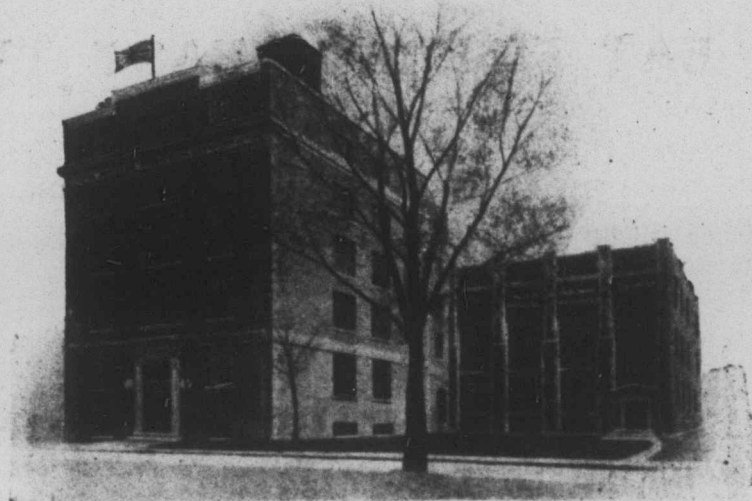
Have these hopes been justified?

Looking back on the little paper of those early days, with its comparatively modest service, and its comparatively limited scope, and contrasting it with to-day there seems to be some little reason for pride. CANADIAN GROCER has certainly advanced to meet the growing needs of the trade, else why would more merchants be scanning its columns with every passing month? But there is another indication not without its importance, looking over the modest advertising pages of those early days, there is a constant repetition of the same trade names that appear in the advertising pages to-day. It is true that these advertisements, mainly little two inch squares with comparatively little advertising appeal, have in many cases given place to page space and to vastly improved advertising appeals, but the mere fact that these advertisers have consistently used CANADIAN GROCER as their chief medium of publicity throughout all of its history is one of the surest signs that this paper was, and is, reaching the best of the trade in all parts of Canada.

## The Trade Paper and the Trade

In the grocery trade more than any other there is a continual process of change. A grocer may start in business with little capital, and in the natural course of events there are many who do

(Continued on page 36.)



Present establishment of the MacLean Publishing Co., 143-153 University Avenue, Toronto. Editorial and business offices on the left, printing department on the right. Canadian Grocer was first brought out 30 years ago, at 5 Jordan Street, in an office 9 x 12.



# Working and Selling, Don't Get Ahead

Typical Example of Merchant's Working in a Circle—Trying to Lift Himself by His Bootstraps.

By Henry Johnson, Jr.

Henry Johnson, Jr.,  
c/o CANADIAN GROCER,  
\_\_\_\_\_, Ont.,

August 19, 1917.

DEAR SIR,—I have been following with interest your talks, and would be glad if you would try and show me the weak spots in my business. I submit the following round figures which are very close to the actual ones:—

Average stock, year round.....	\$8,500.00
(Footwear, \$2,000; dry goods, \$3,500; groceries, \$2,000; china, etc., \$500; miscellaneous, \$500).	
Fixtures, including horse, auto, express, account register, safe, computing scale, etc. ....	750.00
Wages, year .....	\$780.00
My salary .....	936.00
Mortgage interest .....	280.00
Taxes .....	275.00

Total yearly expense, including above	\$3,500.00
Amount goods sold past year.....	\$27,500.00

Trading with farmers I do not count. I simply regard this as an exchange of goods; but I mostly get a profit on goods taken in exchange besides the profit I make on goods given. Most of my business is done on the credit system, and I find the credit register a splendid help. Accounts are mostly paid fortnightly. Average \$200 a year bad debts; carry average of \$3,000 on my books, as well as \$500 in notes from customers which I discount at the bank. I have \$1,000 borrowed from the bank. Besides this I owe for stock \$3,500.

About half the \$3,500 owing me is in the different degrees of slow collections. I buy as carefully as I know how, but never seem to be able to quite get to where I can pay all bills as they mature. At present I have about \$1,500 renewed, and feel that if I could once get caught up I could stay that way. I do not see how I can reduce my stock to any extent. Might do better on collecting, but in any case this part of it is improving gradually. Profits on all lines are good, better than most places, and I have not much dead stock.

I have my fixtures down at a figure they would sell for any day. Take stock every year but don't get ahead very fast. My office work is carefully looked after and I have comparatively little waste. I try to keep weeding out lines that don't pay, and buy small and often.

I will much appreciate any advice and criticism, and trust that I have given you enough information to work on.

How much net gain should my inventory show?

I know one thing I should have—a good, competent man; but when I think of paying about \$1,200 a year more wages, it seems to me it would take \$10,000 to \$12,000 additional business to make this amount up; and I would be little farther ahead. At the same time,

I have far too much to do myself to do it properly.

Hoping I am not putting you to too much trouble, I am,

Yours very truly,

R.H.

## Lack of Precision

Why do some men succeed amazingly well and others just hang on by their eyelids—"not getting ahead very fast"—in precisely the same general circumstances? Surely, the difference lies in the men's character.

In the case of "R.H." there seems to be an atmosphere of loose statement, and easy optimism hardly justified by his want of progress. I refer not to his round figures, for he has forestalled objection there; but to the following:

"Might do better collecting, but . . . this part of it is improving gradually." "Profits . . . are good . . . better than most places . . . I have not much dead stock . . . fixtures down where they would sell any day . . . comparatively little waste."

Here is too much of the easy-going disposition which of itself may account fully for the lack of progress. It is weak to admit that improved collection conditions are due to fortuitous circumstances. The improvement should come from the merchant's own determined efforts. He should be above and beyond circumstantial influence. He should be able to say, firmly: "Depend on it I get mine, no matter what kind of 'times' we may be having!" Such mastery of the situation would alter things considerably for the better, believe me.

It also is weak to admit that "profits are good." Profits only can be held "good" where tangible progress is made, and even there the right kind of merchant is slow to admit complete satisfaction. Besides, my friend offers no comparative figures to show anything about his profits. I cannot even judge the gross, for he does not show conditions a year previous for comparison. This optimism leads me to fear that the \$200 admitted annual bad debt losses are approximate, not exact, and that perhaps the real figure averages more nearly \$400. I also fear that this \$200 is not included in the expense account statement.

Again: How much is "much" dead stock? and just what proportion of waste is "comparatively little?" Had he said: "In spite of my best efforts I seem to have a sad lot of dead stock, and waste worries me with its insidious drain even though I keep after it constantly," I should feel that here was a diligent leak-seeker.

As a matter fact, dead stock in the smallest proportion is to be worked against as one would fight an infection.

It is, in fact, a canker on business which saps its vitality.

And waste? Why there is just no such thing as "little" waste.

The last, but perhaps most striking evidence of optimism is fixtures "at a figure they would sell any day." I am sure, dead sure, this man never has actually sold any fixtures in circumstances which compelled a realization thereon speedily. For then he would know how illusive any preconceived figures must be.

Is my judgment harsh? Surely it is not meant that way. We all pray that we may see ourselves as others see us, and we admit that such would be beneficial to us; but most of us wince when the plain facts are given. But my correspondent knows that I do not know him from a side of sole-leather except as I see him through his letter. He also knows that I have no possible interest except to hand him the right dope. So I am speaking frankly of my impressions of his letter. And inasmuch as our troubles usually lie within ourselves, is not my method apt to be most valuable and effective in his case?

Now, let's get after the final sign of weakness; the trading-in and trading-out merchandise on the basis of mere exchange of commodities.

This is very serious. For the figure of \$27,500 for approximate annual sales may mean much or little in relation to that bartering business. That is, the sales may actually be \$30,000 or they may run to any other figure—\$40,000 perhaps. Obviously, a stated expense of \$3,500 will mean one thing if spread over \$30,000, and something very different if applied to sales of \$40,000.

Let us pass that for the time being and try to get down to some of the stated facts.

If we assume that the total sales are \$30,000, then the expense total of \$3,500 shows up a percentage of 11 2-3. That is so moderate that progress should be easy; for even an average gross margin of 16 2-3% would admit of annual net profits on sales of 5%, or say a clean \$1,500.

Margins in footwear should run to about 30%; dry goods, 33 1-3%; groceries not less than 18-20%; and china—probably the weakest line one can carry—must pay, gross, about 45%; while "miscellaneous" should run 30%. Thus, even with mark-downs on slow movers, losses entailed by changing styles, breakage on china and wastes generally, providing liberally for bad-debts, and all that sort of thing, making proper provision for interest on investment, depreciation, and other legitimate charges, a net of 5% should readily be obtainable.

# 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, Room 900, Lytton Bldg., 14 E. Jackson St., Phone Harrison 1147. Boston—G. 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.

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### 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, NOVEMBER 9, 1917 No. 45

AMERICAN CONSULAR reports from the district of Moncton, N.B., states that there were shipped from that district to the United States since October last, eighty carloads of potatoes, representing 58,343 bushels, and valued at \$93,608.

\* \* \*

THERE was a report abroad that the Food Controller intended to do away with the method of selling by travelers. It is a hopeful sign, however, to know that Mr. Hanna repudiates the report. The Food Controller evidently appreciates the real merit of the traveler as an economic selling force.

\* \* \*

THE United States food control office have taken the traveler as part of their campaign of conservation. That is a good move. The traveler's word is the law and the gospel to a multitude of merchants throughout the country, and his word would bear more weight than many a pronouncement of the Food Controller's office.

\* \* \*

"ESSENCE of Ginger a Dangerous Drug." So reads a Toronto newspaper heading. It may be dangerous to those thirsty souls to whom everything with a kick in it looks like a beverage. It is a question, however, whether that justifies anyone in calling it dangerous. There are a lot of useful commodities that are not intended for food or drink.

### NO BREAK IN PROSPERITY YET

THE announcement a month or so ago of the discontinuance of British war orders was the signal for some rather doleful forecasts. There were

merchants and dealers, who saw the bottom dropping out of everything, the business sustained on war orders largely gone to pieces, and a general condition of blue ruin about to dawn.

That time is in the distance now and as yet there has been no falling off in prosperity, and now there comes the announcement that a fifty million dollar order has dropped in Canada's lap, and there are hints that this is only the beginning. Whatever the ultimate result, and we can see no very dark future for this country, there is an assured prosperity for the present stretching over at least a year. The war business that has made Canada prosperous during the past years is once more headed this way, and that without any difficult problem of financing to be faced. This is no time to feel downcast.

### CANADA'S VICTORY LOAN

DURING the week the advertising campaign proper for Canada's Victory Loan has been launched and it is intended that it shall reach everyone in city, town or country, no matter how far from communication they may be.

The message which is being delivered to the people of Canada rings true. The need is great, not only from the standpoint of seeing through this great war work but to maintain our industrial life in all its phases. By subscribing liberally the people in Canada assure full time operations of their manufacturing industries, a market for their farm produce, a continuation of present prosperous conditions.

Subscribing to Canada's Victory Loan involves not only a patriotic duty but carries out the principles which every merchant in the smaller towns, at least, advocates strongly—that of supporting the home town.

Support your own country, lend your money to your own Government. The resources of the country are back of this loan—the security of Canada is a sufficient guarantee of safety and where will you get an equal return on your investment when so secured?

Now is collecting time for merchants throughout the country. By securing returns from outstanding accounts Canada's merchants will be in a better position to subscribe liberally to the Victory Loan. And how about those long-past-due accounts, those which you have almost given up hope of ever receiving? There is a real incentive now, if never before, to solicit payment of these old accounts—invest the proceeds in war bonds. There will be a good return on such an investment, your bonds are all the security any bank will need if money is wanted and you will find that the man who pays such an account will feel better, will be a better friend than when the account grows old and he tries to avoid you.

The Victory Loan means money to the merchant from two important sources—the man whose income is derived from the operations of the various industries and the farmer who must find a market for his



produce. Canada in extending credit to the Allies assures for her own producers payment which is so vital to her plans to "carry on." Merchants will do well then to subscribe to the limit of their powers—the returns will come from more than one source.

#### THE TRADE ACCEPTANCE

**I**N Canada, we have become so accustomed to collecting our accounts and paying our bills by means of the Bank or Trade Acceptance that it seems strange to us that the practice has only begun to be commonly adopted by our neighbors to the south of us. There still remains in some circles the absurd idea that drawing a draft for an account due or not due is an attack on the integrity of the drawee. As has been said we in Canada, have all got past this stage but are sometimes apt to overlook the benefits of the practice as now conducted.

Many of the smaller manufacturers and jobbers would find it absolutely impossible to extend the line of credit required by the trade, if they were not able to pass a draft at one, two or three months as the case may be, for the amount of their shipments as made, and to use this accepted paper as security for bank advancements, in the form of collateral, or by having it directly discounted.

That retailers do not often realize how serious a matter neglect of their paper as it comes due may be to some house from whom they have been buying is the only drawback to the system as it is now in vogue.

#### CASHING IN ON PERSONALITY

**O**NE huge handicap under which the mail order houses work is due to the lack of personality. The heads of these concerns may secure honors—may keep their names and their pictures to the fore, where they may be seen of men and women. But these men can not be personally known to their customers in any such way as may the merchant in a town or city.

Here then is the merchant's opportunity. He may cash in on personality.

This is being done in many ways. Some merchants make a point of meeting every one, of going everywhere. One, gifted with Irish wit, is frequently called upon to act as chairman at entertainments. He is a genial soul who loves such affairs and would probably attend many irrespective of the business advantage, but the point is that profit does come. People all over get to know this man—to think of him as a friend—to turn naturally toward his store when in need of such goods as he supplies.

Another merchant, of a different temperament, has secured a wonderful connection, especially with the farm trade—by quietly going about seeing that every one is getting satisfaction; by taking up per-

sonally little matters about which the customer inquires. This is not the class of man whom people just naturally address by his first name. But he is a man of the greatest integrity, and he has quietly made his character stand him in good stead as a business asset.

Personality is the scourge to make the mail order house wince. It should be employed continually, but naturally—each merchant using *his* personality, not trying to adopt that of another. Traveling under false colors tends to make one ridiculous, but for each in his own way to make the customer feel that his affairs are of interest to the merchant is sure to build for present and future profit.

#### WILL PRICE CONTROL SUCCEED?

**I**T IS a very interesting study at the present time to watch the attempts that are being made in England, United States and our own country, to control prices on staple commodities. That the desired result will not be achieved as easily as some of the daily papers would have us believe, is already noticeable. Both Mr. Hoover, the United States Food Controller and our own Mr. Hanna have given out interviews practically admitting that present prices are indicative of a world-wide condition, and that high prices are only a natural result of demand exceeding supply aggravated by the falling value of the dollar bill.

The great danger of price-curtailing, when supplies are already deficient, is that of aggravating the already serious condition by creating a tendency on the part of producers to curtail their efforts.

It was reported that a number of the smaller coal operators would refuse to work their mines, when the recent schedule of pit-head prices was announced by the Washington government and this was answered by the statement that the Government would, if necessary, operate any such mines themselves. Even if this should be done, the upheaval and re-adjustment would take valuable time and the output would be almost certain to be diminished for a period at any rate.

If some solution could be worked out, whereby speculators, at a time such as the present, could be prevented from making profits out of unduly enhancing values of commodities necessary to every man's existence, it would be welcomed by all-right thinking people, but it would seem that the old law of supply and demand will have to be reckoned with and the greatest care must be exercised that price control may not act as a boomerang and result in decreased production.

The experiment is very interesting as an economic study apart from the direct interest to the pocket books of us all.

# THE CLERKS' DEPARTMENT

## A MAN OF MANY SIDES IS BRITISH FOOD CONTROLLER

Lord Rhondda is a Typical Welshman and With Great Capacity For Getting Things Done—An Intimate Sketch.

**L**ORD RHONDDA, the British Food Controller, is so much in the public eye that a composite sketch of him, made up from references in various British papers and appearing in Current Opinion, is of unusual interest:

So wonderful a food controller is Lord Rhondda that the English obtain American food for less money than it now costs an American. That, at any rate, is the charge. Rhondda has been a lord for only a very little while. Before that he was a Mr. Thomas. His people were originally in the coal business, and, in spite of the fact that he is a nervous sort of Welshman, it is said of him in character sketches that come out regularly in London papers that he is a romantic type—the sort of a person out of which novelists make their heroes. He was put in charge of their food by the English and given all sorts of dictatorial power over sugar and other things because he had long made a recreation of farming. This is the summing up of the whole matter by the *London News*. He is a humorist, a writer of epigrammatic notes, a pugnacious controversialist, and the most typically Welsh creature imaginable—far more so than Lloyd George. He is not so charming a person as that other ornament of the ministry, Winston Churchill, but he has, says the *London Post*, far more ability. He has not the eloquence of his chief, the Prime Minister, but is more lovable. He has spent much time in calculating the amount of bread a working man ought to eat in a week, how much milk a three-year-old child may consume in a day and how long a growing youth ought to go without meat. His application of his own rules to these cases makes him one of the most canvassed personalities in the whole British Isles. Lord Rhondda has been famous in England, indeed, for some months—a long time in these days of war.

### Coal Instead of Art.

He has, affirms a writer in *To-day* (London), a manner no less romantic than his physiognomical aspect, the latter being especially noticeable owing to his jaw and his smile. They are both fine. He was intended, we read, for a painter, and his early propensities with brushes were deemed remarkable for one so young. Finally he took up his father's coal business, which he expanded and rendered prodigiously lucrative. He had already gone through Cambridge and achieved distinctions like a seat in the Commons and the presidency of various commercial chambers and trade federations. Yet these things, we are told, do not interest him. He is all for farming. He has at different times expended princely sums in finding out that tropical fruits will not flourish in Wales and that the climate of London is unfavorable to the banana. Experience has thus moderated the fury of his first agricultural enthusiasm, but he is a romanticist as much as ever.

He likes beans, and the English, generally, do not, and this is a grave disappointment to Lord Rhondda. He has to be satisfied with seeing that they now get no more sugar than is good for them. In that, according to the *London Post*, he displays a really Welsh genius. It has long been a theory of his that people eat too much and the war has enabled him to prove it. Another idea of his is that fasting is excellent for the complexion, his own being, however, but an indifferent illustration of his theory. It is Welsh and swarthy, for Lord Rhondda belongs to the breed, our British journalistic authority affirms, which produces the black-haired, short and stocky strain. He proves it with his fist, a powerful weapon by means of which in days past he delivered uppercuts and fought until his nose bled and his antagonist had black eyes. Time has taken away this prowess of his as a boxer, but he still in his sixties talks learnedly of the ring. This propensity does not commend him to the churchgoers of his Merthyr constituency, but he is famous for the big majorities he gets on election days.

### A Fortune in Coal.

How much money Lord Rhondda has made out of coal is one of the subjects concerning which Socialist leaders occasionally manifest curiosity. He has a genius for talking coal-land-owners into signing contracts, although in the Commons he can not make a grand speech in Mr. Balfour's manner. He has an excitable way of working himself up to passion's point when engaged in business transactions and this emotion communicates itself to the other party to the transaction. In the innumerable controversies over coal-rights in Wales "D. A." (David Alfred Thomas), as he was then dubbed, would appear at a critical moment with a contract in his pocket, duly signed and sealed. He has painted the most terrible picture of the ruin awaiting anyone who would not give him a contract to extract the coal under a certain Welsh surface, land or water. This aptitude for getting rich by revolutionizing a great industry caused one Welsh labor leader to term Lord Rhondda a demon in one aspect, although an angel in another. "Lord Rhondda has a dual personality. He is a sort of industrial Jekyll and Hyde. He is both an industrial organizer and a capitalist and the functions of the two are quite distinct. The capitalist pure and simple is a non-producer. In so far as Lord Rhondda is an organizer of industry, a man whose talents enable wealth production to be made more efficient, he is a producer, a worker and a public benefactor. But in so far as he is a capitalist, a mere owner of wealth and a drawer of profits, he is a public menace." Nothing is more characteristic of Lord Rhondda than his compilation of sketches of himself in which he is depicted as an exploiter of the wealth of his native land for his own capitalistic behoof. Whenever he is inclined to conceit, as he admits himself, he reads over the various studies of his career which repre-

sent him as the economic monster gorged with coal profits. "How often," he was asked, "do you feel conceited?" To which he replied: "Not often." It appears, too, from the sketch in the British paper, that Lord Rhondda once said an indiscreet thing. If he were a coal miner he would be a Socialist. This confession was thrown in his teeth by a writer in the *London Times*. "It is quite likely that I may have said that," conceded Lord Rhondda. "If I were a miner I would in all probability be a Socialist, for I should not then have the knowledge and practical experience of the application of economic principles which I now possess." He was having one of his fights with David Lloyd George at the time, whose senior by seven years he is. They were furious fights but the men have patched up their differences until the war ends.

Lord Rhondda was on the "Lusitania" when she was torpedoed by a submarine. He is said to have expressed considerable annoyance subsequently at the finding of Lord Mersey's court that "probably the disastrous attempts of the frightened passengers to assist in the launching operations" added to the difficulties of the crew in lowering the boats. His own view seems to be that the passengers were all heroes. "I suppose, in deference to Socialist opinions," he told a journalist, "I ought to except myself." The editor of *The New Age* does not think so. Lord Rhondda had gone to Canada with full powers to negotiate with the Dominion Government, although what he achieved there is one of the secrets of the war. "How did you feel?" he was asked by a reporter when he landed after the torpedoing, to which he replied: "Wet." Upon reaching home—he lives in South Wales—he was asked by a constituent if he had prayed during those awful moments after the torpedo struck, to which he replied: "I had already said my prayers before I had my breakfast." The statement is received, says the *London paper*, with ridicule, at least in South Wales.

### A Farmer Graduate.

If farming were not so notoriously the recreation of Lord Rhondda, he would never have been food controller at all. This is the opinion of a writer in the *London Chronicle*, a paper not disposed to view the statesman sympathetically. He thinks he knows all about the condition of agriculture in England, but he has only the knowledge of the amateur. The stolid English farmer of the unscientific type does not take kindly to some of the Welshman's innovations. The householders do not relish the introduction of cards for this and that. Lord Rhondda has surprised those who knew him best by his unexpected patience with the discontented, his diplomacy, upon occasion even his fluency. At the end of a weary round of interviews with deputations and experts he plunges into a mass of statistics at home in a small room on the ground floor of his London residence. He has a passion for figures as well as for farming. He worked out in his own somewhat crabbed hand the calculations upon which are based the rationing system that goes into effect in Great Britain this very month. His main objects, as stated in the *London Spectator*, are to conserve supplies, to distribute them equally between rich and poor and to keep prices down. He works through local food committees and has arranged to extend his system to bread and meat. His scheme for feeding his countrymen goes into full effect by the end of December.



# CURRENT NEWS OF THE WEEK

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

## Maritime Provinces

S. Miles, grocer, Marysville, N.B., has sold to J. H. Steeves.

J. O'Brien, president, O'Brien Ltd., general store, Nelson, N.B., is dead.

J. McMillan, general store, New Mills, N.B., is dead.

The death of Leonard T. Nase, of P. Nase & Sons, grocers and general merchants, one of the largest firms in the north end of St. John, occurred this week at the age of sixty-four years.

William McMullin of the north end of St. John, who with his wife recently celebrated their fiftieth wedding-day anniversary, is still engaged in the feed business at the advanced age of eighty-five years.

The storm which swept the Atlantic coast last Tuesday cut the telegraph communication between the Maritime Provinces and Upper Canada, preventing the usual weekly corrections of the market lists being forwarded.

It is now three months since H. L. Williams, retail grocer, of St. John, was found murdered in his store and so far not even an arrest has been made. Lately there have been reports that the provincial authorities, supplementing the work of the police, have unearthed important evidence.

Among those who suffered from the effects of the storm were practically all the fish packers in St. John, whose plants, situated on the harbor front, were damaged by the combination of high tides and heavy seas. Much damage was sustained by the fishermen along the coast also.

Potato shipments from New Brunswick to Cuba during October reached a total of 7,833 barrels, valued at \$40,574. This is \$2,000 greater than the previous record established last March and the reason it was not still greater was simply owing to lack of transportation facilities. Exports for the present month are expected to be larger.

The Atlantic Sugar Refineries, Limited, St. John, took large space in the daily newspapers on October 31 to announce a ten cent reduction in sugar prices and the prospect of further reduction. A frank explanation of the sugar situation at the same time helped to settle the minds of the consumers and ward off panic buying which had begun to be noticeable.

John Hall of East Orange, N.J., has been engaged by the province of New Brunswick to make a sanitary and health survey of the province, preparatory to the establishment of a health department as a branch of the government's work. He has announced that his investigation will include the conditions under which food stuffs are produced, handled, and sold.

The Retail Merchants' Association of Halifax is taking action against the large number of business places which are kept open on Sundays in that city. It is estimated two hundred stores are open for business on the Sabbath and it is contended that the continuance of this practice would make it necessary for every retail merchant to keep open in order to protect his trade.

## Quebec

H. Bastien & Co., grocer, Montreal, is selling out.

H. L. Burt, general store, Upper Melbourne, is dead.

L. P. Renaud, grocer, Quebec, has sold assets.

O. Trudeau, grocer, Montreal, has sold his stock.

E. Sauve & Company, grocers, Valleyfield, have dissolved and have been succeeded by Richer & Page.

H. F. Styles, grocer, Campbell's Bay & Shawville, is closing Shawville branch.

D. R. Campbell & Co., mail order, Montreal, has dissolved. New firm forming under same name.

Jas. W. Rigney, of Kingston, passed through Montreal recently, combining pleasure with a business trip.

T. M. Linkletter, of Malpeques, P.E.I., was a visitor to Montreal recently in connection with business relative to the bulk and shell oyster trade.

J. D. Hutchins of the John Duncan Company, wholesale teas, Montreal, left for Vancouver and intermediate points on an extended trip of five or six weeks.

H. R. Gray, joint manager of Gunn Langlois & Co., poultry and provisions, Montreal, was a visitor to Toronto early this week.

J. Chevrier, of Chevrier Bros., Cornwall, Ont., was in Montreal last week procuring supplies prior to the close of navigation.

The Universal Trade of Canadian Products Company has been incorporated at Montreal with a capital of \$100,000 to carry on wholesale and retail business in flour, vegetables, and dairy and animal products.

W. J. Wilson, representing S. H. Ewing & Sons, Montreal, in the Maritime Provinces, was taken ill while on his trip the other week at Campbellton, and as an operation was necessary he had to be taken back to the Royal Victoria Hospital, Montreal. Mr. Drolet is taking Mr. Wilson's place on the round until his recovery.

Tuesday of this week was the first "National Fish Day." This was inaugurated through the interest of the publicity committee of the Canadian

Fisheries Association, and from all indications there will be a wide observance of the same. Monday's business in Montreal was characterized by the receipt of many orders traceable to the advent of this day.

Robert Anderson, who has been connected with the Atlantic Sugar Refineries, Limited, Montreal, since its inception, has severed his connection with that company. Mr. Anderson has been known to the Canadian trade for many years as a sugar authority who follows the growing crop and marketing conditions very closely. He is also a student of retail conditions in general, and has occasionally given addresses before associations of retail men.

## Ontario

J. L. Thompson, Toronto, has sold out. Portelance & Doran, general store, Casselman, have dissolved partnership.

J. Isber, grocer, Ford, suffered fire loss.

A. R. Boug, grocer, London, has sold out.

F. Sugarman, grocer, Ottawa, has been succeeded by B. F. Gordon.

Dickson's Ltd., general store, St. Mary's, are selling assets.

Thos. Park, grocer, Toronto, has sold out to W. Power.

E. L. Westlake has opened a bright new grocery store in Whitby, Ont.

D. J. Gillies, grocer, Cornwall, is succeeded by D. S. Gillies.

Mrs. Blackburn, grocer, Chatham, has been succeeded by Geo. Morden.

N. Stedman, general store, Camden East, is advertising business for sale.

J. H. Quinn, grocer, Chatham, has sold out to G. W. King.

Strathcona Grocery, Ottawa, has dissolved partnership and has been succeeded by I. Fagin.

Miss R. Richer, grocer, Plantagenet, Ont., has been succeeded by Mrs. F. R. Saazin.

J. Wilson, general store, Vankleek Hill, has been succeeded by Meredith & Church.

Sergeant Frederick Hobson, formerly of Simcoe, where he was employed by the Dominion Cannery, has been decorated with the Victoria Cross.

B. D. Buford, manager for Quebec Province, Canadian Milk Products, Limited, was in Toronto this week. He attended the Tuesday luncheon of the Toronto Advertising Club, at which S. B. Trainer, secretary and treasurer of his company, gave an address.

E. B. Ford, manager of the Ft. William branch of the Robin Hood Mills, has been transferred to Winnipeg where he will act as manager of the branch in that city. His successor will be D. W.

Moore, who is at present sales manager at Ft. William.

The Libby, McNeil and Libby factory, at Chatham, was recently damaged slightly by a gas explosion under the steam boiler. The cooking process of the plant was dependent upon this boiler so that the accident necessitated the temporary closing down of the plant until repairs were made.

Western Provinces

H. H. Harder, merchant of Herbert, Sask., has added groceries to his stock.

Neil MacDonald & Co., general store, Baldur, Man., has discontinued.

R. E. Sadler, general store, Elgin, Man., is selling out.

M. Mindess, grocer, Winnipeg, has discontinued.

Melville Farmers' Trading Co., Melville, Sask., general store, has dissolved.

J. B. Schroeder, general store, Horn-dean, Man., has sold to J. J. Bueckert.

F. S. Burge, general store, Lyleton, Man., has moved to Blaine Lake, Sask.

Mrs. R. Bell, grocer, Sturgeon Creek, Man., has removed to Headingly.

Davis Produce Co., The Pas, Man., has sold grocery stock.

C. S. Richmond, grocer, Lethbridge, Alta., has sold out.

G. A. Mathie, grocer, Brandon, Man., suffered fire loss.

W. A. Mitchell, general store, Caron, Sask., has sold out.

J. Parres, general store, Richard, Sask., has sold out.

F. D. Cherry, general store, Davis, Sask., has been succeeded by Davis Co-operative Ass'n. Ltd.

Evans & Loughed, general store, Outlook, Sask., is selling to Arneson-Hemsworth, Ltd., possession Dec. 1.

Richard Trading Co., Richard, Sask., has been succeeded by L. P. Deslisle & Co.

J. A. Tarves & Son, grocer, Birch Hills, Sask., has been succeeded by Union Trading Co.

Beaudreau & Foliott, general store, Lawson, Sask., have been succeeded by H. H. Beaudreau.

Duncan Trading Co., grocers, Carsland, Alta., has been succeeded by G. H. Hill.

Ste. Anne Trading Co., general store, Ste. Anne Des Chenes, Man., has been incorporated.

Patrick Burns of Calgary, head of the big packing concern of P. Burns and Co., has purchased the Russell-Baker abattoir of Prince Albert, Sask., and will establish a big packing industry in that city. The deal is expected to have considerable effect upon the cattle-raising business in the district. It is expected the plant will develop to equal proportions with the Edmonton plant which employs 500 men.

CANADIAN GROCER IN THE LIGHT OF THIRTY YEARS

(Continued from page 30.)

not weather the storms of trade. Mr. Stockdale in one of his lectures noted the fact that in Texas one out of every three grocers fails every year. This is certainly a reason for sober thought. On the other hand CANADIAN GROCER can point to subscribers who have been receiving this paper for thirty years, to many others who have been receiving it for ten years or more, and to a vast number who have been constant readers for over five consecutive years. Here is no indication of the prevalence of failure. It may be that the man destined to success reaches out for the aids that such papers give. It may be that this paper has been in a measure at least responsible for that success. In any event the inference is sure, that this paper reaches the very cream of the trade.

So CANADIAN GROCER has come to look upon its subscription list, with the same names appearing year after year, as not only a justification of its own existence, but as the full and complete justification of the trade press. It stands for successful merchandising, not in any spirit of snobbery, but in a spirit of helpfulness, knowing that it has a part to play in this very success.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

Please give me information on the following:—Names of brokers or dealers in broom corn, names of manufacturers of broom handles, names of makers of broom handle turning machinery.—A. E. Cameron, Sudbury, Ont.

Please give me names of dealers in waste paper.—Kirk Bros., Bracebridge.

Ans.—The following sell or manufacture cottonseed meal:—Chisholm Milling Co., Toronto; Crampsey & Kelley, Toronto; Ontario Fertilizers, Toronto.

Please give me names of firms or manufacturers in Canada who handle metallic sheathing for inside work.—Turnbull & Co., Digby, N.S.

Ans.—The following are dealers in waste paper:—Galt Rag & Metal Co., Galt; Guelph Rag & Metal Co., Guelph; Royal City Rag & Metal Co., Guelph; E. Pullan, Toronto; Wm. Freeman, Renfrew; St. Lawrence Pulp & Paper Co., Ottawa; John Christie, Toronto.

Please give me names of manufacturers of trench boxes.—R. E. Hyson, Mahone Bay, N.S.

Ans.—The following are handlers of metallic roofing:—Metallic Roofing Co., Toronto; Metal Shingle and Siding Co., Preston, Ont.; McFarlane, Douglass Co., Ottawa; Pedlar People, Oshawa, Ont.

Please give me names of firms selling and manufacturing cottonseed meal.—Paul F. Gauvreau, Quebec.

Ans.—The following would be manufacturers of trench boxes:—Canada Cheese Box Co., Booth and Queen St., Ottawa; Fibre Boxes, Ltd., Bathurst St., Toronto; J. Tobin & Sons, Ottawa; F. A. Wilson, Queen St., St. Catharines, Ont.

CANADIAN GROCER,  
143-153 University Avenue,  
Toronto.

For Subscribers  
INFORMATION WANTED

Date.....191..

Please give me information on the following:.....

Name.....

Address.....



# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

**W**HOLESALEERS have been evincing more than usual interest in package cereals during the week on account of the heavy demand that has developed. As a result of the order of the Food Controller prohibiting their sale after specified dates consumers have evidently thought it wise to put by a stock. A buying movement has thereby been started. With one exception, perhaps, price movements have again been in an upward direction and include such commodities as canned peaches and apricots, canned beets, tobaccos, ketchup, licorice, package peas and candied peel. A decline has been recorded in one brand of cigars.

Pure lard, compound lard and shortening were in firmer market with higher prices quoted. Live hogs were slightly higher in price. There is a good demand for barrel pork, with short cut backs showing an upward trend. Butter is in an easier position due to the lack of ocean space for export and also to the fact that margarine will in all probability soon be for sale on the Canadian market. Storage eggs were in easier tone due to stocks held on this continent, but new-laid eggs were in firm position. Ontario beans are not yet being quoted as farmers are holding their stocks for higher prices than dealers are disposed to give.

Potatoes were again quoted higher, with the farmer not disposed to offer very freely. Porto Rican pineapples came into Canadian markets during the week. Hothouse tomatoes have made an appearance now that the outdoor varieties have disappeared. Business in wholesale lines is reported good, but difficulty in getting commodities is still a big problem with the wholesaler.

being harvested, but distribution is being affected by shortage of cars. Dealers who have had orders placed for car lots are glad to secure what they can and pay local freight charges, as price is a secondary consideration. Dealers trust that the consuming public will be reasonable in its demand and this will help matters much.

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

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

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

## QUEBEC MARKETS

**M**ONTREAL, Nov. 6.—The tendency of markets here is firm in all lines, with some advances. Supplies are hard to get in nearly every line. One dealer received a carload of prunes and shipments are expected and eagerly awaited by several dealers. With some these new supplies are on the way and should come to hand very soon. Compound lard has advanced half a cent per pound in 20-lb. pails. An odd car of molasses is coming in. Mill feeds are very hard to get. Rolled oats are up with one dealer 25c per 98-lb. sack. Cornmeal is very scarce indeed. Canned peaches are lower by 10c per case. Sliced carrots are to be had in 2's at \$1.45 per case. Corn syrups are very hard to obtain. Rice has risen slightly in price, as will be noted hereunder. Celery is lower, being quoted at \$5 per case. Spanish onions have taken a skyward move, and are selling at \$7.50 in the large crates and \$4 in the small. Cranberries have advanced to \$16 per barrel, an increase of \$1. Potatoes are moving freely, and one dealer secured about 40 cars last week. Smoked fish is higher, with haddies quoted at 12c to 13c. Herrings are \$12 a barrel, an advance of \$1, while cod

is quoted 25c a box higher. Stocks of cheese are smaller than at this time last year.

### Compound Lard Is Up; Lines Held Firmly

**Montreal.**  
**VARIOUS LINES.**—For some time compound lard has been increasing in price, and one dealer quotes this now at \$4.70 and \$4.75 in 20-lb. pails. This is equal to an advance during the week of ½c per pound. A new line has been added in sliced canned carrots, put up in 2-lb. tins and selling at \$1.45 per doz.

### Sugar Activity Still Unabated

**Montreal.**  
**SUGAR.**—There is a free demand for sugar, with deliveries being made in reasonable volume. This is still selling at last week's prices of from \$8.90 to \$9, and if anything there is less feverishness regarding future supply and demand. The new crop of sugar beets is

### Canned Peaches Drop; Carrots In Tins Now

**Montreal.**  
**CANNED GOODS.**—Canned peaches are quoted this week at \$2 per dozen tins in the 2-lb. size, a reduction of 10c per dozen. Carrots are obtainable now in 2-lb. tins at \$1.45 per dozen. There is no perceptible change in demand for general lines, and the supply is not large. Salmon is very scarce still and the demand normal.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	.....	2 45
1 lb. flat	.....	4 00
1 lb. talls, cases 4 doz., per doz.	.....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	.....	1 30
Pinks, 1-lb. talls	.....	2 40
Cohoes, 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	7 00
Norwegian sardines, per case of 100 "¼s"	.....	20 00
<b>Canned Vegetables—</b>		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s)	.....	2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards	.....	1 75
Peas, Early June	.....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s. doz.	2 35	2 40
Spinach (U.S.), 3s	.....	3 00
Do. (U.S.), gallons	.....	10 00
Corn (on cob, gal. cans), doz.	.....	8 50
Red raspberries, 2s	.....	2 90
Simcoes	.....	2 75
Red cherries, 2s	2 60	2 90

Strawberries, 2s .....	3 00
Blueberries, 2s, doz. ....	1 35
Pumpkins, 2 1/2s .....	1 70
Pumpkins, 3s .....	1 75
Pumpkins (gallon), doz. ....	6 00
Carrots, sliced, 2s .....	1 45
Apples (gallons) .....	5 00
Peaches, 2s (heavy syrup) .....	2 00
Pears, 3s (heavy syrup) .....	2 45
Pineapples, 1 1/2s .....	2 25
Greengage plums (light syrup) .....	1 90
Lombard plums (heavy syrup), 2s .....	1 70

**Dried Fruits Are  
Now Arriving**

Montreal.

**DRIED FRUITS.**—While there is little stock here, some relief may be looked for in new arrivals which are now in transit. One dealer has received a car of dried prunes, and other dried fruits are expected very soon. New currants are looked for in a few days by one importer, but freights are slow. In fact, mixed cars cannot be brought from New York to Montreal owing to the embargo. Freight from there has been taking three weeks in transit. Prices remain firm and unchanged.

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
Currants, old .....	0 24
Do., new .....	0 32

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

**Molasses Quiet;  
Little Arriving**

Montreal.

**MOLASSES.**—There is a fair amount of business in molasses, but nothing of importance to note. An odd carload is being received. The price has something to do with curtailing the sale, as this is, of course, very high. With a firmness of tone continuing, we quote the following prices:

	Prices for	
	Fancy, Choice,	
	Island of Montreal	
Barbadoes Molasses—		
Puncheons .....	0 86	
Barrels .....	0 89	
Half barrels .....	0 91	
For outside territories prices range about 3c lower.		

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given. Cane Syrup (Crystal Diamond)—  
2-lb. tins, 2 doz. in case, per case. ....  
Barrels, per 100 lbs. ....  
Half barrels, per 100 lbs. ....

**New Peanuts Ready;  
Shipments Deferred**

Montreal.

**NUTS.**—Owing to the embargo on freight shipments from New York some trouble is experienced here in securing deliveries. New peanuts of the better grade are available now at New York if arrangements can be made to get delivery promptly. They must be in

transit only a short time, as they are usually shipped at this time of the year in a somewhat green state, and if not delivered at once are in danger of spoiling. There will likely be a fair supply available for the holiday trade. Prices are unchanged.

Almonds (Tara), per lb. ....	0 20	0 21
Almonds (shelled) .....	0 42	0 43
Almonds (Jordan) .....	0 70	0 70
Brazil nuts (new) .....	0 14	0 18
Filberts (Sicily), per lb. ....	0 20	0 22
Hickory nuts large and 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 23	0 23
Walnuts (shelled) .....	0 54	0 56
Walnuts (Marbots), in bags. ....	0 19	0 20
Walnuts (California), No. 1 .....	0 24	0 24

**Quebec Beans  
Now Arriving**

Montreal.

**BEANS.**—With new stock arriving from Quebec growers, there will be a better supply to meet the fair demand which exists. There has been a much larger acreage this year within the province. Definite figures as regards the increased production are not yet obtainable. The weather conditions have been such as to affect the quality of the product, and it will be a little time before definite returns are obtainable, both as to yield and quality.

Beans—

Canadian, hand-picked .....	10 50	10 50
Canadian, 3-lb. pickers, per bu. ....	9 50	9 50
Canadian, 5-lb. pickers .....	7 40	8 00
Michigan, 3-lb. pickers .....	10 00	10 00
Michigan, hand-picked .....	10 50	10 50
Yellow Eyes, per lb. ....	0 14	0 14
Rangoon beans, per bush. ....	7 50	7 50
Lima, per lb. ....	0 20	0 20
Chilean beans, per lb. ....	0 14 1/2	0 14 1/2
Manchurian white beans, lb. ....	0 15	0 15
South American .....	5 20	5 20
Peas, white soup, per bush. ....	5 00	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 Higher;  
Normal Demand**

Montreal.

**RICE.**—It was pointed out in CANADIAN GROCER last week that rice was in a firm market, with a tendency to higher levels. It will be seen in the quotations given herewith that "Carolina" is higher by about 50c per 100 pounds. Siam No. 3 has a lesser spread, being quoted at \$8 to \$8.50, while Siam fancy is \$8.75. Rangoon B is to be had in 200-pound lots for \$7.70, or 10c less than in the 100-pound lots.

Carolina .....	10 00	10 50
"Texas," per 100 lbs. ....	9 50	9 50
Patna (good) .....	9 40	9 40
Siam, No. 3 .....	8 00	8 50
Siam (fancy) .....	8 75	8 75
Rangoon "B" .....	7 80	7 80
Rangoon "B," 200-lb. lots. ....	7 70	7 70
Rangoon CC .....	7 40	7 40
Pickling rice .....	7 70	7 70
Tapioca, per lb. ....	0 15	0 16
Tapioca (Pearl) .....	0 15	0 16

**Tea Stocks Good;  
Japans Are Firm**

Montreal.

**TEA.**—The tea market is still very firm with an average amount of business obtaining. The situation regarding freight accommodation is still giving many importers concern. This is brought about through diversion of shipping that has been used in Pacific trade to other channels, as well as taking many from the Southern Atlantic routes. Thus, although present stocks are good, they may not so continue. Japan teas are very firm and there is big demand for best grades. Dealers say that there will be no lowering of price in view of these conditions.

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

**Coffee Is Firm;  
Mocha Very Scarce**

Montreal.

**COFFEE.**—Just now dealers say that stocks are good. This gives assurance of immediate orders being filled, while one firm states that Mocha coffees are hard to procure. When the American troops arrive in Europe in numbers, a large amount of coffee will be taken as they will use this at least twice a day, and this diversion will be a factor in stocks on this side of the Atlantic. Importers say that present prices are really low, and that there will be no lowering. There is a good demand, and prices are unchanged. Cocoa is firm with a fair volume of business.

Coffee, Roasted—		
Bogotas, lb. ....	0 28	0 32
Jamaica, lb. ....	0 23	0 25
Java, lb. ....	0 33	0 40
Maraicao, lb. ....	0 23	0 24
Mexican, lb. ....	0 28	0 29
Mocha, lb. ....	0 34	0 37
Rio, lb. ....	0 19 1/2	0 20
Santos, Bourbon, lb. ....	0 24	0 25
Santos, lb. ....	0 23	0 24
Cocoa—		
Bulk cocoa (pure) .....	0 30	0 35
Bulk cocoa (sweet) .....	0 25	0 25

**Spices Are Firm;  
Freights Higher**

Montreal.

**SPICES.**—Freight rates are up in connection with trade from the Orient. No changes for the week are available, but nearly every line is firm and the demand is even better than at this season previously. Importers are looking ahead and in view of freight conditions being bad soon are securing heavier stocks where possible. The clove market is very uncertain with only a short supply in sight. Pepper, some say, will be higher soon.

	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 65	0 65
Ginger, pure .....	0 25	0 35
Ginger, Cochin .....	0 25	0 35
Ginger, Jamaica .....	0 30	0 35
Mace .....	0 80	1 00
Nutmeg .....	0 40	0 60



Peppers, black	0 35	0 35
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk		2 00
Caraway, Dutch, nominal		0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocconut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

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

**Oranges Higher;  
Potatoes In Demand**

Montreal.

FRUITS AND VEGETABLES.—There are some noticeable advances this week. Oranges are up to \$5.25 per case. Celery in the 7 dozen crate is down to \$5. Boston lettuce is selling at \$1.75 per box. There has been a stiff advance in Spanish onions, large crates being quoted at \$7.50 and small crates at \$4. Cucumbers are off the market, excepting imported varieties, as are also plums of every variety. The large advance in Spanish onions is due to scarcity. Cranberries are high at from \$15 to \$17 per barrel. There is a big demand for potatoes and these are coming forward well. One dealer secured 35 to 40 carloads last week, but car shortage has been acute for this purpose. The supply comes from New Brunswick and Quebec, mostly.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 00	5 00
Oranges, Calif. (Sunkist)		5 25
Grape fruit	4 75	5 00
Lemons	3 75	4 00
Pineapples, Cuban, grate		5 00
Tokay grapes, crate		2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	6 50	7 00
St. Lawrence		8 00
Fameuse		8 00
McIntosh Red		8 00
Alexander		6 50
Gravensteins		6 50
Cauliflower, per doz. bunches	1 25	2 75
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz.		5 00
Onions, Canadian, bag	2 00	2 50
Spanish onions, large crate		7 50
Spanish onions, small crate		4 00
Potatoes, new, bag	2 00	2 45
Potatoes (sweet), per hamper		2 25
Carrots, bag	0 90	1 00
Beets, bag		1 00
Parasnips		1 50
Turnips (Quebec), bag		1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, curly, per doz.		0 30
Lettuce, head, doz.	0 75	1 00
Lettuce, Boston, box		1 75
Tomatoes, pound		0 20
Horse radish, per lb.		0 25
Cabbage (Montreal), doz.	0 60	0 75
Beans, wax, bag, U.S.		3 50
Beans, green, bag, U.S.		3 50
Leeks, per doz. bunches	1 00	3 00
Parsley, doz.	0 20	0 25
Mint, doz.	0 20	0 25
Watercress, doz.		0 40
Spinach (Canadian), box		0 75
Eggplant, per doz.		1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.		0 25
Dried thyme		
Dried Savory box		1 00
Dried marjoram		
Cucumbers, Boston, doz.	1 00	1 75
Peaches, box		1 75
Peaches (Can.), basket		1 00
Pears, box		1 25
Peppers, per bkt.	0 50	0 60
Marrows, per doz.		1 25
Hauber squash, doz.		2 50
Cranberries, per bbl.		16 00

**Big Fish Demand;  
Halibut Very Scarce**

Montreal.

FISH.—The demand for fish is very large, which is accounted for by the fact of its popularity as a food. Just now there is an increased request for pickled and salt varieties. There is a real scarcity of halibut. Supplies are coming to hand freely and in this respect the local dealers have no complaint as to car shortage. In smoked fish haddies are a little higher, while in salted fish herring and cod are up, the former \$1 per barrel and the latter 25 cents per box. Digby herring and smoked boneless herring are off the market.

SMOKED FISH.

Haddies	0 12	0 13
Haddies, fillet	0 17	0 18
Smoked eels		0 12
Smoked herrings (med.), per box		0 18
Bloaters, per box 60/100		1 75
Kippers, per box 40/50		2 40

SALTED AND PICKLED FISH

Herring (Labrador), per bbl.	\$12 00
Salmon (Labrador), per bbl.	23 00
Salmon (B.C. Red)	25 00
Sea Trout, red and pale, per bbl.	18 00
Green Cod, No. 1, per bbl.	14 00 15 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	11 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 15
Codfish, Shredded, 12-lb. box	2 25

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 45
Prawns, Imperial gal.	3 00

Shrimps, Imperial gal.	2 50
Scallops	3 50

FRESH FROZEN SEA FISH.

Halibut	20	22
Haddock, lb.	7	8
Mackerel		12
Cod-steak, fancy, lb.		10
Salmon, Western	15	18
Salmon, Gaspe		25

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch		0 13
Whitefish, lb.		0 15
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 14	0 15
Smelts, No. 1		0 15
Smelts, No. 1 large		0 20

OYSTERS—

Ordinary, gal.	2 25
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 08	0 08½
Steak Cod	0 09	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each		0 05
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders		0 10
Perch		0 09
Bullheads		0 12
Whitefish	0 15	0 17
Eels		0 10
Mackerel (large), each		0 20
Mackerel (medium), each		0 18

ONTARIO MARKETS

TORONTO, Nov. 7.—The item of greatest interest during the week has perhaps been the big demand that has developed for package cereals as a result of the prohibition of sale after specified dates. Consumers are evidently stocking up in anticipation of the time when they will be unable to secure these goods. Higher prices have been recorded on tobaccos, baking powder, licorice, ketchup, package peas, sardines, Triscuit. A decline was registered in one brand of cigars. Business in grocery lines is reported very good, the chief difficulty arising in securing goods

**Sugarless Days And  
Sweetless Days Advocated**

Toronto.

SUGAR.—There is a strong probability that an appeal may be made to the people of the United States to observe sugarless days and sweetless days in conjunction with meatless days in order that sugar stocks may be conserved until the new crop comes on the market. While there has been no intimation that such a movement is likely in Canada there can be no doubt that a movement along these lines in the United States would have its effect in this country. Reports from Cuba seem to indicate that December 30 is about the earliest that new-crop Cuban sugar can be expected in the market. It is probable that in some sections of Cuba centrals may start grinding about December 5 but with the

present condition of transportation facilities it is thought that it will be well along toward the first of the New Year before the new crop will begin to come on the market. The price at which the new Cuban crop will be sold has not yet been arranged by the International Sugar Commission and the Cuban producing interest. It is estimated there are only about 10,000 tons of unsold Cuban raws of old crop on the Island and this amount is not a factor in the market at present. In the United States the Western producers of beet sugar have now good supplies and the Western section is not suffering from any shortage. There is possibility that car priority may be given to the moving of some 50,000 tons of beet sugar to the Eastern market. In the Canadian market the beet sugar is now being marketed and is furnishing a measure of relief. Estimates by reliable authorities place the Canadian production of beet sugar at 12,500 tons. Three refineries of the Dominion Sugar Company are now in operation at Kitchener, Wallaceburg, and Chatham, and present weather has been favorable to manufacture. Difficulty is being experienced, however, in getting the sugar to market through lack of cars. Refiners continue to quote on the basis of last week, one of the members quoting 10c lower than the majority at \$9.04. Supplies are meagre and every effort is being made to piece them out and make them go around. In a recent issue of CANADIAN GROCER it was stated "that

the Atlantic Sugar Refining Company after having been out of the market for some days, has again returned and is making deliveries sparingly. The company state that they have not been out of the market at any time as their refinery has been operated steadily throughout the year.

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

### Tobaccos Higher; One Brand Cigars Down

**Toronto.**  
**TOBACCOS, CIGARS, KETCHUP.**—An advance of 2c per pound has been recorded in Macdonald tobaccos which now makes Briar 10's, 86c per pound, Index 10's, 84c per pound, British Consuls 5's, 77c per pound, Rough and Ready 8's, 97c per pound. Lord Tennyson cigars have been reduced in price and are now selling at \$40 per thousand, the former price being \$48. Eggo baking powder has been advanced as follows: 6-oz., \$1.45 dozen; 12-oz., \$2.40 dozen; 16-oz., \$3 dozen; 60-lb. tins, \$10.50. Tiger ketchup has been advanced to \$2.75 per dozen, an increase of 35c. Y. & S. licorice, 48's, has been advanced to \$1.65, an increase of 15c. Chiclets are now packed 20 to box instead of 40 and are sold at 65c. MacGregor's package peas have been advanced to \$4.20 per dozen. Booking prices on Welch's grape juice have been named for next year's delivery as follows: 55-cent size, 12's, \$4.75 per case; 30-cent size, 24's, \$5.25 per case; 10-cent size, 72's, \$5.40 per case; fountain 8's, \$5.25 per case. Brunswick sardines have in some instances been advanced to \$7 per case or 7½c per tin. Prices made on clothes lines in some instances are as follows: 30-foot, \$2.10 dozen; 40-foot, \$2.60 dozen; 48-foot, \$3 dozen; 50-foot, \$3.25 dozen; 60-foot, \$3.75 dozen; 72-foot, \$4.50 dozen; 80-foot, \$5.10 dozen; 100-foot, \$6.50 dozen. Salt is reported to be a scarce commodity at the present time. Crisco has been advanced to \$10.25 per case in some quarters while Domestic Shortening has been advanced ½c per pound. Fairy soap has been advanced \$1 per case and is now quoted at \$6.75. This advance in soap is taken by some wholesalers as perhaps the forerunner of more general movement in the upward direction for other soap lines.

### Firm Position Of Molasses Continues

**Toronto**  
**MOLASSES, SYRUPS.**—There was a

continued strong situation in molasses during the week due to the restriction of supplies and the possibility that wholesalers would have to pay considerably higher prices when they come into the market again to replenish their stocks. There has been a fairly good demand for molasses of all grades with coming of cooler weather when the housewife feels inclined to do more baking. Corn syrups and cane syrups remained unchanged in price.

<b>Corn Syrup—</b>	
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.	
<b>Cane Syrups—</b>	
Barrels, first grade .....	0 06½
Barrels and half barrels, second grade, lb. ....	0 06
Cases, 2-lb. tins, 2 doz. in case .....	4 80
<b>Molasses—</b>	
Fancy Barbadoes, barrels .....	0 86
West India, ½ bbls., gal. ....	0 48
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. ....	5 00
West Indies, 2s, 36s .....	4 25

### Shipments Of Dried Fruit Being Held Up

**Toronto.**  
**DRIED FRUITS.**—While a few cars of prunes of new-crop have reached the local market, the amount reaching the trade is probably not one-fifth that reaching the market normally this time of year. Eastern United States markets are finding the same difficulty. Cars are supposed to be rolling somewhere between the Coast and Eastern points but when they will arrive is a question that is agitating importers. There is very serious car shortage and a big delivery of prunes is scheduled to be made to the United States Government by November 15, which will take a large number of cars. Inquiry for dried fruit is becoming more apparent with the approach of the winter season. In the local market there was a still firmer tendency apparent in Australian currants, being quoted as high as 27c in certain instances. Excelsior dates and Dromedary dates were also quoted higher, the range on the former running as high as \$4.75 and on the latter up to \$5.90 per case. Reports from the coast state the Associated Raisin Company is now sold out of four-crown seeded. There was a higher tendency in candied peel during the week, English lemon peel being quoted as high as 35c per pound and English citron peel as high as 38c per pound. Some Ontario evaporated apples came on the market and were quoted at 23c per pound.

Apples, evaporated, per lb. ....	0 23
Apricots, unpitted .....	0 16½
<b>Candied Peels, American—</b>	
Lemon .....	0 26 0 35
Orange .....	0 28½ 0 29
Citron .....	0 33 0 38
<b>Currants—</b>	
Filiatras, per lb. ....	.....
Australians, lb. ....	0 24 0 27
<b>Dates—</b>	
Excelsior, pkgs., 3 doz. in case .....	4 65 4 85
Dromedary dates, 3 doz. in case .....	5 25 6 00

<b>Figs—</b>	
Taps, lb. ....	.....
Malagas, lb. ....	0 08½ 0 09
Cal., 6 oz., doz. ....	0 85
Cal., 10 oz., doz. ....	1 35
<b>Prunes—</b>	
30-40s, per lb., 25's, faced. ....	0 17
40-50s, per lb., 25's, faced. ....	0 15 0 16½
50-60s, per lb., 25's, faced. ....	0 13½
70-80s, per lb., 25's, faced. ....	0 12 0 12½
80-90s, per lb., 25's, unfaced. ....	0 11¼ 0 11¾
90-100s, per lb., 25's, faced. ....	0 10½ 0 10¾
<b>Peaches—</b>	
Standard, 25-lb. box .....	.....
Choice, 25-lb. boxes .....	.....
Fancy, 25-lb. boxes .....	.....
<b>Raisins—</b>	
California bleached, lb. ....	0 14 0 15
Valencia, Cal. ....	0 10 0 10½
Valencia, Spanish .....	0 10 0 12
Seeded, fancy, 1-lb. packets. ....	0 11½ 0 12½
Seedless, 12-oz. packets .....	0 11 0 12½
Seedless, 16-oz. packets .....	0 14 0 15
Seedless, screened, lb. ....	0 13½

### California Canned Peaches And Apricots Up

**Toronto.**  
**CANNED GOODS.**—There was an inclination to quote higher prices on California canned peaches and apricots during the week, 2½-lb. tins in each case being priced at \$3.75 per dozen. Canned beets also showed a firmer tendency, the range being advanced to \$1.80 to \$2.30 per dozen for 3s., representing an advance of 30c to 40c. Other lines of canned goods remained unchanged, although the market was one of underlying strength. There is much speculation in the trade as to whether the consuming public will purchase some of the high-priced canned goods, but there is every confidence in the majority of instances that the prices will be paid by the consuming public.

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

<b>Salmon—</b>	
Sockeye, 1s, doz. ....	3 75 3 85
Sockeye, ½s, doz. ....	2 25
Chums, 1-lb. talls .....	2 25
Do., ½s, doz. ....	1 35
Pinks, 1-lb. talls .....	2 40 2 50
Do., ½s, doz. ....	1 35 1 50
Cohoos, ½-lb. tins .....	1 75 1 90
Cohoos, 1-lb. tins .....	3 25
Springs, 1-lb. talls .....	3 15
Lobsters, ½-lb., doz. ....	3 10 3 25
<b>Canned Vegetables—</b>	
Beets, 3s .....	1 80 2 30
Tomatoes, 2½s .....	2 50 2 75
Peas, standard .....	1 75 1 90
Peas, early June .....	1 80 1 92½
Beans, golden wax, doz. ....	1 75 1 90
Beans, Midget, doz. ....	2 45
Asparagus tips, doz. ....	3 00 3 25
Corn, 2's, doz. ....	2 35 2 40
Pumpkins, 2½s .....	2 00 2 10
Spinach, 2s, doz. ....	1 80 2 40
Succotash, No. 1, doz. ....	2 50
Pineapples, 2s .....	2 90 3 25
Cherries, 2s .....	2 75 2 90
Peaches, 2s .....	2 10 2 40
Pears, 2s .....	1 75 1 90
Plums, Lombard, 2s .....	1 75
Plums, Green Gage .....	1 80
Raspberries, 2s, H.S. ....	3 00 3 25
Strawberries, 2s, H.S. ....	3 00 3 40
Jam, raspberry, 16 oz., doz. ....	2 90 3 15
Do., black currant, 16 oz. ....	2 90 3 05
Do., strawberry, 16 oz. ....	3 00 3 15
Peach, 16 oz. ....	2 35 2 85
Plum, 16 oz. ....	2 35 2 85
Raspberry, 4-lb. tin .....	0 76 0 83
Black currant, 4-lb. tin .....	0 73 0 77
Strawberry, 4-lb. tins .....	0 79 0 83
<b>Preserved Fruits, Pint Sealers—</b>	
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 40



### Inquiry For Teas Reported Much Better

Toronto.

TEAS.—Due to the realization that there are likely to be very light arrivals from this time forward, owing to the high price for importation, with a consequent dwindling of spot stocks, there has been a better inquiry evident during the past two or three weeks. It is reported that the United States has placed an embargo on teas coming through her ports for shipment to other countries. China and Japan teas may be at such high levels owing to the exceedingly high freight rates that these teas may be effectually shut out of this market. There is no further intimation from British sources as to what is likely to be done to get supplies into that market. It is known, however, that dissatisfaction exists with the present system of getting supplies into the Islands and that stocks there are at very low ebb. Locally prices remained unchanged.

Ceylon and Indias—		
Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans		0 38
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-

### European Demand Makes Coffee Firmer

Toronto.

COFFEE.—There was a slightly stronger undertone to the coffee market during the week as a result of buying which had taken place for European account, purchases having presumably been made on the New York market for London account. It is reported that coffee is scarce in London with a tendency, of late, to advance in price. In the New York market there was a disposition for operators to unload December options. Prices locally remained unchanged with a fairly good demand reported.

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

### Black Pepper Shows An Upward Tendency

Toronto.

SPICES.—There was a firmer tendency in black pepper during the week when the lower price range moved upward to the extent of 1c per pound making the minimum 36c and ranging as high as 38c per pound. In nutmegs there was

a firmer tendency also and in size 80's the lower quotation disappeared. There was a general movement upward from the low quotations on cloves, following the lead taken by some dealers last week, the range now being from 54c to 60c per pound. Cream of tartar in bulk is a very scarce commodity, there being very little obtainable in this market. Quotations are purely nominal. There is still some to be had in packages, 2-oz. size being quoted at \$1.25 dozen, 4-oz. at \$2.25 dozen and 8-oz. tins at \$4.25 dozen. Demand for spices is keeping up well.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 28
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 50	0 60
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 36	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's		0 40
Do., 80's		0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Caraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 65	0 75
American high test	0 65	0 75
2-oz. packages, doz.		1 25
4-oz. packages, doz.		2 25
8-oz. tins, doz.		4 25

### Rice Firm, But Prices Unchanged

Toronto.

RICE.—There was a continued strong undertone to the rice market due to the situation at primary points. From the Southern United States come reports that the growers continue to hold their stocks for higher prices and intimations are made that further advances may come in that quarter in the near future. From the far East the high cost of freight and difficulty of getting transportation of any kind are factors operating to keep prices high. Locally the demand for rice has not been heavy, high prices evidently having a retarding effect on consumption.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs.		0 12½
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
Javans, second, per 100 lbs.	8 00	8 50
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14	0 15

### Spot Nuts In Demand; Filbert Market Easier

Toronto.

NUTS.—Owing to the uncertainty about arrivals of new crop nuts any spot nuts have been in good demand within recent days. A carload of Brazils, peanuts and almonds reached the local market during the week and went into wholesalers' hands in a short time. Shelled filberts are slightly easier in price, quotations having been made on the basis of 37c per pound and in some instances as low as 35c per pound. Greater activity is expected in the nut market from this time forward.

In the Shell—

Almonds, Tarragonas, lb.	0 19½	0 20
Walnuts, Bordeaux	0 17½	0 20
Walnuts, Grenobles, lb.	0 18½	0 20
Filberts, lb.	0 18½	0 22
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 16	0 18
Brazil nuts, lb.	0 13½	0 15

Shelled—

Almonds, lb.	0 40	0 45
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 55	0 63
Walnuts, California		
Peanuts, Spanish, lb.		0 17
Do., Chinese, Japanese, lb.	0 15	0 16

### No Quotations On Ontario Beans As Yet

Toronto.

BEANS.—There is still a dearth of Ontario beans in the local market and prices have not been named as yet by wholesalers. There are fairly large stocks of Indian beans in the market and these are filling the requirements of the trade. Some Japanese are also being quoted. Lima beans continue scarce with time of arrivals of new crop a problem which only the future can divulge. Consumption of beans is not heavy as compared with some seasons of the year.

Ontario, 1-lb. to 2-lb. pickers, bu.		
Can. white kidney beans, bush		8 00
Indians, per bush.	6 00	7 00
Yellow eyes, per bushel.		
Japanese, per bush.		6 60
Limas, per pound	0 17	0 17½

### Demand On Package Cereals Very Heavy

Toronto.

PACKAGE GOODS.—Wholesalers report a heavy demand for package cereals at the present time due to the fact that consumers are apparently stocking up in anticipation of the time when they will not be able to get additional supplies. The effect of the regulation prohibiting their sale during the days when the matter was new was to start retailers cancelling their orders. Some of the companies have guaranteed against loss, in other words any cereals that remained unsold would be taken off their hands, and this has had the effect of giving confidence to retailers. Prices were unchanged. Cornstarch and starches were in steady market. Triscuit is again being quoted, the new price being higher at \$2.25 per case.

Cornflakes, per case		3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s.		
case		1 75
Rolled oats, square, 20s.	4 80	5 00
Shredded wheat, case		4 25
Cornstarch, No. 1, pound cartons		0 12
No. 2, pound cartons		0 11
Starch, in 1-lb. cartons		0 12
Do., in 6-lb. tins		0 13½
Do., in 6-lb. papers		0 09½

### Finnan Haddie Firmer; Kipperd Herring Up

Toronto.

FISH, OYSTERS.—A firmer tendency was evident in the market for Finnan haddie and quotations were made firm at 13c per pound with some fresh express haddies selling at 15c. Kipperd herring was quoted at \$1.75 which is also at a firmer price, the lower quota-

tion having disappeared. A new brand of Southern oysters came into the market during the week and were quoted at \$2.30 per gallon. Better supplies of trout and white fish reached this market during the week and a continuation of favorable weather for fishing on the upper lakes would give an abundance. There is a good demand for fish. The publicity given to the movement to eat fish has undoubtedly had a beneficial effect.

**SMOKED FISH.**

Haddies, per lb., new cured.....	0 13	0 15
Haddies, filets, per lb.....	0 15	0 18
Kippered herring, per box.....	1 75	
Digby herring, skinless, 10-lb.....	1 85	2 00

**PICKLED AND DRIED FISH.**

Acadia cod, 20 1-lb. blocks.....	3 00	
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 23	0 23
Halibut, frozen.....	0 19	0 20
Salmon, B.C.....	0 20	0 22
Do., Restigouche, lb.....		
Haddock, fancy, lb.....	0 10	0 10
Herrings, frozen.....	0 04	0 06
Steak, cod, fancy, lb.....	0 10	0 10
Cod, market, heads on, lb.....	0 08	0 09
Mackerel, lb.....	0 14	0 16
Flounders, lb.....	0 09	0 10
Swordfish, lb.....		

**FRESH LAKE FISH.**

Herring, per lb.....	0 09	0 10
Pike, lb.....	0 10	0 12
Whitefish, lb., fresh.....	0 14	0 15
Trout, lb., fresh.....	0 13 1/2	0 15
Tullibee, fresh, lb.....	0 09	0 10
Oysters, per gal.....	2 30	3 50
Blue points, bbl.....		11 00
Malpeque, bbl.....	14 00	15 00

*Grapefruit Lower;  
Cranberries Higher*

Toronto.

FRUIT.—There was an easier tendency in the market for grape fruit during the week on account of the lower quotations made in the primary markets. Prices were down 25c per case in the local market, Jamaica grapefruit being quoted at \$4.25 to \$4.50, Florida at \$5 to \$5.50, Porto Rican at \$5 to \$5.25, and grey grapefruit as \$5 to \$5.50 per case. There were still a few Ontario grapes in the market but the quantity was limited. Cranberries were in still higher market, being quoted up as high as \$16 per barrel for early black Cape Cods. New Jersey cranberries reached the market, but were not put on sale, as it was thought best to conserve them for the Christmas trade. Prices of these latter will in all probability be higher than the Cape Cods. Emperor grapes in boxes were quoted at \$2.65 to \$2.75 per box. California lemons were slightly firmer, quotations being made up to \$7 per case. Peaches were in very light supply and prices ranged around 30c per basket for 11-quart size. California Malaga grapes were quoted higher at \$2.75 to \$3 per box. Some Porto Rican pineapples were in the market, quoted at \$6.25 to \$6.50 per case. Fruit moved rather slowly during the week.

**Apples—**

California, boxes.....	2 15	2 65
B.C., boxes.....	2 25	2 65
Ontario—		
Baldwins, No. 1, bbl.....	6 50	
Wealthys, No. 1, bbl.....	6 50	

Do., No. 2, bbl.....	6 00	
Greenings, No. 1, bbl.....	6 50	
Kings, No. 1, bbl.....	7 00	
Northern Spys, tree runs.....	6 00	
Mann, No. 1, bbl.....	6 00	
Do., No. 2, bbl.....	5 00	
Pewakee, No. 1, bbl.....	6 00	
Do., No. 2.....	5 00	
Starks, No. 1, bbl.....	6 00	
Do., No. 2.....	5 00	
Ontario, No. 1, bbl.....	6 00	
Do., No. 2.....	5 00	
Ben Davis, No. 1, bbl.....	5 00	
Do., No. 2, bbl.....	4 50	
Winter varieties, straight, No. 3.....	4 50	
Tree run.....	5 00	
N.S., Gravenstein, No. 1.....	6 00	
Do., Gravenstein, No. 2.....	5 00	
Bananas, yellow, bunch.....	2 25	2 75
Cranberries, Cape Cod, bbl.....	15 00	16 00
Do., 50-lb. box.....	7 00	7 50
Grapes, Ont., 6 qt.....	0 35	0 40
Grapes, leno, 6 qt.....	0 40	0 50
Grapefruit, Jamaica, case.....	4 25	4 50
Do., Florida, case.....	5 00	5 50
Porto Rican, case.....	5 00	5 50
Oranges—		
Cal. late Valencias.....	4 25	4 75
Lemons, Verdillia, case.....	6 00	6 50
Cal., case.....	6 50	
Vegetable marrow.....		
Peaches—		
Ontario, 6-qt.....	0 30	0 35
Do., 11-qt.....	0 40	0 60
Pears, Cal., box.....	3 75	4 00
Do., Ontario, 11-qt.....	0 50	1 25
Pineapples, Porto Rican, cs. 30-36s.....	6 25	6 50
Plums, Ont., 11-qt. box.....	0 75	1 00
Prunes, 11 qt.....	1 00	1 25
Damsons, 11 qt.....	1 00	1 25
Cal. grapes, Malagas.....	2 75	3 00
Almeira grapes, keg.....	6 50	9 00
Emperor grapes, keg.....	5 00	5 50

*Potatoes Up To \$2;  
Hothouse Tomatoes In*

Toronto.

VEGETABLES.—The market on potatoes continued in an upward direction during the week, the general quota-

tion being \$2 per bag as compared with \$1.75 to \$1.90 last week. There is still a disposition for the farmers to hold their stocks. Ripe tomatoes of outdoors variety were about cleaned up, some few coming in were disposed of at 75c per 11-quart basket. Hothouse tomatoes, however, made an appearance and were quoted at 30c per pound. Brussels sprouts were also in the market and were quoted at 15c per quart. Cauliflower is quoted at \$1.75 to \$2 per dozen. Mushrooms were in the market and were quoted at \$3.50 per 4-lb. basket. Beets and carrots by the basket were no longer in evidence, being now sold by the bag almost entirely. Demand for vegetables was somewhat slow.

Beets, bag.....	0 75	0 85
Brussel sprouts, quart.....		0 15
Cauliflower, doz.....	1 75	2 00
Cabbage, Canadian, doz.....		0 50
Carrots, bag.....	0 85	1 00
Celery, Ont., doz.....	0 20	0 25
Do., Canadian, case.....	4 25	4 50
Lettuce leaf, doz. bunches.....	0 20	0 25
Canadian head lettuce, doz.....		1 25
Mushrooms, 4-lb. basket.....		3 50
Onions—		
Spanish, crates.....	5 75	6 00
Spanish, half crates.....	3 25	3 50
Do., Canadian, 75-lb.....		2 75
Do., American, 100-lb.....		
Pickling, silverskin, 11-qt.....	0 60	1 00
Potatoes—		
New Ontario, bag.....		2 00
Sweet, hamper.....	2 00	2 25
Soinach, box.....	0 60	0 75
Green peppers, basket.....	1 00	1 25
Red peppers, 11-qt.....	1 00	1 25
Tomatoes—		
11-qt. No. 1.....		0 75
Hothouse, lb.....		0 30
Paralev, basket.....	0 35	0 40
Watercress, basket.....	0 30	0 50
Turnips, new, bag.....	0 60	0 75

**MANITOBA MARKETS**

WINNIPEG, Nov. 7.—Advances are announced on Gillett's cream of tartar, but other lines are selling at old figures. An advance is therefore expected on baking powder. Some lines have already gone up. An advance has gone into effect on the price of Crisco amounting to 25c per case. Reports coming in indicate that evaporated apples are still very high, the crop in Ontario having been practically a failure. The only available apples seem to be coming from Nova Scotia at a price of 20c per lb. On account of the high price the trade are in some cases buying evaporated peaches, but here again the prices are very high. Further advances on toilet soaps are liable to come at any moment. One large manufacturer has withdrawn prices on all lines of transparent soaps on account of not being able to get materials to make these lines. The honey market is reported very firm, and prices are likely to be higher.

*Helping To Make  
Sugar Situation Worse*

Winnipeg.

SUGAR.—There is evidence that some refiners are not shipping into this market, and those that are shipping are several weeks behind in their orders.

Jobbers expect that refiners will insist upon them taking 50 per cent. yellow sugar from now on, although there is nothing definite just yet on this. Some retailers have been trying to buy all the sugar they can get hold of, which has been helping to make a shortage. The retailer has not been to blame for this, however, the fault being with the consumer. Jobbers are trying to impress the dealers with the fact that these conditions will improve soon, and that if they insist on buying too much, they will only make the situation worse.

*Advised To Buy Dried  
Fruits As Required*

Winnipeg.

DRIED FRUIT.—California figs have not yet been shipped, and will probably be late. So far there is no sign of Portuguese figs being shipped, and the trade are not sure whether they will get any. There are some of last year's Portuguese figs selling at 7 1/2c; they are sugared, but in good condition. The prune market has firmed up considerably in California, but present prices will probably hold to the retail trade. Greek currants are very high owing to curtailed production and shipping difficulties, and as a result Australian shippers have been swamped



with orders, and there is difficulty in getting the order filled. Prices are therefore very high. Writing to his customers, a local jobber states that he does not look for high prices on any line of California fruits, except perhaps peaches, which he thinks may go higher. For other lines than peaches, he advises dealers to buy as required.

<b>Santa Clara Prunes—</b>		
90-100s, 25-lb. boxes, per lb.....	0	11½
80-90s, 25-lb. boxes, per lb.....	0	12
50-60s, 25-lb. boxes, per lb.....	0	13
<b>Oregon Prunes—</b>		
100s and over, 25-lb. boxes, per lb.....	0	08½
90-100s, 25-lb. boxes, per lb.....	0	10¼
80-90s, 25-lb. boxes, per lb.....	0	10½
<b>Apples—</b>		
Cal. fcy., faced, 50-lb. boxes, lb. ....	0	23
Pears, choice, 10-lb. boxes, faced ....	0	16½
<b>Apricots—</b>		
New, choice, 25's .....	0	23½ 0 25
New, choice, 10's, per box.....	2	48
<b>Peaches—</b>		
Choice, 25-lb. boxes .....	0	13 0 13½
Choice, 10-lb. boxes .....	0	14
<b>Currants—</b>		
Fresh cleaned, bulk, lb., Australian .....	0	21 0 22
<b>Dates—</b>		
Hallowee, 68-lb. boxes .....	0	18 0 20
Fards, box, 12 lbs.....	1	75 2 30
<b>Raisins, California—</b>		
16 oz. fancy, seeded .....	0	12¾
16 oz. choice, seeded .....	0	11¾
12 oz. fancy, seeded .....	0	10
12 oz. choice, seeded .....	0	09¾
<b>Raisins, Muscatels—</b>		
3 crown, loose, 25's .....	0	11¼
3 crown, loose, 50's .....	0	10¾
<b>Raisins, Cal. Valencias—</b>		
3 crown, loose, 25-lb. boxes.....	0	10¼
3 crown, loose, 10-lb. boxes.....	0	11
<b>Figs—</b>		
Mediterranean, 33-lb. mats.....	0	07¼ 0 08
<b>Peel—</b>		
Candied lemon, boxes, lb.....	0	22 0 22½
Candied orange, boxes, lb.....	0	25 0 26½
Candied citron, boxes, lb.....	0	30 0 30¼
Cut mixed, 7-lb. boxes.....	0	28½

### Jobbers Advise Grocers To Buy Rice Ahead

**Winnipeg.**  
**RICE.**—The following prices are quoted this week and jobbers state that these are about the same prices as they are paying themselves in the primary market: Carolina extra fancy 100 lb. sacks, 11¼c, Japan ditto 8¾c, Siam ditto, 7¼c, Patna 8c. A local house advises its customers to buy for a few months' ahead, expressing the belief that no mistake can be made anticipating requirements.

Extra fancy Japan, 100-lb. bags.....	0	09
Fancy Japan, 100-lb. bags.....	0	08¾
Choice Japan, 100-lb. bags.....	0	07¼
Siam, 100-lb. bags .....	0	07
Siam, 50-lb. bags .....	0	07½
Tapioca, lb. ....	0	13½ 0 14
Sago, lb. ....	0	12½ 0 13

### White Beans To Be \$6.00 Per Bushel

**Winnipeg.**  
**DRIED VEGETABLES.**—The white bean market continues easy, and jobbers predict that we shall see a price of \$6.00 per bushel some time this month. Soya beans, a small yellow bean which is said to cook well, is being put on the market in 200 lb. boxes at \$4.00 per bushel.

<b>Barley—</b>		
Pearl, 98-lb. bags, per bag.....	7	75
Pearl, 49-lb. bags, per bag.....	3	90
Pot, 98-lb. bags, per bag.....	5	50
Pot, 49-lb. bags, per bag.....	2	80

Pot, 24-lb. bags, per bag.....	1	45
<b>Beans—</b>		
Lima, large, about 80-lb. bags, per lb. ....	0	17½
Lima, small, 100-lb. bags, per lb.....	0	14
Fancy white, bushel .....	6	35
Bayo, California, 100-lb. sacks, per sk..	5	75
<b>Peas—</b>		
Split, 98-lb. bags, per bag.....	11	25
Whole, yellow, soup, 2 bu. bags, per bu.	5	00

### Tea Costing Jobbers A High Figure

**Winnipeg.**  
**TEA.**—The market on tea is very firm owing to increased cost of transportation. The following prices are being quoted by a local jobber, who states that he would have to pay these prices himself if buying to-day:

<b>Black, Bulk—</b>		
Broken Pekoe, No. 964, ½ chests, per lb. ....	0	36
Broken Orange Pekoe, No. 948, ½ chests, per lb. ....	0	40
Broken Orange Pekoe, No. 10, chests, lb. ....	0	40
Broken Orange Pekoe, No. 752, ½ chests, lb. ....	0	41

### Advances In Effect On Condensed Milk

**Winnipeg.**  
**MILK.**—Manufacturers announce that an advance of 50c per case has gone into effect on the following lines of condensed milk:—Eagle, Gold Seal and Reindeer. St. Charles hotel evaporated milk has gone up 25c, but the price of family is unchanged.

### Effect Felt Of Ban On Package Cereals

**Winnipeg.**  
**CEREALS.**—Both the jobbers and retailers are working more or less in the dark regarding package goods. Both of them are trying to clean up their stocks, and the retailer is not inclined to buy, which makes it hard for the wholesaler to dispose of stocks on hand. Some jobbers state that they will lose thousands of orders as a result of this embargo. It was suggested that a better way would have been to stop the manufacture of package cereals at once, and to allow those with stocks to clean them out.

### Manitoba Potatoes Bring \$1.10 Bushel

**Winnipeg.**  
**FRUIT AND VEGETABLES.**—Potatoes last week were continuing upward very strongly, but this week the market was steadier, although there is a very active demand. Manitoba potatoes can be bought for \$1.10 per bushel, and B. C.'s at \$1.25. An advance took place in the price of lemons this week, which are now selling at \$9 per case. Emperor grapes are now among the big sellers, and are bringing \$3.50 per crate, or \$5.50 per drum.

Cabbage, lb. ....	0	03
Cauliflower, Cal., doz. ....	2	25
Celery, B.C., lb. ....	0	10
Potatoes, new .....	1	25
Potatoes, sweet, bbl. ....	6	50
Pumpkin and squash, lb. ....	0	04

Carrots, cwt. ....	2	00 2 50
Turnips, cwt. ....	1	25 1 50
Head lettuce, Cal., doz. ....	1	50
Tomatoes, Cal., box 25 lbs. ....	2	50
Onions, Valencia, large case.....	6	50
Onions, yellow and red, cwt.....	3	50
Parsley, home grown, doz. ....	0	40
Peppers, green, imported, bu. bkt. ....	2	50
<b>Fruits—</b>		
Apples, Nova Scotia, bbl. ....	5	50
Apples, Wash. Jonathans, box .....	2	25
Apples, McIntosh Reds, B.C., box .....	2	80
Oranges, Valencias .....	5	00
Lemons .....	8	00
Bananas, lb. ....	0	05½
Pears, D'Anjou, crate .....	4	25
Pears, Winterneillis .....	3	25
Apples, Southern, bbl. ....	7	00
Grapes, Tokay .....	2	25
Peaches, Washington, crate .....	1	25
Grapefruit .....	7	00

### WHEAT CROP IN INDIA

The final official forecast of the area sown to wheat for the 1916-17 season, based on revised returns of acreage and output received from districts comprising 98.5 per cent. of the total wheat area in India, places the acreage under this grain at 32,940,000, as against 30,320,000 acres a year ago, an increase of nearly 9 per cent. The total yield is estimated at 10,158,000 tons (47,404,000 quarters of 480 pounds each) as against 8,652,000 tons (40,376,000 quarters) in 1915-16, or an increase of 17 per cent.

### INCREASE PRODUCTION BY REMOVAL OF DUTIES

The Manitoba Food Control Committee has recommended to the Government the removal of customs duties on agricultural implements, farm machinery and cheap automobiles. The resolution was based on the serious food shortage throughout the world and the fact that the government has urged the western farmer to produce the largest possible crop of wheat in 1918. It is believed that the removal of duties on these articles which retail at \$1,000 or less will greatly aid in increasing production.

### ARGENTINE CANCELS WHEAT ARRANGEMENT

The wheat and flour arrangements between Canada and Argentina have been canceled. Reference to the question is contained in a letter received by the Department of Trade and Commerce from B. S. Webb, acting Canadian Trade Commissioner in Buenos Ayres. The letter reads: "In further reference to the prohibition-of-export-of-wheat decree of March 28 and license to export 200,000 tons granted to the British Government representative, subject to the condition that an equivalent amount be returned to this country from Canada or Australia, I have now to inform you that the Argentine Minister of Agriculture, in an interview with Sir Reginald Tower, agreed to cancel the obligation for the restitution to this country of an equivalent quantity. Of the 200,000 tons arranged for only 100,000 tons have been shipped. The peculiar arrangement entered into has, therefore, now terminated."

# FLOUR AND CEREALS

## Flour Remains In Active Market

**Montreal.**

**FLOUR AND FEEDS.**—There is no abatement of the demand for flour, and this applies to all grades. Dealers here are finding difficulty in securing ample supplies for the active trade. Quantities are being cut down in mixed car shipments by many mills. Mill feed is in very strong demand, so much so that it is difficult to meet it. Shorts, in particular, have had to be supplied on large orders in decreased quantities.

	Car lots	Small lots
<b>Manitoba Wheat Flour—</b>		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
<b>Winter Wheat Flour—</b>		
Fancy patents	11 25	11 50
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
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

## Cornmeal Very Scarce; Rolled Oats Higher

**Montreal.**

**CEREALS.**—There is no change in the active demand for cereals, which has been characteristic of late. The market is very firm and rolled oats are selling at a slight advance over lowest quotations of 25c for the 98-pound size, making the price \$4.25 to \$4.50. Cornmeal is very scarce and the price is firm. All dealers are anxiously awaiting further news anent the package cereal situation.

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 00	6 50
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	6 40	7 00
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 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 35	4 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		5 80

## Flour Prices Are Not Yet Fixed

**Toronto.**

**FLOUR.**—Although there was a meeting between the millers and the Food Controller at Ottawa during the week the result of the meeting was not conducive to clearing the doubt with respect to prices. However, it is felt by some of those in attendance that the Food Controller perhaps was not impressed with the desirability of fixing

prices. Margins are now considered pretty close in view of the competitive system in industry and so long as the price of wheat is fixed there is very little use of entering further into the matter as the millers themselves through competition will quite generally see that the margin is kept down. There has been a good demand for flour within recent days as buyers evidently let their stocks run down to the minimum and find it necessary to replenish at the present juncture. Prices remain unchanged at the quotations of last week.

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

## Corn Products In Heavier Demand

**Toronto.**

**CEREALS.**—Dealers in corn products, such as cornmeal and corn flour, report a good demand for these products. There is also considerable inquiry for pot and pearl barley and split peas from the Western sections of the Dominion. In some cases cornmeal was quoted higher but there is difficulty in getting supplies of corn due to the licensing system and stocks of the products are consequently very light on spot. There was a firmer tendency in oatmeal during the week, quotations being made from \$4.90 to \$5.40 per 98-lb. bag. The range on rolled oats held unchanged.

	Less than car lots	
Barley, pearl, 98 lbs.	6 50	6 75
Barley, pot, 98 lbs.	4 75	5 00
Cornmeal, yellow, 98 lbs.	5 90	7 00
Corn flour, 98 lbs.		6 25
Farina, 98 lbs.	5 70	6 50
Graham flour, 98 lbs.	5 40	6 20
Hominy grits, 98 lbs.		6 25
Hominy, pearl, 98 lbs.		6 25
Oatmeal, 98 lbs.	4 90	5 40
Rolled oats, 90 lb. bags	4 25	4 60
Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	5 70	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.

## Millfeeds Are In Strong Position

**Toronto.**

**MILLFEEDS.**—Owing to the heavy demand that is being maintained for millfeeds of all kinds intimations have been made in certain quarters that higher prices are within the range of possibility in the not distant future. Farmers are feeding big quantities of shorts and middlings to hogs and the bran demand is heavier now that stock is again feeding in stable. Feed flour is very scarce

as farmers are feeding to their hogs the kind of wheat from which it is made.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	\$34-\$35	\$34-\$37
Shorts	40-...	42-...
Special middlings	50-...	52-...
Feed flour, per bag		3.05-3.40

## Flour Business Brisk; Demand For Rolled Oats

**Winnipeg.**

**FLOUR AND CEREALS.**—The flour business has been very brisk, both East and West. November is usually a good lively month for the flour business. Although the millers' committee working with the Food Controller are anxious to get millers to commit themselves as to what they can do to furnish flour for the Wheat Export Co. for the allied governments, at the same time it is the intention of the millers' committee that the various mills shall take care of their domestic business as usual.

**Rolled oats.**—All millers report a demand considerably in excess of milling capacity, which is a condition likely to prevail throughout the winter months when oatmeal is more in demand than in the warmer months of the year. The Wheat Export Co. will do considerable exporting of oatmeal to the allied governments.

**Cornmeal** is still ruling high, and as a substitute suggested by the Food Controller there will be little economy in using corn products or cornmeal at the present high prices; it is very probable, however, that the Canadian people will probably substitute, even at the high price.

**Feeds.**—The market is still very high, with a greater demand than the mills can supply. No relief to the feed situation has been brought about by substituting corn.

Flour—	
Best patents	11 00
Bakers	10 50
Clears	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	34 00
Shorts, per ton	38 00

## FOREIGN SUGAR FOR UNITED STATES MARKET

Negotiations for the release of sugar stored in New York vicinity and owned and paid for by foreign countries have been completed and 26,750 tons have been put on the U.S. market to relieve the shortage, it was announced by George M. Rolph, chief of the sugar division of the Federal Food Administration.



**SAO PAULO COFFEE CROP**

The American consul at Sao Paulo, Brazil, in his annual report to the U.S. Department of Commerce, says:

"This state ranks first among the coffee-growing regions of the world so far as quantity is concerned, and with the first in quality. Unlike the growers in many other countries, the 'fazendeiro' of Brazil has been content to raise the coffee bean on a wholesale basis and leave to others the grading and blending of his product, so that it generally reaches the consumer under any name but its proper one. If the names 'Mocha' and 'Java' were not applied to Brazilian coffee—'Mocha' to the small, rounded, single berry which grows at the ends of the branches, and 'Java' to the large, flat, well formed beans which grow nearer the trunk of the tree—purchasers might not be induced to pay the dealer so much for it. Attention is now being given to marketing and this campaign promises to divide between the Brazilian planter and the consumer the profit that has heretofore gone to the dealer.

"Like the southern cotton planter of the United States, the Sao Paulo cultivator has been largely a monoculturist, planting only coffee, but the demand for foodstuffs occasioned by the war and the limiting of the demand for coffee through the blockading of the central powers has given impetus to the diversification of crops.

"Other than coffee, the principal crops of the state are rice, sugar cane, tobacco, mandioca, beans, potatoes, pineapples, bananas, and cotton."

At Bahia, "The 1915 coffee crop was about 225,000 bags of 132 pounds and the 1916 yield 175,000 bags. A good crop is expected for 1917. Coffee shipments from this port, in bags of 132 pounds, were: To the United States, 14,281 in 1915 and 1,600 in 1916; to Europe, 181,138 in 1915 and 109,781 in 1916. The average price was 6 cents per pound in 1915 and 7 cents per pound in 1916.

**JAPANESE VEGETABLE WAX INDUSTRY**

An industry of Japan which has made remarkable progress in recent years is that concerned with the extraction of vegetable wax, which is coming into greater demand on foreign markets. The output has been gradually increasing, and now stands in the neighborhood of 1,700,000 yen, or about \$850,000 per year. The work of extraction is being organized on a larger scale.

The product is used abroad principally in the manufacture of polishes, pomade and soaps, and in dressing leather.

Most of this vegetable wax is derived from the fruit kernels of a tree peculiar to Japan, which begins to fruit at about 15 years, and sometimes bears heavily when it is over 100 years old. It reaches a height of 20 to 25 feet, and produces from 30 to 150 pounds of nuts annually.

The best wax is made from nuts that have been kept over the winter, and gen-

erally speaking, the quality of the product improves with the age of the nut. The wax is extracted by crushing and steaming the nuts, and then subjecting the mass to pressure. A second wax is secured by repressing. One workman can handle about 150 pounds of raw mass in a day, and this produces about 16 pounds of wax.

The crude wax, which solidifies at 50 degrees, is cast into round moulds of a little more than a pound each. It is next refined, the process used being a traditional one and peculiar to Japan. It is mixed with wood or charcoal, ash and water, thoroughly boiled, and dropped into cold water, so as to form what are called wax flowers. These are taken out and exposed to the sun for about 20 days, when the process of boiling, making the flowers, and sunning is repeated. The wax is then boiled a third time, and the best quality taken off the top while it is in a molten condition. Recently improved methods have begun to come into use, and the crude wax is treated with an alkaline solution.

**INDIA'S SUGAR CROP**

The Indian Department of Statistics has issued its first memorandum on the sugar-cane crop of 1917-18, basing its calculations upon reports received from provinces that contain 95.3 per cent. of the area under cane in British India. As given in the *Indian (Government) Trade Journal* for August 24, the total area is estimated at 2,442,000 acres, as against 2,242,000 acres a year ago, or an increase of 9 per cent.

The present estimate, as compared with that at the corresponding date of last year, shows an increase of 24 per cent. in the Punjab, 15 per cent. in Bombay and Scinde, 10 per cent. in the United Provinces, and 9 per cent. in the Central Provinces and Berar. On the other hand, Bengal and the North-west Frontier Province show a decrease of 6 per cent. each, Assam 3 per cent., and Behar and Orissa 2 per cent.

Weather conditions at sowing time were favorable, and prospects of the crop are so far good.

**RECORD CROP YEAR**

The October figures of the U. S. Agricultural Department made little change in the previous estimate of the wheat crop. Winter wheat was reported at 417,347,000 bushels, as in September but spring wheat was estimated at 242,450,000 bushels, a decrease of 6,800,000 bushels since the September report. The total wheat crop, 660,000,000 bushels, was grown on 46,692,000 acres, with an average yield of 14.1 bushels per acre. Winter wheat yielded 15.1 bushels and spring wheat 12.7 bushels per acre.

The total of the five cereal crops this year is 5,710,000,000 bushels. This is a billion bushels more than last year. This means 10 bushels more grain for every man, woman and child in the United States than in 1916. While this is less

than the amount produced in 1915, the record year, still, if the greater quantity of potatoes and vegetables produced this year be taken into account, the nutritive value of this year's crop is the greatest on record.

The yield of rye is given at 56,000,000 bushels, nearly 20 per cent. more than last year, while buckwheat is returned at 17,800,000 bushels, against 11,840,000 bushels last year. Kaffir corn and the other sorghums are returned at 98,000,000 bushels, practically 100 per cent. increase as compared with last year.

The corn crop is given at 3,210,795,000 bushels, an increase of 600,000,000 bushels as compared with last year, and oats at 1,580,714,000 bushels, an increase of 33,000,000 bushels as compared with last year.

**GADELOUPE'S COFFEE CROP**

According to present indications, Guadeloupe coffee planters will harvest a crop much larger than that of 1916. Last year's crop having been somewhat below the average, it is safe to say that the coming one will probably exceed the normal production of 1,375,000 pounds. Climatic conditions have been very favorable throughout the year for the growth of the coffee, and the two worst months of the hurricane season have passed without any damage having been done to the ripening berries. Picking will commence the latter part of October and will probably continue until the last of January.

It has been stated that the scarcity of labor will somewhat hinder the harvesting of the crop, but the fact that the wages of laborers have not been increased seems to show that this scarcity is not a serious menace.

**POOR POTATO CROP IN NEW BRUNSWICK**

Reports from New Brunswick indicate that, despite the fact that farmers planted an extraordinary large acreage in response to Government urging, the potato crop of the province will make a poor showing. Bad weather, resulting in blight and dry rot in July and August, practically ruined 50 per cent. of the crop, and instead of the farmers getting 75 to 100 barrels per acre, they are getting from 18 to 40 barrels. Half of the potatoes available have not reached a merchantable size owing to blight in the tops which stopped the tubers from growing. What shipping is being done from New Brunswick is to New England points, as the American crop has remained fairly high and level for the past few weeks.

**DOING HIS BIT**

"You seem pretty proud since you gave the 25 cents to the patriotic fund." "Yassah," replied Mr. Erastus Pinkley. "Talk about doin' yoh bit; I jest done my two bits."

# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 6.—Price changes this week are fewer than they have been for some time. Crisco made another advance of 25c, and is now \$10.55 per case. Prince of Wales tomatoes, 2's and 1/2's, are quoted anywhere from \$4.75 to \$5.50. Brooms keep advancing, a 20c per dozen advance going into effect this week. Domestic sardines are now \$7.50 per case. Tapioca and sago are 13 1/2c per pound. Corn, 2's, are \$5 per case. Evaporated apples, 25's, are 18c per pound; choice evaporated peaches are 15c.

### CALGARY:

Beans, small white, Japan, lb...	0 11 1/4	0 13
Beans, small Burmah, lb.....	0 11	0 11
Flour, No. 1 patents, 98s, per bbl.	11 00	11 00
Molasses, extra fancy, gal.....	0 95	0 95
Rolled oats, 80s.....	3 75	3 75
Rice, Siam, cwt.....	6 75	7 00
Tapioca, lb.....	0 13 1/2	0 13 1/2
Sago, lb.....	0 13 1/2	0 13 1/2
Sugar, pure cane, granulated, cwt.	10 50	10 50
Cheese, No. 1 Ontario, large....	0 25	0 25
Butter, creamery, lb.....	0 45	0 45
Do., dairy, lb.....	0 40	0 40
Lard, pure, 3s, per case.....	16 20	16 20
Eggs, No. 1 storage, case.....	13 50	13 50
Tomatoes, 2 1/2s, standard case...	4 75	5 50
Corn, 2s, standard case.....	5 00	5 00
Peas, 2s, standard case.....	4 00	4 00
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 15	0 15
Peaches, 2s, Ontario, case.....	4 75	4 75
Lemons, case.....	9 00	9 00
Salmon, pink, tall, case.....	8 75	9 50
Salmon, Sockeye, tall, case.....	16 00	16 00
Do., halves.....	18 00	18 00

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Nov. 6.—Potatoes in this district are scarce and the price remains high. Owing to the early freeze up, a large part of the crop was frozen in the ground. Staples remain firm this week. Briar and Index tobaccos advanced 2c per pound. Crisco is up 25c per case, and maple syrup has jumped in price about a dollar per case. Business remains good.

### REGINA—

Beans, small white Japan, bu...	7 15	7 15
Beans, Lima, per lb.....	0 19 1/2	0 19 1/2
Flour, No. 1 pats., 98s, per bbl.	10 90	10 90
Molasses, extra fancy, gal.....	0 61	0 61
Rolled oats, bails.....	4 00	4 00
Rice, Siam, cwt.....	8 00	8 00
Sago and tapioca, lb.....	0 15 1/2	0 15 1/2
Sugar, pure cane, gran., cwt....	10 12	10 12
Cheese, No. 1 Ontario, large....	0 24 1/2	0 24 1/2
Butter, creamery, lb.....	0 43	0 43
Lard, pure, 3s, per case.....	16 30	16 30

Bacon, smoked sides, lb.....	0 32	0 32
Bacon, smoked backs, lb.....	0 30	0 30
Eggs, new-laid.....	0 45	0 45
Pineapples, case.....	5 75	5 75
Tomatoes, 3s, standard case.....	5 40	5 80
Corn, 2s, standard case.....	6 45	6 45
Peas, 2s, standard case.....	4 20	4 25
Apples, gals., Ontario.....	2 45	2 45
Strawberries, 2s, Ont., case.....	6 30	6 30
Raspberries, 2s, Ont., case.....	6 30	6 30
Peaches, 2s, Ontario, case.....	4 30	4 30
Plums, 2s, case.....	3 40	3 40
Salmon, finest sockeye, tall, case.	15 00	15 00
Salmon, pink, tall, case.....	8 75	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, N.B., Nov. 6.—Buying for Christmas trade by retailers is slower this year. Merchants are cautious, chiefly on account of unwillingness to buy ahead farther than is actually necessary. There is also some trouble securing supplies of Christmas goods. There are a few raisins on the market and a few coming. Almonds and walnuts are scarce and no new stock to be imported till after Christmas. One importation of California walnuts at 34c is reported. White beans are up to \$9.50 to \$10, and yellow-eyed \$9.50 to \$9.60. The demand continues almost as steady as before the war prices. Owing to the exclusion of Rangoon beans and the unsatisfactory Canadian crop, a carload of California beans is being imported as an experiment. The sugar market shows the paradox of greater scarcity, but lower prices. Granulated, \$9.15 to \$9.20; yellow, \$8.66 to \$8.70. Eggs are firmer; new-laid are 50c to 55c per dozen. Butter is moving slowly. There is little demand owing to the anticipation of margarine arrivals, but prices are nominally the same. Lard is higher, pure lard being 30c to 30 1/2c per pound, and compound 24c to 24 1/2c. Tomatoes are \$5.10; peas, \$4. New salmon is late; some pinks arriving are quoted at \$10 to \$10.50. Domestic sardines jumped, and are now \$6.75 to \$7. Cream of tartar is 64c to 66c and further advances are expected. California oranges are \$4 to \$4.50; Lemons, California and Messina, \$7. Grapefruit is \$6 to \$7 per case. During the week potatoes have been off to \$3.25, but are again firm at \$4.

### ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55	12 55
Ontario.....	11 95	11 95
Cornmeal, gran., bbls.....	13 50	13 50
Cornmeal, ordinary, bags.....	4 75	4 75
Molasses, extra fancy, gal.....	0 78	0 80
Rolled oats, bbl.....	10 00	10 00
Beans, white, bush.....	9 50	10 00

Beans, yellow-eyed.....	9 50	9 60
Rice, Siam, cwt.....	8 50	8 60
Sago and tapioca, lb.....	0 17	0 18
Sugar—		
Standard granulated.....	9 15	9 20
No. 1 yellow.....	8 66	8 70
Paris lumps.....	10 50	10 75
Cheese, N.B., twins.....	0 24	0 25
Eggs, new-laid.....	0 50	0 55
Eggs, case.....	0 46	0 48
Breakfast bacon.....	0 34	0 35
Butter, creamery, per lb.....	0 48	0 50
Butter, dairy, per lb.....	0 44	0 46
Butter, tub.....	0 40	0 44
Lard, pure, lb.....	0 30	0 30 1/2
Lard, compound.....	0 24	0 24 1/2
American clear pork.....	64 00	70 00
Beef, corned, ls.....	4 25	4 25
Tomatoes, 3s, standard, case.....	5 10	5 10
Raspberries, 2s, Ont., case.....	5 40	5 40
Peaches, 2s, Ontario, case.....	4 30	4 30
Corn, 2s, standard case.....	4 80	4 80
Peas, 2s, standard case.....	3 80	3 80
Apples, gals., N.B., doz.....	4 00	4 00
Strawberries, 2s, Ont., case.....	5 00	5 25
Pork and beans, case.....	4 00	5 50
Salmon, Chums.....	8 00	8 50
Sardines, domestic, case.....	6 00	6 00
Cream tartar.....	0 64	0 66
Currants, lb.....	0 20	0 21
Raisins, choice, lb.....	0 12 1/2	0 12 1/2
Raisins, fancy, lb.....	0 12 1/2	0 12 1/2
Raisins, seedless, lb.....	0 15	0 15
Prunes, 90-100, lb.....	0 14	0 14 1/2
Candied peel, citron.....	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apricots, lb.....	0 21	0 21
Apples, American, bbl.....	2 50	2 50
Apples, N.S., bbl.....	2 50	2 50
Potatoes—		
New, native, barrel.....	4 00	4 00
Tomatoes, Ont., basket.....	1 00	1 00
Onions, Canadian, 75 lbs.....	2 90	3 00
Lemons, Cal. Messina, case.....	7 00	7 00
Oranges, California, case.....	4 00	4 50
Grapefruit, case.....	6 00	7 00

## BRITISH COMMISSION IN U.S. FOR SUGAR SUPPLY

A British commission arrived in the United States recently to ascertain if Britain may expect to depend upon the United States for sugar.

The visitors, Sir Joseph White Todd and George R. Drake, representing the British Food Commission, will confer with Food Administrator Hoover in Washington. They were met at the pier by bankers and representatives of sugar firms.

Sir Joseph said England had reduced its consumption of sugar more than 30 per cent. as compared with normal times, and that wholesalers are allotted only 50 per cent. of their requirements. He added that 25 per cent. of England's sugar imports had been wasted.

Plans are being made by the Dominion Canners for one of the finest canneries in Ontario, to replace the Strathroy plant destroyed by fire early in the year. The new building will cost about \$100,000 and will be equipped with the most modern machinery.



# PRODUCE AND PROVISIONS

## Hog Receipts Light; Live and Dressed Up

Montreal.

PROVISIONS.—While the receipts of hogs are still small, there is a fair demand. The quality remains poor. Since last week there has been an advance of a dollar per hundredweight for live hogs, and the dressed hog prices are higher by a dollar and a half per hundred over those of last week. Breakfast bacon is higher, and is quoted at from 38c to 42c per pound. These are the changes for the week, and other lines remain firm, with orders coming in freely.

Hams—		
Medium, per lb. ....	0 30	0 31
Large, per lb. ....	0 29	0 29½
Bacon—		
Plain .....	0 39	0 40
Boneless, per lb. ....	0 41	0 42
Bacon—		
Breakfast, per lb. ....	0 38	0 42
Roll, per lb. ....	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots....	0 26	0 27
Long clear bacon, small lots....	0 26½	0 27½
Fat backs, lb. ....	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb. ....	0 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 27½	0 27½
Tubs, 60 lbs. ....	0 27¾	0 27¾
Pails, 20 lbs., per lb. ....	0 28	0 28
Bricks, 1 lb., per lb. ....	0 28¾	0 28¾
Shortening—		
Tierces, 400 lbs., per lb. ....	0 22½	0 22¾
Tubs, 60 lbs. ....	0 22¾	0 23
Pails, 20 lbs., per lb. ....	0 23	0 23½
Bricks, 1 lb., per lb. ....	0 25	0 25

## Poultry Supply Fair; Demand Is Good

Montreal.

POULTRY.—There is no feature this week in the poultry market. There is a normal demand, with the supply fairly good. As the cold weather approaches there will be an increasing demand for this commodity, which is always popular, and even more so in the chilly weather preceding winter. With meats costly and lesser supply in sight, poultry will be freely asked for throughout the season.

Poultry—		Dressed
Old fowls .....	.....	\$0 21
Chickens, milk-fed, crate fat-tened, lb. ....	0 25	0 25
Old roosters .....	0 18	0 19
Roasting chickens .....	0 28	0 28
Young ducks .....	0 28	0 28
Turkeys (old toms), lb. ....	0 30	0 32

## Eggs Are Scarce; Storage Stock Moves

Montreal.

EGGS.—With wet weather prevalent in many parts, the supply of fresh eggs has been decreased. Storage stock is now being drawn on, but this is not meeting

with general favor. While the request from overseas has been active, it is not an easy matter to get freight accommodation for delivery. Many householders have put down quantities of fresh eggs for future use. In view of the freight situation it is not unlikely that there will be a weakening in the storage egg prices, as these stocks cannot be held indefinitely.

Eggs—		
New-laid (specials) .....	0 54	0 54
Selects .....	0 47	0 48
No. 1's .....	0 43	0 44
No. 2's .....	0 40	0 40

## Cheese Receipts Small; Factories Closing

Montreal.

CHEESE.—At this season of the year many factories cease operating until spring. Thus the receipts of cheese decrease, and as a matter of fact there has been a decrease from the corresponding period of 1916 to October 27th of over 321,000 boxes, a large amount indeed. There is a much smaller quantity in storage this year, the number of boxes held being only 88,901, as against 131,191 for the same date last year. The retail prices are so high that there has been a noticeable decreased demand for local or Canadian use.

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 Weaker; Margarine's Effect

Montreal.

BUTTER.—Margarine being allowed on the market has had the effect of lowering the price of butter only in that a few makers have been nervous of the competition and have sold small lots for less. There have been no price changes here, and receipts are just fair, although these are somewhat better than for the corresponding period last year. Notwithstanding, the October stock of butter available was less by over 29,000 packages than that shown on September 30th. Until margarine is offered and sold, there will be a waiting to see what its effect is.

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

## Honey Unchanged; In Fair Demand

Montreal.

HONEY.—There is small movement of

honey and, with a short supply and the season over, big orders could scarcely be handled. There have been no changes in quotations this week. Maple syrup and sugar are both in demand, and the supply of these is quite limited. Prices as quoted here are as follows:—

Honey—		
Buckwheat, 5-10 lb. tins, lb. ....	0 16	0 16
Buckwheat, 60-lb. tins, lb. ....	0 15½	0 15½
Clover, 5-10-lb. tins, per lb. ....	0 18	0 18
Clover, 60-lb. tins .....	0 16	0 16
Comb, per section .....	0 21	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal. ....	1 70	1 80
11-lb. tins .....	1 35	1 45
Sugar, in blocks, per lb. ....	0 16	0 17

## Live Hogs Are Firmer Again

Toronto.

PROVISIONS.—There was a slightly firmer market to live hogs during the week and prices advanced 25c per hundred. There was a fairly good run of hogs during the week. There is an exceptionally good inquiry for mess pork at the present time from Eastern centres and this has had the effect of giving firmness to the market. Stocks are reported light and prices again went back to the level of the previous week, when the range was from \$55 to \$56 per hundred. The high quotation of pickled rolls on the other hand showed a slightly easier tendency, the range being narrowed to \$50 to \$51 per barrel. Bacon held steady in price, firm prices being maintained. Boiled hams in certain quarters were down 1c and roast hams were quoted ½c easier.

Hams—		
Medium .....	0 30	0 30
Large, per lb. ....	0 24½	0 29
Bacon—		
Plain .....	0 38	0 42
Boneless, per lb. ....	0 43	0 46
Bacon—		
Breakfast, per lb. ....	0 37	0 42
Roll, per lb. ....	0 29	0 30
Wiltshire (smoked), per lb. ....	0 34	0 34½
Dry Salt Meats—		
Long clear bacon, lb. ....	0 27½	0 28
Fat backs .....	0 28	0 28½
Cooked Meats—		
Ham, boiled, per lb. ....	0 42	0 44
Hams, roast, per lb. ....	0 44	0 50
Shoulders, roast, per lb. ....	0 37½	0 47
Barrel Pork—		
Mess pork, 200 lbs. ....	0 51	0 51
Short cut backs, bbl., 200 lbs. ....	55 00	56 00
Pickled rolls, bbl., 200 lbs. ....	50 00	51 00
Hogs—		
Dressed, abattoir killed .....	24 00	25 00
Live, off cars .....	17 00	17 00
Live, fed and watered .....	16 75	16 75
Live, f.o.b. ....	16 00	16 00

## Compound And Shortening Higher

Toronto.

LARD, SHORTENING.—A firm market existed in pure lard, compound and shortening during the week and prices

were advanced from 1/2c to 1c per pound. There is a shortage of pure lard stocks owing to the heavy demand that has developed recently and although heavy stocks were carried at the beginning of the consuming season these have been rapidly depleted. Shortening is also in very firm market and an advance of 1c per pound was recorded. Shortening is now quoted at 24c tierce basis, compound at 23 3/4c to 24 1/4c and pure lard on a basis of 27 1/2c tierces. Shortening and compound prices have been affected by the upward trend of the raw materials.

Lard—

Pure tierces, 400 lbs., per lb. ....	0 27 1/2
Compound tierces, 400 lbs., lb. 0 23 3/4	0 24 1/4
Shortening, tierces, 400 lbs., lb. ....	0 24
In 60-lb. tubs, 1/2c higher than tierces; pails, 1/2c higher than tierces, and 1-lb. prints, 1 1/2c higher than tierces.	

### Lack Of Export Space Affecting Butter

**Toronto.** BUTTER.—There is a continued lack of ocean space for the export of butter and this is having a tendency to depress the market. However, this condition holds inherent elements of strength due to the fact that the moment space is available there will undoubtedly be heavy shipments of butter to the British market. Margarine possibilities are tending to hold the market in an easier condition. Prices remained unchanged during the week.

Creamery prints, fresh made.....	0 45	0 47
Creamery solids, fresh made.....	0 44 1/2	0 45
Dairy prints, choice, lb. ....	0 44	0 45
Dairy, prints, lb. ....	0 38	0 40

### Egg Market Continues Weak Except New-Laid

**Toronto.** EGGS.—There was a continued weaker feeling in the egg market during the week on storage eggs due to the existence of heavy stock and the inability of dealers to export them. Export is shut off on account of lack of ocean space. New-laid eggs, however, are in strong position, as receipts are now light. The presence of heavy stocks of storage eggs in the United States is a factor that is causing a weaker tone to the market. Some few cars of American eggs are reported to have come into the Canadian market during the week.

Eggs—

New-laid, in cartons .....	0 55	0 56
Storage selects, ex-cartons.....	0 45	0 47
Storage, No. 1, ex-cartons.....	0 44	0 45
No. 1, ex-cartons .....	0 44	0 45

### Cheese Market Holds In Steady Tone

**Toronto.** CHEESE.—The Cheese Purchasing Commission continues to adopt the sphinx-like attitude with respect to prices and gave no intimation that any change can be looked for. Cheese producers in various parts of the country have made solicitations in the hope that a higher price would be established, but

it seems pretty well established that the present price is likely to prevail for some little time. So long as this price prevails the market can be expected to hold its even tenor. Prices were unchanged locally and the demand is fair.

Cheese—

New, large .....	0 22 1/2	0 23 1/2
Old, large .....	0 24	
Stilton (new) .....	0 25	0 26
Twins, 1/2 lb. higher than large cheese. Trip-lets 1/2 lb. higher than large cheese.		

### Arrivals Of Geese Show Improvement

**Toronto.** POULTRY.—Arrivals of geese in the local market were a little heavier during the week than they have been recently. Chickens continued to arrive in good numbers and prices held steady at the quotations of last week. There is a fairly good consumptive demand at present. Turkeys are still in light supply, but the consumptive demand is equally light. Chickens are reaching the market in better shape, as farmers evidently are inclined to finish them a little better before shipment.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks .....	\$0 13-0 15	\$ 14-0 20
Geese .....	0 13-0 13	0 16-0 18
Turkeys .....	0 16-0 18	0 23-0 28
Roosters .....	0 15-0 16	
Hens, over 5 lbs. ....	0 16-0 18	0 18-0 21
Hens, under 5 lbs. ....	0 15-0 15	
Chickens, 4 lbs. and up. ....	0 16-0 18	0 22
Chickens, under 4 lbs. ....	0 17	0 21
Squabs, dozen .....	4 50	
Prices quoted to retail trade:		
Hens, dressed .....	0 22-0 25	
Ducks .....	0 22-0 25	
Chickens .....	0 26-0 28	

### California Honey Expected In Soon

**Toronto.** HONEY.—Supplies of local honey are getting within narrow compass and as a result importers have decided to bring in some California comb honey. This is now on the way and is expected to arrive in the near future. It will probably be quoted at \$2.50 to \$3 per dozen according to grade. Clover honey continued to be quoted at 19c in 60-lb. tins and 20c in 5-lb. and 10-lb. tins.

Honey—

Clover, 5 and 10-lb. tins .....	0 20
60-lb. tins .....	0 19
Buckwheat, 60-lb. tins .....	
Comb, No. 1, doz. ....	2 75
Do., No. 2, doz. ....	2 50
Do., No. 3, doz. ....	2 25
Jars, 7 oz., doz. ....	1 40
Do., 10-oz., doz. ....	2 00
Do., 12-oz., doz. ....	2 50
Maple Syrup—	
8-lb. tins .....	1 50
Gallons, Imperial .....	1 75

### Think Margarine Won't Affect No. 1 Creamery

**Winnipeg.** PRODUCE AND PROVISIONS.—Last week the hog market advanced 50c to \$14.50, but declined a similar amount, and early this week was quoted at \$15. Receipts are increasing, and lower levels are anticipated. The hogs that have been coming forward were in an unfinish-

ed state, and should have had another three or four weeks grain feeding. Provision prices have not changed, but fresh pork has fluctuated with live hogs. Pure lard is selling on a basis of 26c for tierces and compound for 22c. The latter may advance further unless the cottonseed oil market eases off. Butter—With the admission of margarine to the Canadian market, creamery butter has been quiet, but prices unchanged. Dealers do not look for any lower prices on No. 1 creamery, but inferior grades may be affected by the sale of margarine. Eggs—The market is quiet, and consumption only fair, with light deliveries of new-laid. Sixteen hundred cases of storage eggs were shipped out last week, and it is expected that a similar quantity will go forward each week for the next three weeks. There is no change in the price of cheese.

Hams—

Light, lb. ....	0 30	0 32
Medium, per lb. ....	0 28	0 30
Heavy, per lb. ....	0 26	0 28
Bacon—		
Breakfast, per lb. ....	0 34	0 36
Breakfast, select, lb. ....		0 37
Backs, regular .....		0 38
Dry Salt Meats—		
Long clear bacon, light.....	0 27	
Backs .....	0 30	
Barrelled Pork—		
Mess pork, bbl. ....		48 00
Lard, Pure—		
Tierces .....		0 26
20s .....		5 50
Cases, 5s .....		16 13
Cases, 3s .....		16 20
Lard, Compound—		
Tierces .....		0 22
Tubs, 50s, net .....		11 38
Pails, 20s, net .....		4 70
Fresh Eggs—		
No. 1 candled .....	0 40	0 42
Cheese—		
Ontario, large fresh .....	0 24	0 24 1/2
Manitoba, large fresh .....		0 23
Butter—		
Fresh made creamery, No. 1 cartons .....		0 45
Fresh made creamery, No. 2 .....		0 44
Dairy, prints .....		0 40
Dairy, tubs .....	0 38	0 39

### SWISS FRUIT, NUT AND VEGETABLE CROP

The prospects for the fruit crop of Switzerland at the beginning of September were better than a month previous. With the exception of certain regions visited by hail, the pear and walnut trees are very full. The crop prospects for apples and prunes are good, especially in the north-eastern and north-western parts of Switzerland. The prospects for grapes vary, but the average for the country is somewhat more unfavorable than a month ago.

The repeated rainfall, interspersed with warm weather, has had a bad effect upon the potatoes. The tops have died down rapidly since the middle of August with the exception of certain late varieties, and among the earlier varieties there has been considerable rot. The beets and mangold roots promise a medium crop and the field vegetables, especially the beans, are also good, but the cabbage and the cauliflower varieties all over Switzerland have suffered from the larva of the cabbage butterfly and the yield will therefore be very small.





### *An Enemy of the Allies*

The man who wastes food by helping himself to more than he can eat is the enemy of all!

Everyone now sees this is so.

But what of the grocer who keeps his goods under counters which waste food by the wholesale?

Every economical saving device should be adopted at once by patriotic grocers—just as a war measure. The most economical of all such devices is a

### **SHERER COUNTER**

It is a wonder on saving. It pays for itself quickly. The Sherer has many other advantages than "saving" and "paying"—such as keeping goods handy, clean and perfectly wholesome.

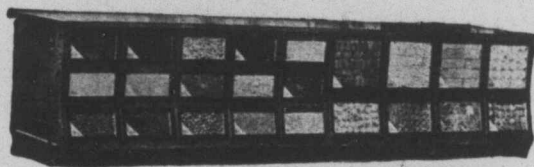
Then, since it displays 31 different lines through the counter's glass fronts, it silently makes sales while the customer waits.

No grocer can imagine half its advantages. Write us about it. We'll send Booklet AC if you ask. It tells!

### **SHERER-GILLETT COMPANY, LIMITED**

Patentees and Manufacturers

Guelph, Ontario



PATENTED

## Your Questions Answered

Any information you desire on matters pertaining to the trade will be gladly furnished FREE upon application and will be answered through the columns of this paper. If you enclose a stamped, addressed envelope we will also reply direct to you. Don't hesitate to ask us. We will do our best.

==  
CANADIAN GROCER  
143-153 UNIVERSITY AVE.  
TORONTO

### *Try the "Want Ad" Page*

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

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

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FRUIT  
PURE JAM

**FURNIVALL-NEW, Limited**

Hamilton, Canada

Get acquainted with the ever-growing call for Furnivall's by ordering a supply to-day and showing them in your displays.

Furnivall's are excellent business-builders. Any of the under-mentioned agents will ship you promptly.

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. Saskatchewan—The H. L. Perry Co. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.



## Have No Hesitation

in choosing

## 'Bluenose' Butter

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

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SMITH & PROCTOR - HALIFAX, N.S.

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SOLE PACKERS

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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.

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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.

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# TRENCH GOODS SUGGESTIONS

## What Three Canadian Brothers Fighting in France Write to Their Parents

From Letters of three Canadian brothers fighting in France.

"Thank you very much for parcel No. 903 which I got yesterday. The cake was fine and in the best of condition, also the chocolate which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches as it is worth its weight in gold there now, especially as the weather is getting colder."

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

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

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

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

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

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

**Delicious without milk—relieves fatigue and tired nerves.**



## The Real Live Selling Line

is what you want—H.P. Sauce is what you are looking for.  
It is well advertised, and sells freely.

Your customers are delighted with

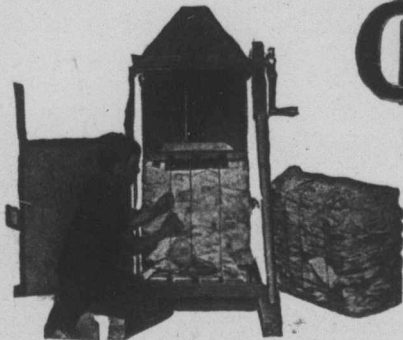
# H.P.

# SAUCE

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



## STOP! THE WASTE



ALL STEEL  
**CLIMAX**  
FIREPROOF

Baling Press

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

Climax Baler Co.  
Hamilton, Ont.

## 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 Tea 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**

**W. C. Edwards & Co., Ltd.**

**OTTAWA  
ONTARIO**

Manufacturers of

# BOX SHOOKS

## The "Wakye" Truck Makes Lifting Easy

The ease with which barrels are handled with the "Wakye" Truck has resulted in its adoption by a great many retail stores throughout Canada. They are inexpensive, will last almost a lifetime, and no dealer can make a better investment than by equipping his store with them. Answers three purposes, viz: Hoist, Truck and Permanent Stand for holding barrels of liquid.

Patent Applied for

Wakye Manufacturing Co., Ltd.  
259-261 Stanley St.  
**WINNIPEG**



## WINNING THE BUYER'S FAVOR

**T**HE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.



# Mr. Bruce's Counsel

**S**PECIFICALLY APPLIED, MR. BRUCE'S COUNSEL may be said to recommend that business men should read every week THE FINANCIAL POST OF CANADA, to inform themselves concerning current events in the realm of Canadian business and public affairs.

Frank E. Mutton, Vice-President of the International Time Recording Company, of Canada, wrote the following letter to the publishers of THE POST:

Attention, Editor:

Recently we sent you a subscription covering the delivery of THE FINANCIAL POST to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact that, in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this country. Your paper contains information invaluable to any traveling representative of any firm.

(Signed) F. E. MUTTON.

Dated Oct. 12, 1917.

**I**N effect, THE FINANCIAL POST represents a Current Events Club, met weekly for the consideration and study of current affairs in Canada in relation to itself and the world at large. It represents the assembly of many, many surpassingly well-informed contributors who discuss intelligently, lucidly and proportionately, Canada's public and business affairs. No more stimulating and worth-while paper is published in Canada for the man who wants to be able to talk confidently, at the club, luncheon, board meeting, business council, public meetings, about Canadian public affairs.

**T**HE price, \$3, is nothing to the man who really wants to know. Three dollars spent for knowledge that multiplies a man's power and pleasure and satisfaction is a small, small sum to pay. We make our appeal for subscriptions to men who really want to know and who will take time each week-end to read profitably.

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### Talk Current Events

A Talk by H. Addington Bruce, Author of "The Riddle of Personality," "Psychology and Parenthood," Etc.

**W**HAT do you know about the doings in this great world wherein we live?

Do you try to form a really intelligent and well-considered opinion regarding events the world over?

Do you ever discuss their significance with friends and neighbors?

If asked what you think of any particular event, you are perhaps ready with an answer. Is your answer anything but a snap judgment, determined by prejudice rather than by reasoning analysis?

I put these questions not to be disagreeable, but because, if necessary, I want to spur you to appreciate the value that there is in discussion of current events.

Many people, fortunately, appreciate its value instinctively. Perhaps you are one of these. Many others are beginning to appreciate it.

This is shown by the growing popularity of clubs and classes on current events.

Only a few years ago such clubs and classes were almost unheard of. To-day most of our bigger cities have half a dozen of them or more.

In one city—Boston—a talented woman of my acquaintance draws an income of thousands of dollars a year from her leadership of current events classes.

Other men and women have similarly discovered that interest in current events is increasing so rapidly that they can well afford to organize classes like those conducted by the Boston woman.

Still, there remain many people—thousands of people—who never discuss current events. Many thousands more discuss only such events as come under the headings of "crime," "the theatre," and "sports."

These are the people I want to reach. They are the people I want to rouse to recognition of the practical helpfulness they will find in discussion of current events in general.

Current events clubs and classes might well be organized in every neighborhood, with weekly meetings to take up the outstanding happenings in international affairs, national politics, literature, art, music, science and industry.

Regular attendance at, and active participation in, these meetings will prove to be an education in itself.

It will enlarge the mental horizon and broaden the moral sympathies. By disciplining the mind to active thought it will raise the level of workaday efficiency.

It will make for a more alert, a more conscientious citizenship. It will give zest and color to a life which perhaps has hitherto been pathetically drab.

Unsuspected powers will be awakened. With a better grasp on the realities of life, the whole personality will expand.

One evening a week is certainly not too much to give to a discussion of the day-to-day developments in our wonderful world.

It may mean doing without an evening at cards or at the musical comedy, or at the dance hall. But this, after all, is not a terrible sacrifice.

And from the occasional talk over current events will come more profit than could possibly come from any number of evenings spent in card-playing, dancing, or listening to musical comedies.—Reprinted from the Toronto Daily Star.



## Recommend Brunswick Brand to your hard-to-please customer

The woman who has very decided ideas as to what real quality sea foods should be will find in these delicious lines the realization of her ideals.

An already big demand is being augmented by the food conservation propaganda which aims at making fish a more common article of diet in the Canadian home.

This affords every good grocer an opportunity to extend his trade by featuring fish. A stock of Brunswick Brand Sea Foods will turn a sizeable share of the fish demand to your store.

*Get in a supply to-day.*

- 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.**

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PER INCH PER YEAR

#### BAKING POWDER

##### ROYAL 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.

Screw Vac top Glass Jars 16 oz. glass 2 doz. case. Per doz.

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	1.35
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 99
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 25
Diamond, 1/4's, 6 and 12-lb. boxes .....	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoa-nut, 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 89
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 1/4'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



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Imports from Everywhere

Grapes, Oranges, Nuts,  
Figs, Dates, Spanish  
and Domestic  
Onions,  
New Messina Lemons,  
Apples

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Fresh, Frozen or Salted

*Every variety to help you  
increase business.*

Try our  
**Whitco Brand  
Ciscoes**  
delicately cured.

Packed in 15 lb. boxes.

# WHITE & CO., LIMITED

*Wholesale Fruits and Fish*

**Toronto**



**WE** have just completed the installation of a most modern plant for the refining and packing of SMALL'S BRANDS, Molasses, Syrup and Maple Butter exclusively.

Plant is located 85 to 115 Parthenais St., part of which was previously occupied by Sugars & Cannerys.

You are doubtless familiar with the fact that SMALL'S BRANDS have been long on the Markets of the World as being STANDARD (having larger sales than hundreds of other brands combined), and have held firmly the front line for the past eighty years, during which time many largely advertised brands have come and gone.

SMALL'S BRANDS are labelled in conformity with Pure Food Regulations and in no single instance has same failed to meet the Inland Revenue requirements. Merchants handling SMALL'S BRANDS are free to do so absolutely without risk.

The fact also that we are well secured in regard to supplies and our modern equipment and expert mechanics of long experience, places us in a most favorable position to give prompt service and interesting prices. Insist on SMALL'S BRANDS from your jobbers.

Smalls Limited are the sole proprietors and exclusive manufacturers of Smalls Brands.

## SMALLS LIMITED

101 PARTHENAIS STREET

MONTREAL

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

# Margarine

will not entirely take the place of Butter, but it will fill the long-felt want of something cheaper. We will be able to supply you with the very best. Send your orders for the first shipment now.

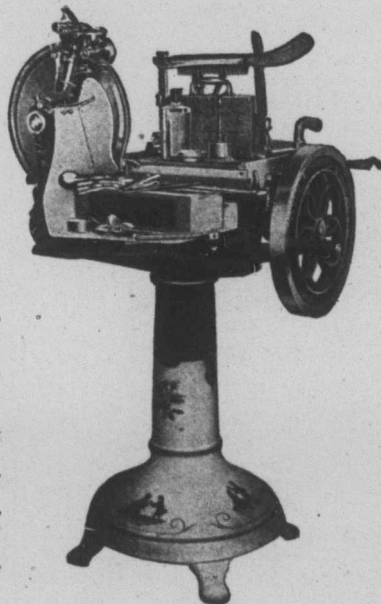
**F. W. FEARMAN CO.**  
LIMITED  
HAMILTON

## VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."

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

Send for illustrated catalogue giving full particulars.



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

### CALIFORNIA FRUIT CANNERS ASSOCIATION

#### CALIFORNIA RIPE OLIVES DEL MONTE BRAND

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

#### YUBA BRAND

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

### BORDEN MILK CO., LTD.

#### CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans... \$8 75  
Reindeer Brand, each 48 cans 8 45  
Silver Cow, each 48 cans... 7 90  
Gold Seal, Purity, each 48 cans 7 75  
Mayflower Brand, each 48 cans 7 75  
Challenge, Clover Brand, each 48 cans ..... 7 25

#### EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans ..... 6 40  
Jersey Brand, Hotel, each 24 cans ..... 6 40  
Peerless Brand, Hotel, each 24 cans ..... 6 40  
St. Charles Brand, Tall, each 48 cans ..... 6 50  
Jersey Brand, Tall, each 48 cans ..... 6 50  
Peerless Brand, Tall, each 48 cans ..... 6 50  
St. Charles Brand, Family, each 48 cans ..... 5 50  
Jersey Brand, Family, each 48 cans ..... 5 50  
Peerless Brand, Family, each 48 cans ..... 5 50  
St. Charles Brand, small, each 48 cans ..... 2 60  
Jersey Brand, small, each 48 cans ..... 2 60  
Peerless Brand, small, each 48 cans ..... 2 60

#### CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans ..... 5 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 85

### 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, \$9.  
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.

Mincemeat 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, Tails, 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, Tails, 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, Tails, \$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..... 6 37

#### JELL-O

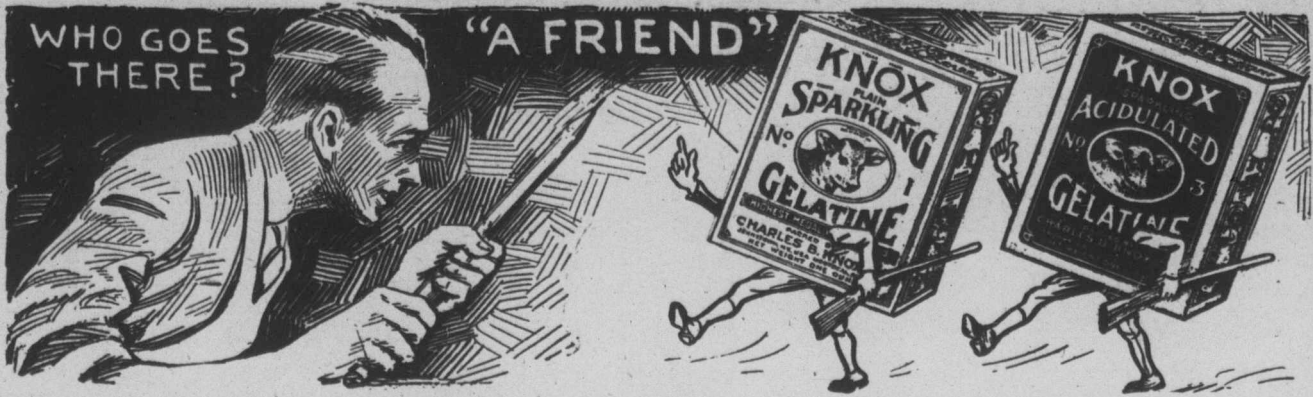
#### GENESEE PURE FOOD CO.

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.





## Knox Sparkling Gelatine—Always a Friend of the Grocer

**Knox Sparkling Gelatine** does the three things you want a grocery article to do—it *sells* rapidly and steadily—*pleases* your customers, and *pays* you good profits. The new retail price of 20 cents is fair to your customers because each package makes four pints of delicious jelly at a cost of only 5 cents per pint, a wholesome and economical dessert. Just now when Economy is the watchword it should pay you to push the sale of **Knox Gelatine** because, while it's cheap for your customers it pays you more profit than ever.

*"Make Knox Your Gelatine Leader"*

**Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.**  
BRANCH FACTORY: MONTREAL, CANADA

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



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., Delcctaland, Watford, England.

463

**CENTURY SALT**

—a salt that's easy to sell—

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

Be sure your stock is well displayed.

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.

**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.

**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 Laundry ... .10½  
40 lbs., 1 lb. pkg., White Gloss ..... .11  
48 lbs. No. 1 White or Blue Starch, 3-lb. cartons ..... .11½  
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 canisters ..... .13½  
36 lbs. Silver Gloss, in 6 lb. draw lid boxes ..... .13½  
100 lbs., kegs, Silver Gloss, large crystals ..... .11½  
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 Prepared ..... .12  
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, 209 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 Malze" 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 Brown ..... .90  
Card Outfits, Black and Tan. 3.80  
Metal Outfits, Black and Tan 4.50  
Creams, Black and Tan ..... 1.25  
White Cleaner ..... 1.25

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

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads. per lb...\$ 0 65  
Bobs, 7s and 14s..... 0 55  
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb..... 0 54  
Stag Bar, 7½s, boxes 6 lbs. 0 57  
Pay Roll, thick bars, 9s, 5½ lb. boxes ..... 0 70  
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies ..... 0 70  
Shamrock, 8½s, ½ cads, 10½ lbs., boxes 3½..... 0 65  
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes.. 0 72  
Forest and Stream, tins, 12s, 2 lb. cartons ..... 0 98  
Forest and Stream, ¼s, ½s and 1-lb. tins ..... 0 95  
Forest and Stream, 1-lb. glass humidors ..... 1 15  
Master Workman, 10s, 2 lb. cartons ..... 0 80  
Master Workman, bars, 6s, ½ butts, 10 lb. boxes..... 0 74  
Derby 8s, ½ butts, 8 lb. boxes 0 65  
Golden Rod, 8s ..... 0 64  
Ivy, 8s, ½ butts, 9 lb. boxes 0 64  
Old Virginia, 10s ..... 0 87  
Empire, Navy (bars), 9s.... 0 70  
Fig Leaf, 8s ..... 0 64  
Old Kentucky (bars), 6s.... 0 72  
Queen's Navy (bars), 7½s. ½ butts, 8½ lb boxes.... 0 58  
Walnut, 9s ..... 0 70



# The Christmas Window Contest

**E**VERY year Canadian Grocer has conducted a Christmas Window Contest, and has found that this contest has aroused no little interest. If in the past you have been helped by some of these successful windows, as they have appeared from time to time in these pages, is it not your part to pass this assistance along?

You will be decorating your windows as usual this Christmas. They will probably be the best windows that you have dressed during the year. Enter them in the contest. You will find a stimulating interest in rubbing shoulders with other contestants.

Help us to make this the biggest and best contest ever held.

**Don't Be a Trail  
Follower  
Be a Trail Breaker**

You have some new and untried ideas that you think are good. Try them in this window. Don't follow the beaten track. Put a new idea across. You can't do that if you follow the trail.

Try what your ingenuity, and artistic taste will do. Make the best window you are capable of, and above all things, pass it along. That is the idea of this contest. Help us to make it a success.

*Conditions of the contest are:* The window must be decorated with Christmas lines. Have the window photographed; about 10' x 7' is the best size. Have the photo as near this size as possible—not necessary to mount it. Mail copy to this office accompanied by a description of the window.

This Contest closes January 4, 1917. Be sure and have your entries in by that date.

The basis of judgment will be:

*Selling Power, Attractiveness and Novelty.*

## PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

### THE PRIZES

**Towns and Cities Over 10,000 Population**

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

**Centres Under 10,000 Population**

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

Send photograph with description to

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

## Northern Ontario Trade ONIONS

Ontario and British Columbia stock. Now is the time to buy your winter supply. We have what you want. Spanish Onions, in large cases. Supply limited. We have several cars due to arrive during the coming week.

## APPLES

Barrels and boxes for winter storage. We have the goods. Best varieties. Get our prices on car-load lots or smaller quantities.

**Fancy Jamaica Grape Fruit**  
**Red Emperor Grapes in Drums**  
**Sweet Potatoes, Celery,**  
**Cauliflower, Etc.**

**DUNCANS, LIMITED**  
North Bay, Sudbury, Cobalt, Timmins

## EXTRA FANCY CALIFORNIA

**Red Emperor Grapes**  
In Kegs, packed in cork sawdust.

## FLORIDA GRAPE FRUIT

(All Sizes)

**Cape Cod Cranberries**  
(Bbls, and Boxes)

Washington and Nova Scotia

## APPLES

Best Varieties, Boxes and Barrels.

*The House of Quality*

**HUGH WALKER & SON**  
*Established 1861* GUELPH, ONT.



## Show Marsh's Grape Juice

Show it in your windows and in your store displays. Keep it before the notice of your trade. Get its delicious purity and goodness known to them and your sales will grow and your profits increase.

*Begin to-day—  
Now.*

**The Marsh Grape  
Juice Company**  
Niagara Falls - Ontario

*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.

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



## Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

### RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

### No Other Paper Reaches All These Men.

In Selling a Business?

In Buying a Business?

In Engaging a Clerk?

In Securing a Position?

In Securing a Partner?

In Disposing of Second-hand Fixtures?

Then you should use

Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

## Canadian Grocer

143-153 University Ave., 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.

Let Canadian Grocer — the paper most interested in your business — help you in your Want Ad. Problems.

Its circulation is among Business Men, interested in the same way as you are. Consequently, any replies you received would be earnest enquiries after business. You would thus eliminate the curious.

Use the Want Ad. Page of Canadian Grocer frequently to fill your needs. It will pay you.

# 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

# WETHEY'S Orange Marmalade

IS  
WITHOUT A PEER

"One try satisfies"

ORDER IT  
FROM YOUR JOBBER.

**J. H. WETHEY, LIMITED**  
St. Catharines, Ont.

## INDEX TO ADVERTISERS

<b>A</b>		Marsh's Grape Juice .....	60
Ackerman, H. W. ....	10	Marshall, H. D., & Co. ....	11
<b>B</b>		Mathieu, J. L., Co. ....	58
Bain, Donald H., Co. ....	9	McCabe, J. J. ....	61
Baker, Walter, & Co. ....	11	McCaskeys .....	64
Benedict, F. L. ....	64	McCormick Mfg. Co. ....	51
Betts & Co. ....	Inside front cover	Melrose, Andrew .....	52
Berden Milk Co. ....	1	Midland Vinegar .....	52
Bowes Co. ....	13	Millman, W. H., & Sons. ....	10
<b>C</b>		<b>N</b>	
California Paeking Corp. ....	15	National Licorice Co. ....	
Canada Cheese Box Co. ....	13	Inside back cover	
Canada Nut Co. ....	64	Nutrient Food Co. ....	7
Canada Starch Co. ....	Front cover	<b>O</b>	
Canadian Milk Products, Ltd. ....	11	Oakeys .....	64
Cane, Wm., & Sons .....	62	Oury, Millar & Co. ....	4
Charbonneau, Ltd. ....	16	<b>P</b>	
Clark, W., Ltd. ....	3	Paine, J. B., Co. ....	15
Climax Baler Co. ....	52	Patrick, W. G., & Co. ....	10
Cockburn, F. D. ....	8	Pennock, H. P., & Co. ....	8
Connecticut Oyster Co. ....	Back cover	Perry, H. L., & Co. ....	8
Connors Bros. ....	54	Pullan, E. ....	88
Cowan Co. ....	16	<b>R</b>	
<b>D</b>		Rock City Tobacco Co. ....	
Denault Grain & Prov. Co. ....	11	Inside front cover	
Dominion Salt Co. ....	58	Rose & Lafamme, Ltd. ....	11
Duncan Co. ....	60	Red Rose Tea Co. ....	17
<b>E</b>		<b>S</b>	
Edwards, W. C., & Co., Ltd. ....	52	Sarnia Barrel Works .....	64
Elliot, W. F. ....	10	Scott-Bathgate Co., Ltd. ....	8
El Roi-Tan, Ltd. ....	8	Shaw & Ellis .....	2
Escott, W. H., Co. ....	18, 9	Sherer Gillett Co. ....	49
Eureka Refrigerator .....	15	Smalls, Ltd. ....	13
<b>F</b>		Smith & Proctor .....	51
Fearman, F. W., Co. ....	56	Specialty Paper Bag Co. ....	60
Freeman, The W. A., Co. ....	56	Spratts .....	Inside back cover
Furnivall-New, Ltd. ....	51	Star Egg Carrier & Tray Mfg. Co. ....	12
<b>G</b>		Stevens-Hepner Co., Ltd. ....	12
Genest, J. R. ....	11	<b>T</b>	
Gillespie, Robert, & Co. ....	9	Thompson, B. & S. H. ....	49
Grant, C. H. ....	9	Thompson, G. B., & Co. ....	9
Griffiths, Geo. W., & Co., Ltd. ....	9	Toronto Salt Works .....	64
<b>H</b>		Trent Mfg. Co. ....	64
Hamblin-Brereton Co., Ltd. ....	10	Turton, J. E. ....	11
Hargreaves, Canada, Ltd. ....	13	<b>V</b>	
Hart, C. B. ....	11	Varty, Geo. ....	10
<b>I</b>		Victory Loan .....	5
Imperial Co., Regd. ....	16	<b>W</b>	
Imperial Rice Milling Co. ....	13	Wagstaffes, Ltd. ....	6
Independent Metal Co. ....	64	Wakye Mfg. Co. ....	52
<b>J</b>		Walker, Hugh, & Son .....	60
Japan Tea Co. ....	4	Washington, G., Coffee .....	50
Jarvis, F. S., & Co. ....	2	Watford Mfg. Co. ....	57
Jones, C. & J. ....	10	Watson & Truesdale .....	9
<b>K</b>		Western Canada Flour Co. ....	
Knox, Chas. B., Co. ....	57	Inside back cover	
<b>L</b>		Wetheys, J. H., Ltd. ....	62
Lalonde, A. ....	10	White & Co. ....	55
Lambe, W. G. A., & Co. ....	10	Woods, Walter, Co. ....	57
Lemon Bros. ....	61	<b>M</b>	
<b>M</b>		MacLure & Langley .....	10
Magor, Son & Co., Ltd. ....	18	Magor, Son & Co., Ltd. ....	18
Malcolm Condensing Co. ....	12	Malcolm Condensing Co. ....	12
Mann, C. A., & Co. ....	64	Mann, C. A., & Co. ....	64



# 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

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

### AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

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.

### AGENCIES WANTED FOR IRELAND

WE HAVE A GOOD CONNECTION WITH the grocery trade in Ireland, and would be glad to hear from Canadian manufacturers desiring aggressive, competent and thorough representation. McKay & Leatham, 53 Victoria St., Belfast, Ireland.

### 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.

### MISCELLANEOUS

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

## 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.

## SALESMEN WANTED

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.

## POSITION VACANT

WANTED—GROCERY BUYER—GOOD OPENING for an aggressive young man who understands the buying problems of the grocery store. One who has had knowledge of ad-writing preferred. Apply, stating experience and attaching samples of work, to Box 261, Canadian Grocer, 143-153 University Ave., Toronto.

## Forgetting

One of the things we all do well is to forget.

Names that were household words yesterday are gone to-day.

Because people knew your Name and your Line a year ago it is no sign they do to-day. They forget easily.

Keep yourself in the public mind by advertising. It is just as important to make old friends remember as it is to win new friends. Advertising does both.

# 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

HEAD IT BACKWARD

PURE SEPARATED MILK IN POWDER FORM FOR ALL COOKING WHERE MILK IS NEEDED.

CANADIAN MILK PRODUCTS, LIMITED  
10-12 WILLIAM STREET, TORONTO

# SPOT CASH

FOR

## Tea LEAD

SHIP AT ONCE  
INDEPENDENT METAL  
COMPANY, Limited


175 King St. East  
TORONTO

Long Distance Phone, Main 2378

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

# OAKLEY'S KNIFE POLISH

20-102-5778



JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

AGENTS:

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

Kindly mention this paper when writing advertiser

LARGEST CANADIAN DEALER  
**ADEL 760**  
**WASTE PAPER**  
E. PULLAN TORONTO

30 DOZ. CASE FILLERS  
ONE DOZ. CARTON FILLERS  
3/4-INCH CUSHION FILLERS  
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.  
TRENTON ONTARIO

## SUCHARD'S COCOA

The Highest Quality  
Most Reasonably Priced  
"Quality" Cocoa.  
On Sale Anywhere.

FRANK L. BENEDICT & CO.  
Agents Montreal

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

60-62 JARVIS ST.

TORONTO SALT WORKS  
GEO. J. CLIFF



## "McCASKEY"

### Account Systems

For Every Business.

Send for booklet—

"A Credit Plan that Works."

### McCaskey Systems

Limited  
245 Carlaw Ave., Toronto

This page is referred to frequently by buyers in need of supplies, and for this reason you should be represented here. Don't miss this opportunity.

CANADIAN GROCER, 143-153 University Ave., Toronto

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



# Canadian Housewives Order **PURITY FLOUR**

**Because They Know That It Makes Better Bread, Biscuits,  
Cake and Pastry Than Other Brands**

Bread made from Purity Flour keeps fresh and moist and retains its sweet flavor longer than other bread. Therefore the housewife can bake a double batch at one time and save the work and fuel expense of several baking days each month.

The reason Purity bread stays fresh so long is because Purity is an *absolutely clean* flour—free from every speck of dirt and bit of fibre. Mention this fact to your customers—it will lead to more sales—and profits—for you.



**Western Canada Flour Mills Company, Limited**

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster,  
Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich,  
Ottawa, Montreal and St. John, N.B.

## The Submarine Menace

necessitates the prohibition  
of export of all foodstuffs  
from the United Kingdom.

# SPRATT'S DOG CAKES

*Poultry Foods, Canary  
and Parrot Mixtures*

pending the removal of  
the embargo, can be ob-  
tained from

**SPRATT'S PATENT (America) LTD.**  
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,  
24-25, Fenchurch Street, E.C. 3.

## Y & S STICK LICORICE

48 5c. Packages to Box



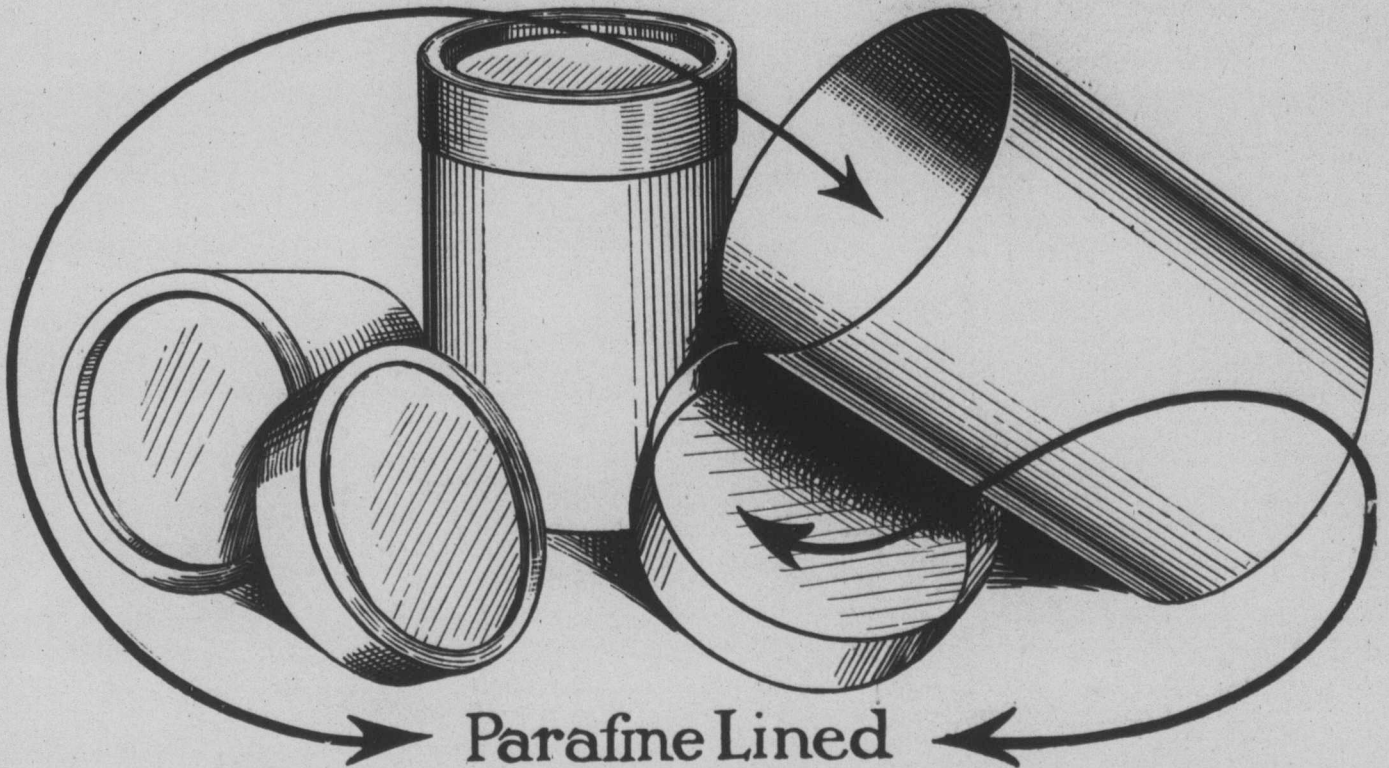
**The old-fashioned remedy  
for Coughs and Colds**

A comforting Trench companion for the  
boys "out there."

**NATIONAL LICORICE COMPANY**  
MONTREAL

CANADIAN GROCER

# ECONOMY *plus* EFFICIENCY



The eliminating of waste is not only good business but a necessity. In the light of increased costs and the narrowing of your margins, the importance of stopping your leaks is a compelling force that must be reckoned with.

The majority of paper pails hold over-measure. Almost invariably a pint paper pail is filled when the order is for a pint. If the housewife receives a pint pail not full, she does not take the trouble to measure it, but concludes that she is short measured, whether she regards the incident as wilful or the result of carelessness matters but little so far as the dealer is concerned. Your loss in waste from this source far exceeds your paper pail expense.

The Empire Container holds measure and no more. It is paraffined inside and out, will not spill its contents on the clothes of the customer carrying it, nor on other merchandise accompanying it when delivery is made.

The Empire Container will deliver any liquid. You can wrap it up like a can of salmon.

Each size is packed in cartons of 100. Prices F.O.B. Factory, Sombra, Ont., are as follows:

<b>Half-Pints</b>	- - -	<b>\$17.00 per 1000</b>
<b>Pints</b>	- - -	<b>\$19.00 " "</b>
<b>Quarts</b>	- - -	<b>\$24.00 " "</b>

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**CONNECTICUT OYSTER COMPANY, LIMITED**

*"Exclusive Selling Agents"*

**50 JARVIS STREET**

**TORONTO, CANADA**