

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada  
 THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, SEPTEMBER 29th, 1916

No. 39



## THE Ingersoll TRIO



MADE IN CANADA

MADE IN CANADA

Ingersoll  
 Agents:

The Ingersoll Packing Co., Ltd.,  
 38 Colborne St.,  
 Toronto, Ont.  
 The Ingersoll Packing Co., Ltd.,  
 628-630 St. Paul St.,  
 Montreal, P.Q.  
 J. A. Wilson, London, Ont.  
 Cyrus King, McNab St.,  
 Hamilton, Ont.  
 W. F. Elliot, Esq.,  
 Symes Telfer Bldg.,  
 Fort William, Ont.  
 J. H. Trowbridge,  
 256 Albert St., Ottawa, Ont.

Jas. Craig,  
 Ontario Chambers No. 3,  
 Kingston, Ont.  
 Messrs. R. F. Cream & Co.,  
 Quebec, P.Q.  
 J. B. Renaud & Co.,  
 Quebec, P.Q.  
 N. G. Bray,  
 Sherbrooke, P.Q.  
 Mason & Hickey,  
 287 Stanley St.,  
 Winnipeg, Man.

Mason & Hickey,  
 Box 794,  
 Regina, Sask.  
 Mason & Hickey,  
 Box 149,  
 Saskatoon, Sask.  
 Mason & Hickey,  
 Box 1287,  
 Edmonton, Alta.  
 Mason & Hickey,  
 215 10th Ave. West,  
 Calgary, Alta.

Mason & Hickey,  
 408 Bank of Ottawa Bldg.,  
 Vancouver, B.C.  
 Angevine & McLauchlan,  
 St. John, N.B.  
 J. V. O'Dea & Co.,  
 St. Johns, Nfld.  
 Angevine & McLauchlan,  
 Truro, N.S.

"SPREADS  
 LIKE  
 BUTTER"

WE guarantee the quality and the sale of our different brands of cream cheese everywhere in Canada. This is a MONEY-BACK proposition. By never-varying quality and continuous publicity Ingersoll Cream Cheese has become a household word in Canada. The trade is therefore much safer in handling these best known brands of cream cheese products. To insure delivery of fresh stock we carry supplies at our local depots from coast to coast.

Manufactured and guaranteed by

The Ingersoll Packing Co., Limited  
 INGERSOLL, ONTARIO, CANADA

CANADIAN GROCER

# Serve Your Customers Right in "Riteshape"



Sausage days are coming. Only one real sausage dish. That is the "Riteshape." Fill a ten pound "Riteshape" with sausage—set it on the counter for display. Fill smaller dishes with sausage—wrap them neatly in fancy wrapping paper. Then you are ready for the sausage trade. A pound of sausage in a "Riteshape" looks and sells better than sausage in any other package. Some dealers have bands printed with the name of the store or the name of the brand. They put these bands around the sausage packages. All chopped meats, all sliced meats, game, especially fowl should go out in "Riteshapes." Then they get there in the right shape.

Get "Riteshapes" from most Canada jobbers.

VICTORIA PAPER & TWINE COMPANY

MONTREAL Limited TORONTO

THE OVAL WOOD DISH CO., Manufacturers  
DELTA, OHIO, U.S.A.



# Peas-Imported-Peas

51-53 Wellington St., W.,  
Toronto, September 28th, 1916.

Mr. High Class Grocer:—

Before the outbreak of the War our "PATRICO" Brand of Imported Peas was recognized as the highest quality pea, both in flavor and appearance, obtainable. These were grown in Belgium from selected English seed, packed under our own personal supervision.

Last year we obtained our supplies from Paris, they gave satisfaction. This year, owing to the very small pack in France and exceeding high prices, we could not cover our requirements. We have, however, succeeded and offer you High Grade

## Italian Peas Packed French Style

which we can recommend at very reasonable figures.

Packed Extra Fine Quality.....	23/24	sieve
" Fine " .....	24/25	"
" Moyen No. 1 " .....	25/26	"
" Moyen No. 2 " .....	27	"

For Retailing from 15 to 25 cents per tin—leaving a good profit for you.

Write for prices and samples. We make this offer—subject to shipment being unsold.

Yours very truly,

W. G. PATRICK & CO., Limited.

*P.S.—Drop in and see us when next in Toronto, we have the largest exclusive Fancy Grocery Display in Canada. It may pay you.*

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

# Prohibition

*What does it  
mean to you?*

What does it mean to your business? Wide-awake grocers everywhere are adding to their profits by pushing the sales of

## E. D. SMITH'S GRAPE JUICE

*—the common sense  
temperance drink—*

Every day of prohibition sees the demand for this palatable beverage steadily increasing. The delicious palatable Concord Flavor is fully conserved in the E. D. Smith product, hence the reason for its popularity is not far to seek.

It is obvious, too, that E. D. Smith's Grape Juice is the most economical, because its strength and purity is such that it requires dilution with water to make it palatable.

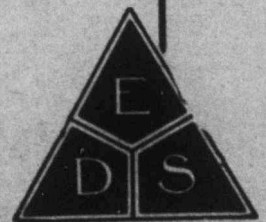
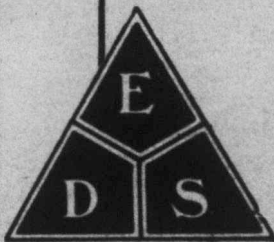
Why not get in line with the dealers who are handling and profiting by the E. D. Smith Line?

Every day that passes sees the demand growing. Stock up to-day.

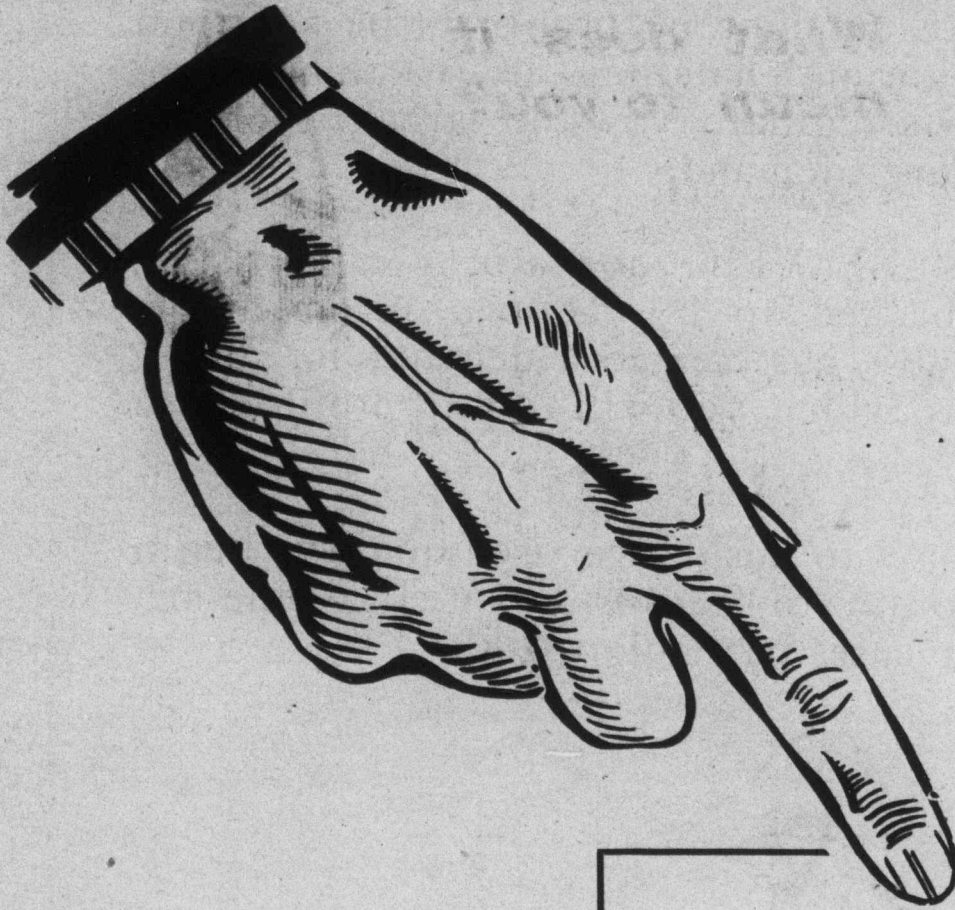
*The Profits are Good*

**E. D. Smith and Son, Limited**  
WINONA, ONT.

AGENTS:—Newton A. Hill, Toronto; W. H. Dunn, Montreal; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B. C.



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



**PURITY**  
*that brings sales*

is well worth investigating. Purity that has won and retained the confidence of three generations of discriminating housewives, purity that brings first customers back because of the splendid satisfaction it gives—that is the kind of purity embodied in every one of the

**BORDEN MILK PRODUCTS**

And because of this unimpeachable purity the Borden line has earned an ever-increasing and steady patronage for aggressive Grocers all over the Dominion.

Borden quality will do for you what it has done for others. You'll be working on a bed rock foundation of proven results when you start featuring the lines that please the "hard-to-please"—Borden's.

Put our claims to the test. Ask your wholesaler for a trial supply.



**Borden Milk Co., Limited**

"Leaders of Quality"

**MONTREAL**

**Branch Office: No. 2 Arcade Building  
Vancouver, B.C.**

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

**T**HE amount of profit to be secured through handling any particular product is regulated by the strength of the consumer demand.

**S**YSTEMATIC consumer advertising, backed up by its own incomparable goodness, has created a demand for Japan Tea to which you will find it profitable to cater.


**I**T pays to push advertised quality. Begin to-day to feature Japan Tea—the tea that pleases particular people.

*One of the ads. in our consumer advertising campaign.*

**JAPAN TEA**

Fresh from the land of cherry-blossoms, packed and exported under the control of the Japan Tea Growers Association which guarantees its purity and unadulterated strength, delicacy of flavor and delightful aroma.

ON SALE AT ALL GROCERS



The Japanese Government prohibits adulteration and coloring of Tea

*Well advertised quality is back of the big demand for Japan Tea.*

# Three Beans Make 3c Profits Here's How to Do It

Open a can of Simcoe Beans (Chili Sauce Flavor) into a deep bowl, cover with a glass plate, place a fork on the plate.

Then—

When a customer enters your store, place three beans on a piece of cracker, let the customer taste them.

Results—

A sale of Simcoe Beans—  
3c or more profits to you.  
Try it; your customers  
will appreciate the gift.



Plain, or with Tomato or  
Chilli Sauce.

**DOMINION CANNERS  
LIMITED**

HAMILTON :: :: CANADA

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

# THE SUMMIT



## OF SUGAR MAKING

is reached in

# "ROYAL ACADIA SUGAR"

"ROYAL" means something as applied here.

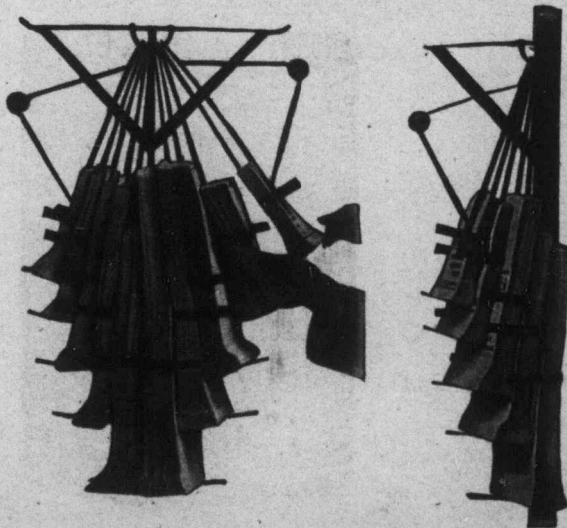
The **Raw Product** is "ROYAL" quality. Every Grain Pure Cane.

The **Refinery** and **Refining** are "ROYAL" both in equipment and method.

The **Result** is "ROYAL," crystalline sugar, the purest and the sweetest.

Why experiment in handling inferior sugars when "ROYAL ACADIA" costs no more, is the accepted standard and is bound to make friends for your business wherever sold?

**The Acadia Sugar Refining Co., Halifax, Canada**



"Perfect" \$3.00 each. "Junior" \$2.50 each.  
f.o.b. Sterling, Ill.

## The "Perfect" Bag Holder

Holds 1,000 Bags — ten sizes.  
Only one delivered at a time.

NO WASTE

*Best, Handsomest, Most Convenient.*

**EVAN L. REED MFG. CO., STERLING, ILL.**

## WASTE PAPER

NOW TURNED INTO

### Cash Profit

AND

### Time and Labor Saved

by hundreds of grocers  
who use

## THE "JEWEL" BALER

*Complete with one bundle wire.*

\$17.50 f.o.b. Hamilton (by 10 day draft)

**WHY NOT YOU?**

*Your initial expense of \$17.50 is  
the only one.*

Let us send you particulars,  
prices and market for waste paper.

**GENERAL SALES CO., Distributors**  
203 STAIR BUILDING TORONTO

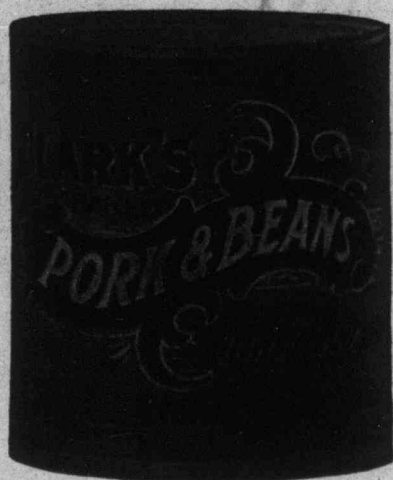
*If any advertisement interests you, tear it out now and place with letters to be answered.*



**CANADIAN**



**BRITISH**



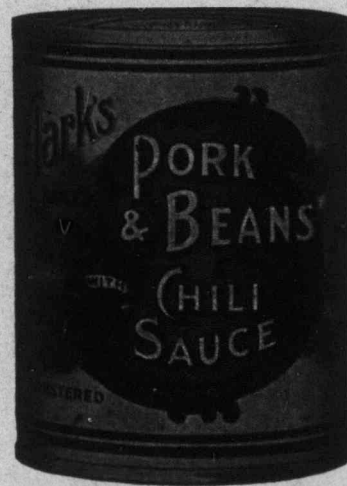
**CLARK'S  
PORK and BEANS**

are now as always the  
leaders in

**QUALITY**

**This is War Time**

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



**W. CLARK, LTD.**

**MONTREAL**



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

## This Raisin is Working for You

Eight thousand raisin growers in California have taken hold of the raisin business. They have organized it for themselves, for you and for the consumer. They got tired of fluctuating products, fluctuating prices, and a fluctuating demand. They have organized the industry, centralized their forces, and lifted the raisin business out of the haphazard and accidental. They have eliminated the speculator and created a direct market through advertising.



## SUN-MAID Raisins

The first year they spent \$160,000.00 in advertising. This year they are spending \$200,000.00. All this advertising is on one brand of raisins—the Sun-Maid Brand. The entire raisin business is bound to improve as the result of the publicity and the educational work being done by the Association. But you cannot expect to get the full benefit of it unless you identify yourself closely with the Sun-Maid Brand. Your jobber has it. Order it now from him. Get in touch with us and let us tell you how we can help.

### THREE VARIETIES

Sun-Maid Raisins come in three varieties: Seeded (seeds extracted), seedless (from seedless grapes) and cluster (on stem, not seeded).

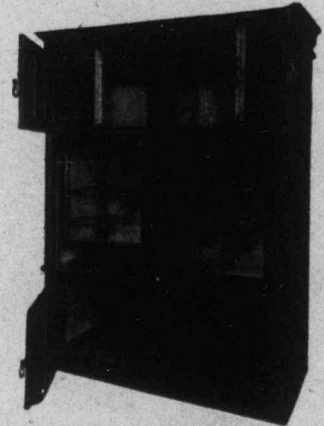
Your Jobber Can Supply You

**CALIFORNIA ASSOCIATED RAISIN CO.**

Membership 8000 Growers  
FRESNO, CALIFORNIA (288)

## A handsome display- case and a perfect preserver

The scientific construction of every Arctic Refrigerator affords unusual facilities for the effective display of perishable goods while preserving them in the most absolute security. The Arctic system of dry cold air circulation eliminates possibility of loss through spoiled or tainted eatables. The name "Arctic" on your refrigerator is a guarantee of perfect satisfaction.



May we send you a copy of the Arctic Catalog? It describes Arctic refrigeration in detail and shows you the right model for your store. A post card request will bring it by return.

**John Hillock & Co., Ltd.**  
Makers of High-Grade Refrigerators  
TORONTO

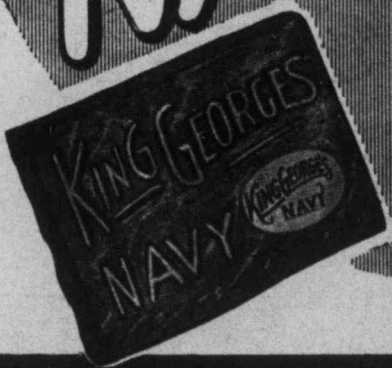
## Why You Should Feature

# KING GEORGE'S NAVY

### Repeat Tobacco Orders

are the rule when you begin selling the widely-known and popular "Chew"—**KING GEORGE NAVY**. A little display of King George will put a punch into your tobacco sales convincing you that, when the right brands are featured, your tobacco department creates big profits.

Introduce King George Navy by getting up a nice window display. Get sales started—the quality of the chew will bring the repeat orders.



Handled by  
the Wholesale  
Trade

**Rock City Tobacco Co., Ltd.**

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

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

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

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

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

*SPRATT'S Depôts in CANADA are:—*

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.  
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

*Direct Correspondence invited:—*

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.  
B 46

**For Goodness sake**

**TRY**

**GIPSY  
Stove Gloss.**

**Its' "Goodness" sells it.**

**Order from your Wholesaler.**

HARGREAVES (CANADA) LIMITED,  
33, FRONT STREET, E. TORONTO.

Western Agents: For Manitoba, O. F. Lightcap, Winnipeg.  
For British Columbia and Yukon: Creeden & Ivory,  
Rooms 5 and 6, Jones Block, 407 Hastings Street,  
West Vancouver.

**Imperial Rice Milling  
Co., Ltd.**

VANCOUVER, B.C.

**MIKADO**

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

**New Profit for You**

You can add a new source of profit to your business by selling

**Sani-Flush**

Something every one of your customers living in a home with plumbing equipment needs.



Magazines reaching nearly all the better class homes in Canada are making your trade familiar with this preparation. Nothing else compares with it for cleaning vitreous china toilet bowls and keeping them sanitary and odorless.

Your jobber can supply you with **Sani-Flush**—you make a liberal profit.

By writing us that you have **Sani-Flush** for sale, you get special selling assistance.

**Harold F. Ritchie & Co., Ltd., Toronto**  
10-12-14 McCaul Street

# Tartan BRAND

THE SIGN OF PURITY  
Phone Orders at our Expense  
Phone Nos. 3595, 3596, 3597, 3598, 4656

## Eye-catching displays are an easy matter with Tartan Brand Lines

Our handsome Tartan labels will focus the attention of the most casual customer, making first sales easy, and Tartan Brand quality make repeat sales certain. You cannot do better than select your stocks of Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, and Jelly Powder from the popular Tartan Brand lines. We can supply you with a complete line of fancy groceries, foreign, and domestic. Prompt attention paid to mail orders.

**BALFOUR, SMYE & COMPANY**  
HAMILTON, ONTARIO



### Have No Hesitation

in recommending to your best customer

## 'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH  
AND  
PROCTOR**

SOLE PACKERS

Halifax - N.S.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

### To-The-Trade:

Buyers and sellers of

## Hay and Potatoes

Denault Grain and Provision  
Co., Limited

SHERBROOKE, P.Q.

**W. G. A. LAMBE & CO.**  
TORONTO

Established 1885

SUGARS FRUITS

We sell Wholesale and Retail Gro-  
cery and Hardware trade. Have five  
travellers. Want attractive line to  
push. Address Box 535, CANADIAN  
GROCER.

### Geo. Adam & Co.

Grocery Brokers and  
Commission Merchants

We can put your goods on the  
Western market successfully, as  
we are in close touch with the  
Western wholesale grocery  
trade. Give us your line, and  
let us produce results for you.

Chambers of Commerce, Winnipeg

Kindly Mention This Paper When Writ-  
ing Advertisers.

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

**ONTARIO**

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

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

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

**W. H. Millman & Sons**  
Wholesale Grocery Brokers  
  
Some special low offerings in new Japan Teas now in transit.

Established 1859  
**GEO. STANWAY & CO.**  
29 Wellington St. East. TORONTO  
Agents for "Horseshoe," "Tiger" and "Sunflower" Salmon. Fred. L. Myers & Son, West Indian Products. Furuya & Nishimura, Japan Teas.

*Washington's*  
**COFFEE**  
W. GEO. VARTY, Agent  
29 Melinda St., Toronto. Phone M. 7089

If you want the market on  
**NEW BRUNSWICK POTATOES**  
Wire or phone  
**HARRY WEBB, TORONTO**  
We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded. New Brunswick, Montreal, Toronto, waiting orders.

**IF** you want a thoroughly experienced, reliable man to represent you in the Toronto market for your carload fruit or produce of any kind, communicate with me, results assured.  
Apples, Onions, Potatoes, Beans, Honey, Poultry, Butter, Eggs, Cheese.  
**FRED J. WHITE**  
27-29 Wellington St. East  
TORONTO ONTARIO

**WESTERN PROVINCES**

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

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

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

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

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

**MARITIME PROVINCES.**

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

**CHAS. H. McDONALD & CO.**  
Manufacturers' Agents  
Post Office Box 727, St. John, N.B.  
We have splendid storage facilities and a first class connection with both wholesale and retail trade. Get in touch with us in regard to handling your line.

**The Anglo-Portuguese Sardine Packing Co., Limited**  
SETUBAL. PORTUGAL  
Most up-to-date Packeries in Portugal. French methods of Packing. Selected fish and Pure Oil only. If you want RELIABLE packers, communicate with us.

**NEWFOUNDLAND**

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

# Keeping up sales

is a problem with dealers who do not stock standard pack goods. Why not keep up your sales by handling the high quality, satisfaction-giving

## Brunswick Brand Sea Foods

Fish is a very desirable food in all seasons—so easily digested, and healthful.

Brunswick Brand has set the standard in fish foods.

Fish freshly caught in the famous Passamaquoddy Bay are scientifically processed and packed a few moments after leaving their native element, thus preserving that sweet natural flavor so much admired by discriminating people.

Look over this list and fill in your stock today:

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

**Connors Bros., Limited**

BLACK'S HARBOR,  
N.B.



## When you sell Milk Products sell Malcolm's

In doing so, you will not be taking any chances, because the Malcolm line has established a selling reputation wherever featured. Quality, convenience and all-round goodness have made Malcolm Milk Products leaders in the respective fields.

Why not try out a 5-case lot? Get them before your customers. Results will convince you.

We pay freight up to 50c per 100 lbs. in Ontario, Quebec and Maritime Provinces.

**The Malcolm Condensing Co.**  
St. George Limited Ontario

Have you tried

**WETHEY'S  
ORANGE  
MARMALADE?**

It is making  
a hit.

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

# Perfection Computing Cheese Cutter

*(IT IS ALL MADE IN CANADA)*

IT IS A CHEESE CUTTER WORTH HAVING

## A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



**A REAL PROFIT-SAVER**

Write for Prices and Terms.

**WE HAVE SPECIAL COMBINATION PRICES  
WITH CABINETS AND PEDESTALS.**

**American Computing  
Company**

**HAMILTON, ONT.**

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

**BUY IT NOW.**

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

**BUY IT NOW.**

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

If you could be certain that every article you sold were up to the standard of our coffees, you could rest assured that no one could get your trade away from you.

*Chase & Sanborn*  
*Montreal*

## There is Money in Talking "Gold Standard" Products To Your Customers

### Our Line Includes

Prepared Puddings, Jelly  
Powders, Teas, Coffees,  
Baking Powder, Salad  
Dressings, Spices, Herbs,  
and many other products.

When you show a product you know is good you are not afraid to let yourself get enthusiastic about it, because the goods will back you up. No food products could more easily stand your enthusiasm than

*Gold Standard*

This is a line of known quality. The dealers who handle it are satisfied with the quick turnover and the profit—the consumers are satisfied with the quality—

**The Codville Co., Limited**  
Brandon, Moose Jaw, Winnipeg,  
Saskatoon, Medicine Hat,  
Prince Albert.

**Why Don't You Carry  
This Splendid Line?**

*Write us now for our proposition.*

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



"Without exception the ablest book ever published on the subject of Coffee."—*Mexican Investor*.

New and Illustrated Edition

# Coffee; Its History, Classification and Description

By JOSEPH M. WALSH

A book of useful and accurate information, and everything pertaining to Coffee, being, at the same time, the fullest and most complete work of the kind ever published. It should be in the hands of every grocer and dealer.

**CONTENTS:** Early History and Introduction, Geographical Distribution; Botanical Characteristics and Form; Cultivation and Preparation; Commercial Classification and Description; Roasting, Glazing and Grinding; Adulteration and Detection; Chemical, Medical and Dietical Properties; Art of Blending and Preparing; World's Production and Consumption.

12mo.

Cloth Extra, Net, \$2.00

By Mail, \$2.10

"A marvelous work, great in conception and great in execution."—*Texas Grocers' Review*.

"The most exhaustive, interesting and instructive work ever published on Coffee."—*Brooklyn Grocers' Gazette*.

"An interesting and instructive work, of the greatest value to every Coffee roaster and dealer in general."—*Trade Magazine*.

"An attractive volume of useful material to the Coffee trade, clear, concise and comprehensive."—*Philadelphia Ledger*.

"We cordially recommend the work to all interested in this indispensable product. Every dealer in Coffee should possess a copy of this valuable book."—*Grocers' Criterion*.

"The work is of exceptional interest and instruction, being attractively written and richly illustrated, and should be read by all who deal in or use Coffee."—*Indianapolis Trade Journal*.

"The work contains a vast amount of valuable information, condensed into a small compass, and is simply invaluable to the planter, dealer and consumer alike."—*Mexico Two Republics*.

"The author, Mr. Joseph M. Walsh, is, without doubt, the greatest authority in America upon the subjects of Tea and Coffee. The book before us is a repetition of his former achievement on Tea, which required several editions to supply the trade demand."—*Maritime Grocer*.

"An excellent and exhaustive work, containing a complete history as well as all necessary information on the cultivation and preparation of the Coffee berry. The volume will be found especially useful to the growers of this valuable plant on the Central and South American Coasts."—*Panama Star and Herald*.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

## Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy  
for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and  
Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY  
MONTREAL

Posi-  
tively  
the  
only  
Patented  
Refriger-  
ator made  
that can claim  
warm air flues  
across cooling  
room ceiling  
and connect-  
ed with warm  
air flues  
around walls.

Patented  
1886-1900-  
1910-1914.



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

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

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

*Wide-awake grocers everywhere are featuring*  
**Robinson's "Patent" Groats**  
 and  
**Robinson's "Patent" Barley**

the two world-famous cereals, the superior, appetizing goodness of which has won for them the unstinted approval of the good Canadian housewife.

If you have yet to learn what really dependable sellers the Robinson lines are, you should order a trial supply at once and note what results a display will produce.

Robinson's "Patent" Barley and Robinson's "Patent" Groats always sell easily, and—what's more, they've got the qualities that pull profitable repeat business. Why not try them out?

**Magor, Son *and* Company, Limited**

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



**ORLANDO**

(INVINCIBLE)

**THE GROCER'S OPPORTUNITY**

Grocers, especially in the "Dry" Provinces, should turn their attention to the expansion of their Tobacco and Cigar Business.

WEBSTER'S ORLANDO (Invincible) and WEBSTER'S CLEAR HAVANAS (in 14 sizes) are the particular goods with which expansion is assured. They are popular.

**A Word to the Retailer.**

If your jobber does not carry these lines, write us direct.

**W. R. WEBSTER & COMPANY, LIMITED**  
 SHERBROOKE, CANADA

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

# CANADIAN GROCER

VOL. XXX

TORONTO, SEPTEMBER 29, 1916

No. 39

## How Grocers Figure Profits

The Selling Price as Basis Has Largest Number of Grocers in Its Favor, Judging by Actual Instances—It Is Not Much Ahead of Buying Price, However—Profits are Different Upon Different Lines.

*A Symposium of Grocers Across Canada*



### SELLING PRICE OR BUYING PRICE ?

The result of the canvass of grocers, details of which are hereunder is that 11 grocers figure profits on their cost price, and 14 on their selling price. One or two apparently figure either way; one grocer sees no difference between the two methods; one or two figure on cost price, plus freight and kindred charges.

As to profits, these range all the way on different articles, from 6 $\frac{7}{8}$  to 50%, depending upon the line in question. Several grocers seem to aim for a general profit of 20 and 25%; others 12 $\frac{1}{2}$  and 15%. Some declare they want such and such a profit after figuring in all overhead charges.

One feature of this causerie is that many replies show flour, sugar and feed to be exceptions, both as to how price is fixed and amount of profit. These answers show that many grocers base their prices upon current quotations for these commodities, irrespective of buying prices.—*The Editor.*

**T**HIS is a burning question with the trade. From time to time there come into CANADIAN GROCER letters from retailers across the country asking advice upon the question of how to figure profits. When questions of importance come up, CANADIAN GROCER has found it most valuable to get the thing settled by men actually in the trade, behind the counter. With this end in view, a letter was sent to grocers from coast to coast, asking them their view and practice in this matter.

They were asked four questions:—

(1) Do you figure your profits upon the buying price or the selling price; that is on the cost to you, or on the figure you sell at?

(2) Is the same method followed in every line you handle? If not, what are the exceptions, and how do you figure them?

(3) Do you lower your price on stock you have had for some time, or do you maintain it, no matter how long the stock has been in. Please give an instance.

(4) What percentage of profit do you figure on getting?

The replies to date have shown quite a diversity of opinion. They show a

majority figuring on the selling price, however. For the rest, let them speak for themselves:—

**Hudson Bay Co., Vernon, B.C.**—We figure profits on the cost to us. The same method is carried out in all departments. Prices are lowered at every stocktaking, and after two years are not inventoried at all. The percentage of profit is different with different lines.

**J. S. Brown, Ramsay Store, Edmonton, Alta.**—Profits are figured on our selling price. We follow the same method for every line. We lower price on stock to ensure quick disposal of the same, if it has any tendency to stick. At the present time, as to profits, we figure on getting a percentage of 15 per cent. gross profit on selling price.

**S. M. Armstrong, Banff, Alta.**—We figure profits on the invoice plus the freight. This method is followed on every line. On fruit, vegetables and grocery lines, we base our selling price on the prevailing market. We clean up all lines likely to be out of style at the end of each season. We get what we can without regard to cost. The percentage of profit differs with different lines—groceries, except sugar and flour, 33 1-3 per cent.; dry goods, hardware, 50 to 70 per cent.

**Willoughby & Jamieson, Hastings Coulee, Alta.**—We don't see that it makes any difference which way you figure your cost on 25 per cent. added onto the cost is the same as 20 per cent. off the selling price. The same method is not followed in such lines as flour, sugar, etc., as they apparently do not yield a profit that can be classed as percentage. Prices are lowered according to the time in stock. At stocktaking we value goods accordingly, never invoicing goods up, even if the market has advanced, but always cutting the price if the stock is old or the market has declined. We figure 10 per cent. net profit on groceries.

**Halladay & Co., Crossfield, Alta.**—We figure our profits on the selling price. We figure the gross profits daily on all goods sold. We reduce prices on goods that are seasonable for a small part of the year. On the average we aim to get 22 to 25 per cent at least on the selling.

**Taylor Bros., Medicine Hat, Alta.**—Profits are figured on our selling prices on most articles. We cannot follow this method on flour and sugar. We get as much as it will stand above the price-cutters' retail price. We lower our prices, if necessary, to dispose of it. Our

percentage of profits differs with different lines. We try to get 20 per cent. gross profit on our turnover.

**Otto C. Pohle, Overland, Sask.**—We figure profits on the net cost. We do not follow this in oils, as we allow 10 per cent. for wastage. As a rule we lower our prices on stock which we have had for some time. We figure on getting an average of 12 per cent. profit.

**Farmers' Supply Co., Beadle, Sask.**—Profits are figured on selling price. We follow this in every line.

We maintain the price on everything, and as we carry staple goods do not have old stock. We figure on getting a percentage of 20 per cent. profit on the selling price on all lines, with the exception of sugar, tobacco and green fruit.

**Holliday & Carlisle, Indian Head, Sask.**—We figure profits on the selling price. We lower the price if the goods have decreased in value. If they are still worth what they cost, or more, we leave them at the original price. Our percentage of profits differs with different lines, some we sell at a much closer margin than others. Goods that sell rapidly can be handled on a much closer margin than slow selling goods.

**H. Smith, Grayson, Sask.**—Profits are figured on the buying price. This method is followed in all lines. We clean up "stickers" at any price they will bring. We figure our percentage of profits as follows: Sugar, tobacco and flour at cut prices; quick sellers, 25 per cent.; slow sellers, 33.1-3 per cent., based on laid down prices.

**J. W. Barlow, Bulyea, Sask.**—We always sell at competitive prices, regardless of cost. One cannot get fixed prices but must meet competition from all sources. Articles which deteriorate are sold at any price at the close of the season, or if found shop worn. Our percentage of profits differs all the way from an even break to 33.1-3 per cent., which appears to be the highest.

**Jas. Lind, Oak Lake, Man.**—Profits are figured on the buying price. This is followed on all lines. We reduce prices on old stock each year, so that it will sell. We add 15 to 25 per cent. on groceries; on other lines 50 per cent. on the wholesale price.

**R. Kirby, Sarnia, Ont.**—We figure profits on the buying price. We follow this method except where the manufac-

turer has set the price, then we buy in quantities, getting discounts. We lower our prices only when the stock is damaged, or the market has lowered on the same, such as butter and eggs. We figure on 7½ per cent. profit over expenses, which includes our own wages.

**The Bells, Stayner, Ont.**—Profits are figured on the selling price. This is followed in all lines excepting farm produce. We cut prices when the season is over. We figure a percentage of 6½



Unless a merchant figures his profits on a definite system, he will become involved in a literal maze of figures and will never know where he stands.

per cent. net profit on turnover, after allowing for everything.

**F. W. Holt, Torrance, Ont.**—We figure our profits on both, figuring on the cost, to give the necessary percentage on the turnover. This is followed excepting in flour, feed, and sugar. In selling these, I base my price on the market, sometimes making a large profit, and other times very small. If it is good stock and not harmed by keeping, I maintain the same price, but if the goods are likely to spoil with age, I cut the price to clean them out. We try to make an average of 18 per cent. gross profits on the turnover.

**A. S. Lambe & Son, Meadowvale, Ont.**—We figure profits on the selling price. We follow this on all lines. We maintain our price as long as the goods are in good selling condition. 30 per cent. is our estimated profits on dry goods and groceries.

**Jos. Troy, Leonard, Ont.**—We figure profits on the buying price. This method is followed in all lines. We maintain the present prices except in boots and

shoes. We figure on getting a percentage of 35 per cent. profits on an average; 25 per cent. on groceries.

**Kearns & Sons, Orangeville, Ont.**—Profits are figured on the cost, with the exception of certain lines of groceries, sugar, canned goods, etc. Where goods do not bring the price marked and get a little old, the price is marked down. Some lines we get better profits than others. We figure we should average 25 to 30 per cent.

**J. A. McFarlane, Duncannon, Ont.**—We try to make all lines average 25 per cent. on the selling price. We do not reach this average on flour and sugar, but mark on other lines to make up the difference. If we find an article has been in stock for some time, and is depreciating in value, we endeavor to get rid of it at any price we can get. We figure on getting 10 per cent., after allowing for all expenses and depreciation in stock, which means about 26 per cent.

**W. A. Singleton, Singleton, Ont.**—We figure profits on the cost after freight or express has been added. If goods drop in value, or there is no call for it, we make a change in price. We try to have a customer's purchase clear 25 per cent.

**M. Doohar, Lombardy, Ont.**—Profits are always figured on the selling price. Practically all goods are figured the same. If stock sticks, prices are lowered to clear it. Profits generally average 22 per cent. of the turnover. Groceries make the least profit.

**R. W. Welton, Harrietsville, Ont.**—We figure profits on to cost to us. We make no exception to this rule. We lower prices only if it is out of date or moving slow, or when obliged to do so to meet competition. We figure on getting 20 to 25 per cent. profits.

**P. J. Potts, Plantagenet, Ont.**—Profits are figured on the selling price. If we find a class of goods which do not sell, we run them off at cost, if we can not do better. Whether we lower prices or not, depends on the class of goods. Our profits differ with different lines.

**Berton, Tuplin & Co., Kensington, P. E.I.**—We figure our profits on both the selling and the buying prices; in other cases competition makes the prices. Our percentage differs in different lines, from nothing to 50 per cent. on the cost.

**G. J. Mason Co., Eastern Point, N.S.**—We figure our profits on the buying price. This is followed in every line. Every year we figure an amount for depreciation on old stock, and lower the price accordingly. We figure on getting 20 per cent. profit. This does not differ, as we always try to make the same profits on all lines.

(Continued on page 26.)

# Grocers' Side of the Bread Question

Dwarfing Profit is the Result of Recent Bakers' Advance—How Many Things Entering Into Handling of Lines Have Been Advanced—Two Cents on 10c. is Different From Two Cents on 16 Cents—Two Courses are Open

**T**HE daily press is full of murmuring these days on the subject of the recent advance in the price of bread. Bread was advanced pretty generally a few days ago, making the price to the consumer eight cents, where it was formerly seven. The large loaf to the consumer from the baker is now 16 cents. For this the grocer pays 14 cents, but he is selling to the consumer at present for 16 cents, the same as the baker. A short despatch from Toronto last week reported the rush meeting of the R.M.A., where there was a feeling that bread should be advanced by the grocers another cent, giving them a cent on which to work. In the despatch it was pointed out that the grocer now pays the baker 14 cents and sells at 16 cents, making 2 cents profit, or 12½ per cent. But not so very long ago the grocer got his bread from the baker for 8 cents and sold it for 10 cents, thus making the same number of cents profit that he does now, but a considerably smaller percentage. Two cents profit on an 8 cent article selling at 10 cents is 20 per cent. Now the grocer only gets 12½ per cent.

The suggestion which many grocers are making, not only in Toronto, but through the province, as the writer can testify, is that bread be advanced by them another cent over the price from the baker to the consumer. This would make a 17 cent loaf to the consumer, if bought at the grocery store. As soon as this was mooted, the press in various cities and towns began to breathe out threatenings against the grocers.

But what of the dealer's side of it?

Many grocers say positively that they cannot continue paying 14 cents to the baker and sell the loaf for 16 cents, because the margin of profit does not pay them. They want, therefore, either to pay only 13 cents to the baker, or have the baker with them come up to 17 cents.

## "Wheat Prices," Says One

In this connection, a prominent Toronto grocer, in an interview recently, said he thinks that the Government should appoint a commission to look into



How the public will expect the retailer to look after the newspapers get through.

the question of wheat prices. These, he considers, are at the root of the whole matter. He does not think the bakers are to blame, but he is on the committee appointed by the grocers to look into prices. "We want the bakers to meet us half way and make the price to the consumer 17 cents a large loaf," he continued. "We have no fight with the public and no fight with the bakers, but if the latter expect us to handle their goods they will have to help us out. Two cents a loaf between the wholesale and retail price on a loaf may seem to the ordinary person good profit, but it is not clear profit. The increased cost of labor and of paper, string, etc., and the proportionate decrease in the percentage of profits have wiped out practically any profit we had. It costs a big percentage to carry on business, and two cents a loaf under present conditions would not pay us to handle it. We don't want to appear before the public as boosting prices. If the bakers can't make the price of the loaf to us such that we can handle it, then we will have to cease."

He means that grocers will have to quit handling bread unless there can be enough in it for them not to be running it at a dead loss. This view is certainly shared by many grocers throughout the province.

"It wouldn't pay me to handle bread

at a 2-cent increase on 14-cent cost price," said one grocer in Western Ontario to the writer. This man has cut out handling bread altogether, and thinks he is none the worse for doing so.

"When you come to consider the increased cost of paper, which, since the war, has been gigantic, the higher cost of twine, the dearth of labor, the increase in every department, store handling, advertising, delivery service, owing to our inability to get men, it certainly does not pay us to get 1 cent on a small loaf and 2 cents on a large loaf, with an increased cost price."

Another grocer, also in Western Ontario, was aggrieved because the press is engaged in hinting that the grocer who wants another cent on his selling price, or failing that, a cent off his buying price, is a robber.

"It isn't at all," said he, "that we want to put the price up for the public. Not at all. We don't. But just as the bakers are not in business for their health and have, therefore, found themselves bound to put up the price, so grocers, too, can't afford to handle lines at a loss. Positively, the present price the bakers make us, if we sell at a profit of 1 cent on a small and 2 cents on a large loaf, is not enough to make it a profit at all. It is a dead loss."

Still another grocer dealt with the percentage of profit, and showed how it was diminishing.

Said he: "To-day, if we pay the baker 14 cents and sell at 16 cents, figuring profit on the selling price, we make 2 cents on 16, or 12½ per cent. When the price was 12 cents, i.e., the price to the consumer, as it was two years ago, we were selling at 14 and making then 14 per cent. Every time the baker advances his price, if we just advance the same number of cents instead of the number of cents in proportion, we lose about four or five per cent. profit. It isn't fair. The baker advances his price to get a living profit, but as soon as the grocer does the same, the press misrepresents him as a profiteer."

(Continued on page 33.)



# CANADIAN GROCER

ESTABLISHED 1886

*The Only Weekly Grocery Paper Published in Canada.*

THE MACLEAN PUBLISHING COMPANY  
LIMITED.

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

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 — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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

## OFFICES:

### CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 2313.

### UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone S971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. Cleveland—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

### GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. Cable Address: Atabek, London, England.

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

PUBLISHED EVERY FRIDAY.

Vol. XXX.

TORONTO, SEPTEMBER 29, 1916

No. 39

## EDITORIAL NOTES

HOW many cigars are you selling these days, you, in whose town there is no bar?

\* \* \*

“ADVANCES were made in Nevolen, Karajovo, Dobrudja.” This is the sort of thing you read, but not aloud.

\* \* \*

NEWSPAPER report says a man was shot in the telephone booth. This is not so bad. Elsewhere, might have been fatal.

\* \* \*

IF YOU are convinced that Christmas pudding ingredients will be high and are buying now, why not get the housewife to lay in her supplies now too?

\* \* \*

THIS is the oyster season. It is now in order to go about asking people what noise annoys an oyster, and replying for them that a noisy noise annoys an oyster.

## THE ADVANCE IN FLOUR

MANITOBA flour advanced twenty cents in all grades this week. Ontario is also ten cents higher. These movements are interesting, coming, as they do, in the midst of much suggestion that flour is not high enough to warrant the recent increase in bread. Anybody who carefully watches the vagaries of the wheat market cannot but be wondering to just what level wheat and consequently flour will go. One prominent miller gave it as his opinion this week that flour would go to \$10 a barrel, this winter. This is perhaps a little bullish, but it is not such a long way to Tipperary. In small lots Manitoba first patents are now selling at \$9. The highest point in years was reached this week by wheat levels, which, high as

they were one week ago, have soared five and a half cents since the last issue of CANADIAN GROCER.

Contrast this year's prices with last. On September 28, 1915, first patents were \$5.75. Ontario winter wheat flour was \$4.70. To-day they are respectively \$8.80 and \$6.35.

## DEAR CHRISTMAS PUDDINGS

AS the days go by it is becoming increasingly patent that ingredients for Christmas puddings and cake are going to be very dear. Last year, it is thought, will not only be duplicated, but probably exceeded in this regard. Looking back, the three months or so preceding Christmas of 1915 showed a steadily gaining uncertainty as to such lines as currants and nuts arriving in time for the Christmas trade, which uncertainty had as consequence steadily mounting prices. It is safe to say that unless something radical occurs, prices will be higher when December of this year comes than they were last, on such lines as currants and nuts. One importer of the former said last week that he didn't know where to get any currants. Sicily nuts are in the same case, while Bordeaux products, in all probability, will be harder to secure than last year. Much difficulty is being found in communicating by cable with Greece and Sicily. Prices are jumping daily, and this three months before Christmas.

The moral for the trade is that they should buy now, if they can and at what they can. Present prices, even if they look high, are low compared to what they will be, if all signs at present visible are fair criteria.

Many grocers were badly caught last year. The steamship “Frixas,” bearing currants from Greece, was over two months late. It arrived in Christmas week. Ships from Bordeaux bearing nuts also arrived

barely in time to let the trade secure supplies. There was a famine in Christmas pudding ingredients last year. The trade will be wise if they take the stitch in time this year.

#### PAY-UP WEEK.

MERCHANTS of Clinton, Iowa, recently adopted the "Pay-up Week," which is to be held simultaneously in various parts of the United States. The reasoning behind this scheme is interesting, and Canadian Grocers may like to consider it. The proposition is simply "You pay me, and I'll pay you." Thus prosperity, it is figured, should touch all trades. Usually, when "Pay-Up Week" is adopted in a town as many various lines as possible are asked to co-operate. Thus the grocer gets a chance of having his bills paid, so does the butcher, baker and candlestick-maker, the doctor, the dentist, and anyone and everyone having accounts outstanding. Usually, when "Pay-Up Week" is inaugurated, the stores offer as an extra incentive, highly attractive merchandise at appealing prices.

There are pros and cons to this scheme. There may be cited the possibility that people, looking towards a "Pay-Up Week" may be inclined to allow their bills to remain unpaid till that time. Doubtless, some people who are somewhat loose and inconsiderate in paying their bills might conceivably put off the day, telling themselves that a "Pay-Up Week" is in the offing. In the main, however, the plan, where tried, seems to have worked out well enough. Co-operation among many merchants usually makes a wider appeal than that of one alone, and much talk and advertising creates interest and stimulates desire in the minds of debtors to get rid of outstanding liabilities.

#### IN THE RING

CONVERSATION with a grocer in a thriving town brought out much groaning against the activities of the mail order houses. This man was metaphorically "throwing up the sponge." The mail order houses beat him to it, he said, and while he was losing trade that formerly he had had, the delivery wagon carrying goods ordered by mail order passed his door. But that grocer, it turned out, was doing nothing at all to fight the mail order houses. All he did was grumble. He lashed himself into a perfect ecstasy of rage against this menace to his well-being and progress, but he lacked anything by way of fighting quality. He wasn't in the ring. It developed that he was conducting his business upon non-progressive lines. It never occurred to him to impress upon his customers, all the time, that local buying means local prosperity; that his store was a place where a customer could get one hundred per cent. satisfaction; that he could deliver the goods.

Another grocer in the same town is giving the mail order houses a run for their money. As he put

it himself, he is in the ring and his sleeves are up. He has a bright store. He is continually making special displays and catering to trade which is seasonable. He advertises. His staff, down to the junior, are a bunch of live wires, and he himself is the battery. Business is good with him. The only time he mentions the mail order houses is to say that he thinks he is "trimming" them!

There's the difference between the two men. What's the answer? If you are menaced with fire, you fight the fire. If infantile paralysis is attacking, the doctor and the parents of the child concerned do not throw up their hands and grumble. They fight.

Are you in the ring?

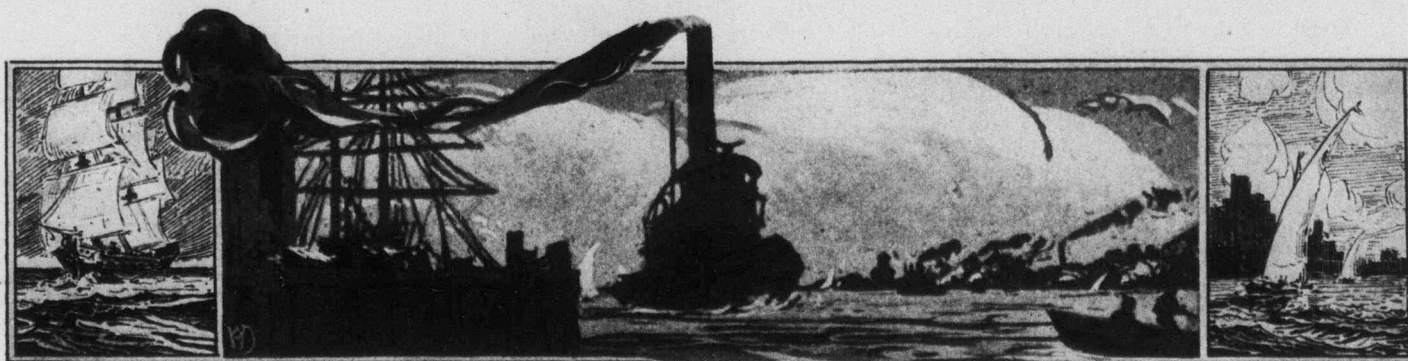
#### THE BREAD QUESTION

THANKS to an industrious and not always careful press, the retail grocer to-day is presented to the public in a new light—rakishly clad, a cutlass in his teeth and the Jolly Roger floating above him—as a pirate, in fact. Since the necessity arose for increasing the price of bread—and it is a necessity if the retailer expects to make anything like a decent profit—the press has been crying down the baker and grocer as villains of deepest dye. To the individual merchant this is unpleasant and embarrassing. Likewise, it is very unfair.

However, there is this to be borne in mind. The public, the dear old public who accept a thousand impositions and inconveniences and turn unexpectedly on the thousand and first, the public are most touchy on the score of bread. Bread is still known as the staff of life; and probably is. It does not, however, figure as one of the big items of expense in the average Canadian household. Meat and table delicacies run into many times over the cost of bread. The butcher can advance his prices as necessity arises and Mr. Householder pays his enhanced meat bills without any very audible objection. But just tamper with the price of bread—put into effect a new scale that may mean fifteen cents more a week to the average householder—and then hear him roar and expostulate!

Advances in prices of meat during recent years have meant additional expense to the average Canadian home of several dollars a week. The advances in bread can be figured in cents. But the fact remains that it is the bread advance which arouses the public ire. It is only when he regretfully puts an extra cent on the price of the staff of life that the grocer is called in all seriousness a robber.

In view of this, one may well ask if it is worth while. Bread is not a profitable line in any case. Charging a cent more than the baker gets will not make it really profitable to handle. And, for the sake of that extra cent, the grocer is liable to incur a degree of enmity altogether out of proportion to what he gets out of it.



# New Brunswick Merchants Convene

Provincial Branch of the R.M.A. Meets at St. John — Discussion With Wholesalers re Selling Direct to the Public—An Address on Credit Problems

**A** COMMERCIAL rally of the retail merchants of New Brunswick was held in St. John on Tuesday and Wednesday, September 19 and 20, under the auspices of the New Brunswick Provincial Branch of the Retail Merchants' Association of Canada. The gathering was not so much a convention as a get-together affair for the purpose of getting better acquainted with each other and enabling the members to get a better idea of the strength of the organization and its greater possibilities. Some time was devoted to the discussion of the problem of retailers and one of the most interesting sessions was that at which they met representatives of the wholesalers for a discussion of matters of mutual interest.

A large hall, suitably decorated, had been prepared for the occasion and this presented the appearance of a miniature exhibition, as a large number of manufacturers had taken advantage of the opportunity to present their wares to the eye of the merchants.

On Tuesday afternoon the opening session was held and at this hearty welcome the members were extended, by A. Murray, of Fredericton, president of the provincial branch; His Worship, Mayor Hayes, and J. A. Likely, president of the Board of Trade.

A. O. Skinner, president of the local association, gave a powerful address on the work of the association. He referred to the fact that by its very nature the Retail Merchants' Association was in a position to secure legislation which no other organization can secure. The organization has already secured legislation which has enabled it to conduct its work along more extended plans. He referred to the great improvement in collections since the organization had been founded. Thousands of dollars had been collected which had previously been on the doubtful list, and the association

was making for the better conduct of business and the less danger of losses on the part of its members. Mr. Skinner made reference to the spirit of co-operation existing among the retailer, the wholesaler and the manufacturer.

On Tuesday evening the delegates attended a theatre party at the Imperial Theatre, where a special programme had been prepared in their honor.

## Wednesday Deliberations

On Wednesday morning there was a conference with representatives of the wholesalers. Addresses were given by F. W. Hoach, president of the Canadian Credit Men's Trust Association (Maritime Division), and by Allan H. Wetmore, president of the New Brunswick Wholesale Grocers' Guild. Both gentlemen dealt with problems of mutual interest and were given a careful hearing. Then followed a discussion of the matters mentioned by the retailers; grievances were aired and subjects which had been the cause of trouble between the two branches of business were talked over frankly and with evidence of good results. Both representatives of the wholesalers assured the retailers of the sympathy of their organization with the objects of the Retailers' Association and assured them of their active support in dealing with any troubles which should arise or in any efforts they made to improve trade conditions.

One of the matters which cropped up most frequently was the selling by wholesalers and jobbers to private individuals, boarding-house keepers, hotels, lumbermen and others not in the retail trade, to the detriment of the retail merchant.

Assurance was given by Mr. Wetmore that the members of the grocers' association were opposed to this practice, and a representative of a hardware house said that he believed that the

hardware men were in earnest in their efforts to get away from this business and that most of the infractions of the rule now are due to the desire of clerks and other subordinates to help their friends.

The address given by Mr. Roach is as follows:—

When your secretary first asked me to address the Retailers' Association, I certainly felt, and still feel, most diffident in doing so, as I realize there is so little I can say to the intelligent and up-to-date membership of this association that is new or that is of interest, but this is more than over-balanced by the pleasure and honor it is to me to have the opportunity of speaking for an association whose interest is so interlocked with the one I am addressing.

Co-operation, I might say, is the corner-stone of the Credit Men's Association; it is the reason the association exists. The chief object is co-operation among credit men, to avoid bad debts in the first instance, and if bad debts do come about, to lighten them as much as possible by co-operative action. But it has developed much in advance of this and now one of its chief activities is to assist the honest and deserving debtor who, through some reason or other, has become embarrassed financially and place his business on a solid footing again. This has been done on many occasions, and is being done to-day with several accounts in this district.

When I first learned of the Retailers' Association being formed, I took occasion to speak a good word for it where I could, as I realized that once the retailers got together and worked together to solve their problems, they would be better business men, more kindly disposed towards each other and, as the spirit of co-operation grew in the association, they would desire to co-operate, not only with each other, but with the manufacturer and wholesaler, and this convention conclusively shows that this has come about.

Co-operation cuts out misunderstanding, leads to understanding the other fellow's point of view, makes a broader, better and brighter business man, or any kind of a man for that matter.

I have talked with many retailers of business problems and recommended this and that procedure, and I purpose to speak along these lines to-day.

**CAPITAL**—The first thought a credit man has in granting credit is, what capital has the prospective customer, either hard cash, ability, experience, acquaintance with the trade, or whatever asset he may have to successfully conduct a business.

The most important of these assets, I think you will agree with me, is honest ability, for, if he has this requisite, he is apt to have well considered his chances to succeed and will not rush into business with insufficient capital, or into a business for which there is no opening.

I think you will agree with me that credit is, in some cases, too easily secured. By this, I mean legitimate trade often suffers by the wholesaler or manufacturer, in his desire to do



business, granting credit to irresponsible parties who are not entitled to credit, but who do a certain amount of business while they receive credit, and assign or compromise when this falls them, and thus do an injury to the legitimate trade that pays 100 cents on the dollar.

The Canadian Credit Men's Association is an association formed among credit men to avoid, by co-operative action, giving credit where it is not deserved, and in this connection, possibly, they are no small benefit in discouraging unfair competition to other retailers.

The interests of the wholesaler and retailer are so interlocked that it calls for no discussion. The wholesaler is deeply concerned as to the success of the retailers, for it is from such that he finds his customers and secures his sales.

At one time there did exist distinctions as to standing and importance in many departments of commerce. For instance, the ship owner did not like to be regarded in the same class as the ship builder, feeling he had outgrown the limitations of the latter, and every general trader advertised himself as "Wholesale and Retail," "Direct Importer," etc., etc., and resented any remark that might imply he purchased in the local market. To-day it is different, the retailer wants his market defined and the purchases of the consumer confined to him because he is a retailer and he asserts that the consumer should give him his trade because he is catering to the community and the community should support him. The retailer is right in this and, generally speaking, the community likes to support the local merchants. The great purchasing class is the woman and as such is most enthusiastic commending the stores of her own town. Should she not do so, it is up to the retailer to supply the reason why.

At one time the wholesaler looked to certain retailers as his customers and could count on their trade and support; the old timer likes to think of those days as ideal, but such conditions to-day are not desired, and if a wholesaler controls a retailer's account, it is because he cannot help himself and will pass it on to another whenever the retailer desires a change, or another wholesaler will take the burden.

**INSURANCE**—It is the duty of every merchant to carry insurance. Some will say, in fact I had one merchant tell me not long ago, when I commented that his building was a bad fire risk, that he paid cash and that when he locked the store at night, if it was burned down by morning, he was the only loser. Possibly so, but I have recollections of an instance that occurred some few years ago in a Nova Scotia town where the merchant reasoned in the same way. A merchant doing a good business had accumulated, in about twenty years, assets represented in stock, book debts and buildings, consisting of dwelling, store, warehouses, etc., a total worth which he estimated at \$40,000. He paid cash, that is, he took his discounts, but did not carry insurance, as there were no fire-fighting facilities in his village and the rates were considered high. Well, one night fire started, no one knows just how, all his buildings, stock and furniture were burned, even his books, as his safe had been sent to Halifax for repairs.

The only asset this man had left was the good-will of his customers and the honesty of those who owed him and knew the amount and would pay him. His liability did not reach quite \$4,000, representing his fall purchases which had just been received, but he could not even pay this comparatively small amount and he was at a time of life when it did not seem feasible or possible for him to begin business again.

The wholesale merchants whom he owed, realizing they had also lost a valuable account, worth more to them possibly than the amount this man owed, got together and started him in business again, but he still owes the amount he owed at the time of the fire and probably will for all time.

Insurance is an argument for keeping proper books of account, for if stock is consumed, the insurance adjuster requires documentary evidence to prove the goods were there.

Speaking of accounts, it would be interesting to know just how many merchants are aware of their full liabilities, also their total personal expense, for you will all agree that he should know exactly what his personal expense is and not live out of the shop.

A complete inventory of stock and other assets should be prepared at least once a year and a balance sheet struck. This information should be kept in a safe place, preferably apart from the place of business. It will pay the retailer many times over to strictly adhere to this practice and spend at least a day and study his position as compared with the previous year, the practical effect will be:—

First.—Less "Accounts Receivable" to collect, thus avoiding the temptation to discount accounts at the bank—a very doubtful practice for the ordinary retailer, and one that reflects adversely on his credit and standing generally.

Second.—Less unsaleable merchandise to handle, as he will take intelligent knowledge of

what this asset means to him—the source of his profit—the only avenue to get gain.

Third.—He will appreciate what his expense account means to his business; every retailer should know what the monthly charges, including personal expenses, are, every month, even if he has to advance certain charges, he should have regard to the monthly proportion.

Fourth.—Your business will be under control and time will not be wasted finding your bearings; you will know and act promptly in attention to necessary duty.

The retailer should keep his stock and real property insured to 75 per cent of value. The co-insurance clause is dangerous because often misunderstood. Insurance is protection only and the loss you sustain is what is paid irrespective of the amount of your policy. It is the duty of every merchant to guard against carelessness or accumulation of waste material on his premises. He should be as much interested in the protection of his property as the public official or insurance inspector; every dollar paid in insurance losses is a tax on trade and commerce.

The Retail Merchants' Association can do more than any agency to bring about better methods among its members. Proper accounting, not necessarily elaborate, but systematic and constant, insurance protection provided and a conservation of buying opportunities, thus limiting obligations in number and amount—the great danger and temptation of the retailer.

In speaking of co-operation between wholesaler and retailer, is it not incumbent on the retailer, all things being equal, to buy of the local wholesaler as much as it is the duty of the consumer to buy of the local retailer and not from the mail order house?

Some time ago I read of a farmer who wrote his name on a dollar bill and spent it at the general store of his district. In the course of time he received it back and again paid it out locally and for the second time it was returned. The third time he sent it to a mail order house and, of course, he never saw that dollar again.

Speaking of legislation, I would only say that we desire to place on the statute books such legislation that is to be helpful to the honest merchant, be he wholesaler or retailer, and our committee will be glad indeed to confer with a like committee of your organization.

Business is a succession of problems great or small and one must look ahead, plan to avoid difficulties, if it be possible, and if not possible, be prepared to meet them. Since the world began, two heads have been considered better than one, co-operative action by many heads must be infinitely better.

Before I close, I would like to speak of jealousies of one merchant for another, and in this I do not mean retailers any more than I do wholesalers or manufacturers. The only way to cure trade jealousy is to get together and get acquainted; that is, acquainted through friendship. Last fall, I was in a town in Nova Scotia where there are three fairly prosperous stores and it is the custom of the merchants there to place blackboards on their platforms advertising what they have for sale and the price they are paying for produce. Through trade jealousy and watching each other's boards and running up the price on each other's offerings, the day I was there, one merchant was paying 3c a pound for butter more than the market quotations, and I leave it to your imagination what the other merchants said of this fellow, though I understood they were guilty at times of the same practice. This is a town the retailers' organization will be a boon to when organized there.

In conclusion, I will quote, if you will forgive me, a verse of a get-together-poem that should be set to music, as I think it strikes the right spot:—

"If I knew you and you knew me,  
'Tis seldom we would disagree;  
But never having yet clasped hands,  
Both often fail to understand  
That each intends to do what's right  
And treat each other 'Honor bright,'  
How little to complain there'd be,  
If I knew you and you knew me."

There is one thing in which I think the wholesaler has been negligent, and that is, the personal acquaintance of his customers at their places of business throughout the country.

It has been my practice for ten years or more, to take occasional trips a few days each month and visit the trade throughout the Maritime Provinces. I find that this is very beneficial to me in doing business among those whom otherwise I would not be personally acquainted with.

I believe the wholesaler is not in a position to sit at his desk and judge conditions from reports he may receive from his salesmen, through the press, or by hearsay in any manner. He requires to have a personal knowledge of the district in which he is doing business. He could write a customer much more intelligently if he knew the men, knew his store and knew the conditions under which he does business. At least, I have found it very helpful, and I believe

other wholesalers would too, if they had some systematic plan by which they would visit their customers occasionally.

### Conference With Wholesalers

One of the most interesting features of the gathering was the conference between the retailers and the representatives of the wholesalers, at which matters of mutual interest were discussed. As a result of this discussion, it is safe to say that the relations between the two branches of business will be more cordial, and that some of the matters which have led to friction and misunderstandings will be corrected to a great extent.

A. H. Wetmore's address was as follows:

It was with a good many misgivings that I accepted an invitation of your secretary to meet with you and take part in this conference, not that I doubt the benefits to be obtained from such a meeting, but because of a feeling of my own inability to carry out that part which, because of my position, falls to my lot. But my sense of duty is strong, and if it is in my power, personally, or in my official capacity, to say or do anything which will aid you in creating, or which will aid in leading up to mutual effort to create, a spirit of fellowship that will make for an advance in the economy of distribution of our various lines of goods and thereby benefiting, first, the consumer, secondly the retailer, thirdly, the jobber, and lastly, the manufacturer or producer, I feel it not only my duty to do so, but an opportunity and a responsibility which it gives me pleasure to seize, shoulder, and do my best to aid in bringing about.

In connection with the great National Wholesale Grocers' Convention held in Boston in June, with a registered attendance of over 1,200, which I had the pleasure and profit of attending, I saw a few words written, which I think are very applicable to your association, when it is considered what *organization* and *unity* have already done for you, and also the great possibilities that are before you by strengthening and broadening under the guidance of your very genial, able and diplomatic secretary. They were something like these:—  
"What is the ocean but organized units—drops of water? What is the avalanche, but flakes of organized snow? The alphabet—twenty-six units—organized, forms language and the means of communication."

The immensity of these powers, all made up of the most minute, but organized, units, is an inspiration to us in the get-together idea.

It might not be out of place at a meeting of this nature if I should attempt to somewhat justify the jobber's existence and compare what he gives for the toll he takes, and in doing so, I want to give credit to Mr. Forest Crissey for some of these thoughts.

Public opinion has hailed "The Middle-man" before its court of criticism to show cause why he should be permitted to live. The consumer and the producer want to know whether the jobber is an unnecessary evil, or a public necessity.

So far as the wholesaler is concerned, he declares he is ready to demonstrate that he is as vital a job as any of the others. Since the agitation of the high cost of living began, the jobber in food stuffs has held the centre of the stage and has been painfully and persistently conspicuous.

The average person has a vague idea that the wholesale grocer simply receives the goods in one door, and ships them out the other, taking a good fat toll for his trouble. What does the jobber give for the toll he takes? You can tell it in one word—Service.

If Mrs. Smith is complaining of the high cost of groceries, the retailer refers to his *high cost of service*, and as an illustration reminds her that yesterday she forgot to order some small item until long after the last regular delivery was made to her section, which necessitated a special trip of the auto-delivery of a mile each way at a cost of, say, 25 cents for a profit of 5 cents. Mrs. Smith sees the point.

But the jobber has no such advantage; he does not come in touch with the consumer or the public, and the masses have no idea of the service he renders. I say that *service* is the most expensive thing a jobber sells. Plain hard work that hardly justifies the name of service constitutes a large part of the kind of service the wholesale grocer gives the consumer through his customer, the retailer.

The stock lists of an average grocery jobber to-day contain from two to five thousand separate and distinct items. A majority of these articles are brought from foreign countries or distant parts of this country.

Crissey says: "We are food explorers, ransacking the entire earth for the things with which to satisfy the cultivated appetite of the consumer."

If the teachers in our schools would send their pupils to a grocery store, and have them secure a list of articles in stock, learn the localities from which those articles started on their journey, and then take a map and draw a line from the home town to the town of the original production of each item, those pupils would receive a most comprehensive lesson in geography and a practical demonstration of exports and imports.

But this would not be complete, for each little community has its own peculiar food tastes, and there are many items of food that are in constant demand in some localities that would not be found on the shelves of the home town retail store. The correct and only point of convergence for the food lines on a map such as suggested, would therefore be the nearest grocery jobber, and from that centre those food lines would radiate to every quarter of the globe. Among these would be the tea lines to China, Indian and Japan; coffee to the Red Sea districts, Java and various points in South America; spices from African and South India points; nut lines would run to France, Spain, Italy, Brazil and Virginia, U.S.A.; dried fruits to Turkey (except in war times), Greece, Spain, California, etc. This might be kept up almost indefinitely. There is not a country that does not yield its tribute to the table of the consumer of this Dominion, and the grocery jobber is the channel through which these delicacies or necessities are located in their places of origin, and brought within reach of the ultimate consumer.

The money-banker gathers from the most available sources, the coin and currency with which to capitalize the business activities of his territory. The banker is the *middleman* of the money market, and his functions are so well understood by the public that almost no questions their necessity.

How about the merchandise-banker? The only way to get a vivid realization of the *service* in this way that the jobber gives the consumer, is to try to imagine what would be the food situation if every jobbing house in this country were suddenly struck out of existence. It would reveal as nothing else could the unassailable position of the jobber in the economic distribution of food stuffs.

Now turn to another kind of service—the money end of the jobber's relations with the retailer and the consumer.

The financial service is just as varied and as many sided as that expended upon the goods themselves, and it is as unknown to the average layman as is the service relating to the commodities handled. We are not only bankers of merchandise, but we are very often bankers in a far more literal and financial sense. Certainly we are at times giving men a line of credit that a "money-banker" would not carry for a month. We realize that a retailer is usually up against the same proposition. His heaviest customers are almost always his slow-paying friends. The family who flits off for the summer pays their grocer when they get back or *get ready*, and the retailer cannot overpress this class. These customers, combined with the "dead-beats" and the unfortunates, go to make the book accounts of a retailer a terror to him. They think they owe the retail grocer, but in many instances they owe the jobber because he has to carry the retailer. Of course, there are some retailers to which this does not apply, but they are rather the fortunate few. If these accounts are "open," and I am sorry to say some retailers are still old-fashioned enough to seriously object to drafts, we go to the bank and borrow money, paying the interest in advance, to finance them, and if interest is charged our customers for overtime we are looked upon as mean. Banking is supposed to be a business to be desired, but every jobber is doing some of it, which he would gladly relinquish.

All jobbers would be glad if they could turn all this kind of service over to special and expert hands, but provided the customer is honest and energetic and has a location that should command a good trade, it is not *bad* but *good* business to help him financially and morally, and educate him in the meantime to stand on his own feet. This service of furnishing the retailer with capital, and teaching him how to handle it, is one of the heaviest and most unprofitable that rests on the jobber's shoulders.

There is another important angle to the jobber's practical service. This concerns the transportation problem. The jobber's business life is a continual fight to reduce the cost of distribution. He studies freight tariffs and conditions to the ultimate benefit of retailer and consumer. To illustrate: Beans at the present time represent a lot of money and still are a staple article and must be carried by each retailer, but unless bought in *car-loads*, the extra freight would add very materially to the already high cost, and no ordinary retailer or collection of them would want

a carload of these. The jobber, with his organization of distribution, brings along the quantity and dispenses them to his customers in quantities as desired, a saving by this service alone of twenty-five to thirty cents per bushel. Onions from Egypt, Spain, Bermuda, or Ontario, are just as good examples, and when it comes to canned salmon from British Columbia, or dried fruits from California, the saving is in even greater proportion. In a word, the jobber is an expert in saving freight costs. This service is routine and competition sees that the consumer gets his good share of the benefits derived therefrom.

If the margin saved by the jobbers of a locality by this one means were suddenly added to the retail price of groceries, the consumer of that section would put up a cry of distress at the advances. As an economist, then, in distribution, the jobber renders a constant service to the consumer for which he gets blame (because the public have not knowledge of the facts) rather than credit.

I think experience has long since established that the most economical method of distribution of food products, from manufacturer or producer, is through the wholesaler and retailer. Each performs a distinct service. The jobber gathers the products from the four corners of the earth, stores them, and has them ready for distribution to the retailers, from where they are passed on to the consumer on demand. The wholesaler also advances the necessary credit—i.e., finances the transaction. He secures the large-quantity prices, and the advantages of car-load freight rates. Manufacturers cannot supply retailers promptly direct from factory, and their only reasonable method is through these distributing depots—the jobbers; not only because of more prompt delivery but the *service* to manufacturer, retailer and consumer is less expensive when the wholesaler is employed than through any other medium.

I think I have clearly shown that the jobber renders service and no small amount of it, and he is fairly entitled to something in the way of toll. About the only question that remains is whether he takes an unreasonable amount of toll—whether he is able to force the retailer and finally the consumer, to pay unfair wages for service rendered.

In answer: Can you point out any who have made large fortunes in it. Some, of course, are comfortably well off, but the bankers tell us continually that there is not another line of trade, industry, or commerce, involving equal capital, that does not bring a larger pro rata return than does the business of jobbing food products.

The average net profit of the wholesale grocer does not amount to more than a hardware man's *cash* discount. In other words, his profits do not exceed two to two and one-half per cent. on his turnover. Many are making less than that.

If we were to give the retailers a cash discount of one per cent., and if our own cash discounts were cut off, we should eliminate our profits.

The business of which this can be said certainly cannot be rightfully accused of taking an unfair toll for services rendered, and those services have been proved indispensable to the retailer and the consumer.

Our service, then, might be said to consist of being "Merchandise-Bankers," "Money-Bankers," "Financial Educationalists," "Transportation Solvers," and one of the economical Trinity of Distribution—i.e., Producers and Jobber and Retailer. And for this service we take a toll equal only to a reasonable cash discount.

In dealing with this matter I have only attempted to follow along the lines of service to the public as supplied by the jobber of food products, but I have no doubt at all that the "middleman" or jobber of any other lines can prove as conclusively that they are as fully justified, on account of service rendered, to take the toll they do for bringing within reach of the retailers and consumers the various goods in which they are interested.

The discussion which followed the addresses was participated in by many of the merchants present. One of the chief points brought out by some of the speakers was the desirability of greater efforts to do away with selling in retail quantities or direct to the consumers by wholesale houses. Assurance were given that the Wholesale Grocers' Guild of St. John were doing their best to get away from this practice, and the executive promised stronger endeavors to convert the wholesalers in other centres.

The publication of wholesale price lists of groceries and other provisions in the daily papers was protested against, as an injury to the retailer and of no benefit to the wholesaler, and this matter was referred to the executive for action.

In the evening the visiting members were entertained by the local men at a banquet. President A. Murray acted as toast-master, and speeches were given by Lieut.-Col. J. L. McAvity, Lieut.-Col. P. A. Guthrie, Major G. G. Corbet, all of whom told of their experiences at the front; A. E. McSweeney, of Moncton; Mayor Hayes and City Commissioners Wigmore, Russell and Fisher, of St. John; Robert Strain, of Woodstock; W. P. Jonah, of Moncton; W. E. DeWolfe, of St. Stephen; F. W. Daniel, of St. John; J. W. Scovil, of St. Stephen; A. O. Skinner, of St. John; and A. P. Dewar, of Milltown.

In the course of his address the president, A. Murray, said:

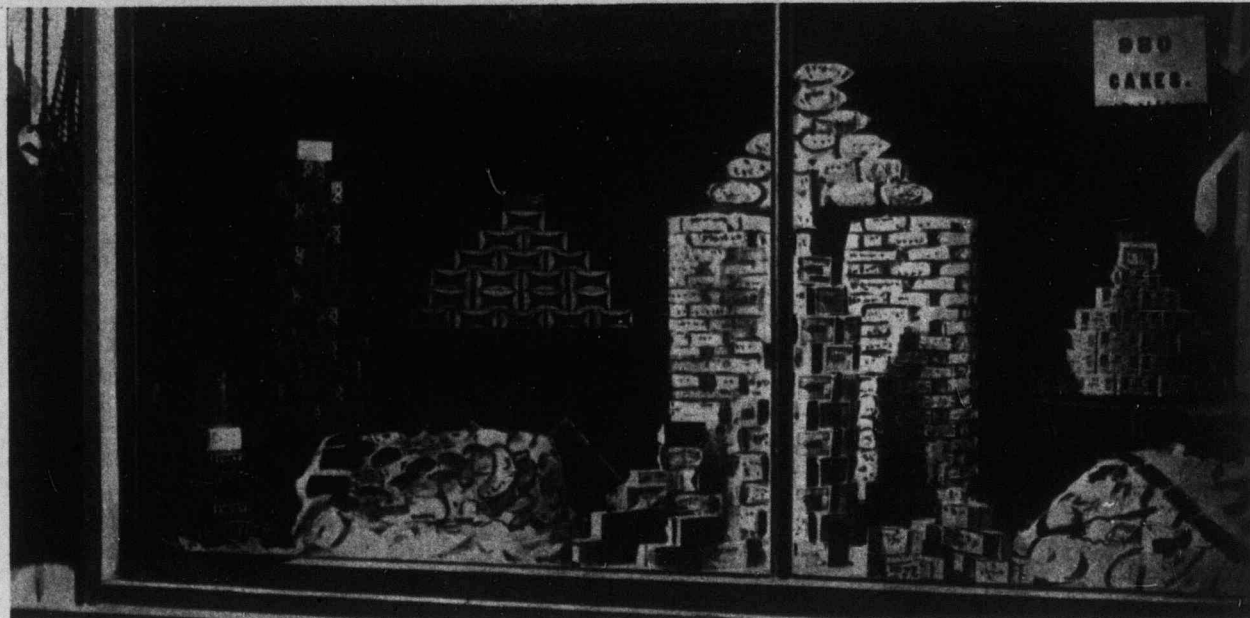
"Never in the history of the retail merchandising has there been more need of the great spirit of co-operation than there is to-day. I want to explain to those who are not of the trade just what the association stands for. It is not for the purpose of fixing and governing prices, but it is rather to work out many things which our association and our complete co-operation could help us to achieve.

"To accomplish the best results it is necessary that we have confidence in our fellow-merchants. We must be honest in the things which we ask him to assist us in bringing into force, and we must be in every sense fair to him. We must realize that he is not an enemy. We must realize that by working together we can achieve results which we cannot possibly attain if we work from an individual point of view.

"The retail merchants of New Brunswick pay a very large portion of the taxation, and they certainly are the ones who are responsible for the benefactions and gratuities which the public demand. Why should they not fill a larger place in so far as consideration is concerned in the life of our cities and our province, and if they will join together in an association such as ours, it will assist in making it strong and powerful. That certainly will be the foundation of untold good, not only to themselves, but to the community at large, and the solid opinions of men engaged in occupations scattered all over the province will certainly do much to elevate the tone of our public life and help in improving all its conditions."

During the convention copies of THE CANADIAN GROCER, containing reports of the Winnipeg Convention of the R. M. A., were distributed, and were much appreciated by the delegates.

# Making Good on Handling Soaps



Bell Bros., of Elora, devoted a window exclusively to soap, with good results.

Soap is Sometimes Under-Estimated as a Profitable Line Because It Is a Staple—Requires Stimulus Now and Then—Methods of Sarnia Grocer

**I**N a recent issue of CANADIAN GROCER, a symposium of grocers showed what twenty-five articles were most in demand in their grocery stores. One article which was never placed first in order of importance, but which seemed to run about third or fourth or fifth in the opinion of very many grocers, was soap. It maintained an early position in a great many replies sent in. Reply after reply showed that grocers considered it not only an article much called for, but also one in which they had quite a respectable turnover and good profit.

It is probably true that grocers do not pay sufficient attention to this line. Soap is a line for which there is a steady demand all the year round, and yet it is a line which lends itself admirably to special and seasonable selling. This last few weeks, for example, have been an excellent time for selling soap. People who were away all summer (and there were bunches of them this year, according to the summer hotel people) came home to a house somewhat neglected and in need of a good house-cleaning before winter, with its closed doors and tightened windows, set in. Fall house-cleaning, indeed, is still in progress in thousands of homes. One pre-requisite is soap, for though we have

many modern commodities which help the housewife to clean up the house, none of them make soap indispensable, and none of them, in all probability, ever will. Soap has been a leading line with grocers since Eve bought her groceries—and presumably she did.

Conversation with different men in the trade seems to elicit the statement that soap is a line which needs a fillip, a boost now and then. Peter Clarke, in Sarnia, for instance, holds this view. He has a busy store and caters to people of all incomes. He does a good business in soaps and kindred lines, but he finds it has to be stirred up now and then.

#### Has Permanent Show Case

Near the door, so that it will catch the eye of any customer coming in, is a show case displaying various kinds of soap. Sometimes it is devoted exclusively to toilet soaps; it was when the writer visited Mr. Clarke. At other times, kitchen, as well as personal soaps, are displayed. The customer cannot miss this show case as she enters the door. It stares her in the face and fulfills the function of the silent salesman; it reminds her that her stock of soap should be looked to and improved.

Mr. Clarke has only recently tried out

the selling of toilet soaps and he has found it a fruitful line to show.

"I didn't always handle toilet soaps," he said, "but I found enquiries were coming every now and then; not many, it is true, but enough to stimulate in my mind the idea that we could do quite a trade in this class of soaps if we went after it. We installed this case near the door, and most of the time toilet soaps have the foremost place, though occasionally we put in ordinary soap too, to give that a helping hand. We all dug in and helped by mentioning this line to customers and got ourselves established as just as good a store to buy toilet lines as the drug store. One thing is important, at least, in my experience. That is, to stick to established and well-known lines. The line you see there now is nationally advertised and therefore the customer comes with a mind already knowing something of this firm's goods.

#### A Fine Window Display

Bell Bros., of Elora, believe in showing soaps as much as possible, and recently they had a window which was a crackerjack as an agent from this point of view. A picture of it appears on this page. No less than nine hundred and eight cakes of soap were used to

make this display. They were attractively pyramided and stacked. The window, though all these many cakes of soap were used, does not look a bit crowded, but is dressed in such a way that the open spaces serve to bring out the various units of display. Note that both cake and packet soaps were used. Also observe that one brand alone was not displayed; several were included. They were, however, all well known, and lines which the housewife would know something about before she saw them thus displayed.

As for the actual methods of display, it is interesting to see that the trimmer invoked the aid of tables here and there, which give a window a finish and appeal a little out of the ordinary.

This firm evidently believes in stimu-

lating interest in this important line. It is unusual, but it should not be, to devote a whole window to a display of soaps. Probably many grocers have come to regard soap as a staple, a line which is perennially in demand, and therefore one in which some trade will come, anyway. They therefore leave it at that, but they don't get out after it. Yet, if a grocer is really live and progressive, he will play no favorites. He won't have a campaign for one line and devote time and energy to that, to the neglect of others, just because a certain amount of business in them comes anyway. Soap will be found to be a profitable line, and the bigger business done in it the more amply is the grocer repaid.

## Why Canned Goods Spoil

**"D**O you ever find that canned goods which you have stored in your cellar or lumber room do not preserve their freshness?"

A. Chaplean, Ont., reader, wrote CANADIAN GROCER to this effect, and asked the reason why.

"I find so many cases of fruit in the cellar leaking: and why is it that currants and gooseberries are in the worst condition? This fruit is at least two years old. Would this leakage be due to dampness, or has age something to do with the cause?"

In answer to that, it may be said that, given proper containers and proper storage, canned goods will keep in perfect condition for years. The possible trouble with those who find fruit going wrong is that they have the goods stored in a damp cellar. Tin, of course, is very susceptible to rust from dampness, and the rust will gradually eat its way through the tin, allowing the air to enter. A perforation, as fine as the point of a needle will admit bacteria, and cause the goods to spoil. Of course, it occasionally happens that trouble is from the interior of the can; for example, if the coating of tin on the iron is not perfect, the acid will attack the iron and make a small perforation in the tin, allowing the air to enter in this way. This would occur after a period of possibly a year or so.

If the retail merchants would look after their canned goods carefully, and take the trouble to overhaul them at short periods, they would save themselves some money, and would have few claims to make on the dealer or manufacturer. Unfortunately some retailers receive a shipment of canned goods and often dump them into the darkest corner of the store room, and then forget

about them until they are required; sometimes this is six months or a year afterwards, and the dealer is greatly surprised that most of the tins are spoiled, which spoilage has been caused through rust attacking the plate. Every householder uses tin utensils, and has an accurate knowledge as to the action of damp on tin.

As the winter season is approaching, some hints on care of canned goods during wintry weather may be useful.

### The Effect of Frost

The question is often asked, "Does frost injure canned goods?" As to affecting their value as a food the answer is "No," but as a general thing canned goods should not be allowed to freeze. With goods, such as corn, peas and beans, the flavor is somewhat affected through freezing, not so much that one not an expert could tell the difference; but there is a difference. On the other hand, the flavor of preserved fruits in tins, and tomatoes, is not appreciably affected by frost. In fact, the writer made a number of experiments with tomatoes especially, and could not discover any impairment of flavor, due to freezing.

However, the greatest trouble with the freezing of canned goods is that the tins will sweat in thawing out, and the water lodging on the cans will cause the tins to rust, and also the labels to become soiled. If these goods are not carefully looked after after thawing out, the rust will, in course of time, eat through the tins and permit air to get into the cans, thus spoiling the contents.

Another thing to remember is that when canned goods are frozen, they are usually bulged, but as soon as they are thawed out, the ends will snap back.

If, owing to lack of storage, canned

goods are allowed to freeze it would be better to keep them frozen, rather than to thaw them out and freeze them again, as every time they thaw out, they are liable to accumulate rust. If the goods are not used until the spring, the cases should then be carefully overhauled and placed where they will dry out rapidly, otherwise there will surely be trouble.

If grocers have goods that are not satisfactory, they should, in all cases, hold them subject to the instructions of the packer, as it is in the interests of everybody that the goods should be examined to ascertain exactly what the trouble is, and it is only by doing this that any defect in packing can be remedied.

### Cause of a Leaky Can

A swell or a leaky can is due most likely to an imperfection in the can, or an error in the time given to the processing. Once air gets into the can, decay begins.

## HOW GROCERS FIGURE PROFITS

(Continued from page 18.)

**A. N. Mack, Mill Village, N.S.**—We always figure profits on the selling price. This method is always followed. When we find any goods selling slow or not selling at all, we reduce the price low enough to move them. We figure to get from twenty to twenty-five per cent. profit on most goods, but can get only from 5 per cent to 10 per cent. in flour, feeds, sugar, and heavy lines of that kind.

**A. N. Whitman & Son, Ltd., Canso, N.S.**—Profits are figured on the selling price. We follow this method as far as possible. Old stock is not allowed to accumulate, but is worked off at reduced price sales as soon as it shows signs of sticking. Our percentage of profits differ with different lines, as it is very hard to lay down any fixed percentage.

**J. A. Outliffe, Fredericton Sta., P.E.I.**—Profits are figured on the selling price. This is followed in every line. We lower our prices so as to carry no old stock. We figure on making 30 per cent. profit on all lines except flour and feeds, on these, 10 to 15 per cent.

**D. K. McKenzie, North Sydney, N.S.**—Profits are figured on the price at which we sell. All lines are handled in that way, when possible. Flour and feed are exceptions. We handle about a carload of feed and flour a month, making between 7 and 10 per cent. profit. We do not lower price on old stock, for we turn stock over often, lots of it once a month. As to profits, we figure on getting 20 per cent. on some lines, such as teas, coffees, biscuits and oil. We don't average more than 7 per cent. on flour and feeds.



## THROUGH OTHER SPECTACLES



### THE PTOMAINNE POISONING CASE.

(From *The Grocer*.)

In the summer season it is a common occurrence to find paragraphs in the daily press announcing the deaths of persons, the cause of which is often mistakenly put down in the heading of these reports as "ptomainne poisoning." A case in point occurred recently at Birmingham, where two children died after a Sunday dinner of pork, duck and green peas. The coroner, in concluding the inquest, distinctly stated that there was nothing in any of the food which stood out as tending specially to cause the tragedy, and that evidently some germ which worked slowly did the mischief. This is apparently a very straightforward way of explaining the position, and yet we find in the daily press the statement that the children died of ptomainne poisoning. It is very unfortunate that this description of the cause of death should be given, as the coroner distinctly stated that it was apparently not due to the food that had been eaten. It is, of course, very desirable that every seller of food should take care to protect himself by insurance against such claims. At the same time it is very unfair that the public mind should be thus unduly alarmed as well as misinformed. This sort of thing has been common in the United States, and we understand that the Canners' Union of the United States made a series of investigations into over 200 cases of alleged ptomainne poisoning and found that in every instance the allegation was inaccurate. A correspondent who calls our attention to this matter explains that he himself has investigated several cases in which a newspaper report stated that the unfortunate victims died as the result of ptomainne poisoning, and yet the medical report distinctly stated that it was not possible to find that the deaths were due to poisoning from food; they were generally due either to individual internal troubles which set up alarming symptoms on the consumption of food, or to improper feeding. Grocers' associations might usefully undertake the prompt investigation of newspaper statements that deaths are due to ptomainne poisoning.

### GREAT ACTIVITY IN INDUSTRIAL LINES.

(From *The Tradesmen*.)

The hesitating spirit which was noticeable in business circles a few months ago has been changed by the vigorous renewal of war orders, and other evidence that the foreign demand upon our industries is not likely to cease at an early date, according to the monthly report of the National City Bank of New York. The great buying movement early in the year put enough business on the books in most lines to assure activity throughout 1916. Then came a lull, and a disposition to prepare for the end of the war and lower prices, but on August 1, in the opinion of competent judges, the prospect looked more like two years of war than it did a year ago or at the beginning. The effect was to start a new buying movement in steel and other commodities and to stiffen prices. With no material change in the situation the next few months would see the country's industrial capacity sold out practically to the last quarter of 1917.

Upon general principles the business man dreads uncertainties, and so common opinion looks to the end of the war with apprehension. The farther away it is the better we will be prepared for it, is the reasoning. We are reducing our foreign debt, getting our goods into

new markets, developing new industries, paying off debts and accumulating capital. Surely we are strengthening our position. These are positive gains and outweigh a good many apprehensions and warnings. Prudent people, however, cannot forget that the longer present abnormal conditions prevail the further we shall get from the natural state of industry and trade to which we must return when the war is over. Wages are still advancing and the process of adjustment to temporary conditions is still going on. It is not comfortable to feel that we are working under an unnatural stimulus, and that every month of these conditions will make the following reorganization more difficult.

The crops generally over the country are a disappointment, though Nebraska averages up well. We have been favored with two extraordinary crop yields since the war began, and in the natural order of things could hardly hope for more. We are far from a crop failure, but the yield is sufficiently short to make prices higher for consumers, and they were already high enough to intensify the demands for more wages.

Advices from the agricultural districts are generally confident that the buying power of the farmers will not be seriously impaired. This is particularly true of the spring wheat territory of the northwest, where crops are now so diversified that injury to wheat is not so serious as it was a few years ago. Fortunately there is an unusually good outlook for corn in this territory.

High prices for cotton are disturbing the cotton goods trade, but with employment so complete throughout the industries there is not likely to be much curtailment of the demand. The high cost of living which is foreshadowed for the coming year will be a serious matter if there shall be an interruption.

### TELL IT ON THE LABELS.

(From the *Canning Trade*.)

Most canners put out several grades of goods. There may be four or five varieties of corn, packed in the same factory. There may be at least five varieties of tomatoes; perhaps three or four grades of string beans, at least four grades of peas. There are five or six grades of salmon packed every year by western packers.

Now suppose a shopper, attracted by the low price of a canned article, buys and is not pleased. The particular brand of that article suffers in the estimation of the buyer, in consequence. How is the buyer to know that by paying a slightly higher price, he or she could have bought a perfectly satisfactory food product put up by the same firm?

Why not tell the whole story in each label? Why is it not good salesmanship to let the buyer know just what he is getting, and what he can get if he wishes to pay more, or less as the case may be? Would it hurt any canner to put on each grade of his product a frank statement as to where it ranks in the commercial trade? He makes no secret of the fact when he sells to the jobber or when it goes to the retail grocer. Why not pass the truth down, all along the line?

It is a poor job trying to hold any class of trade without telling the truth. The franker a dealer is, with his customers, the more he can count on their friendships. The man who tries constantly to cheat his customers never grows rich at it, in these days of a constantly growing demand for trustworthy food products. And we predict with a great deal of certainty that the time is coming when the

most popular brands of foods will be those which are sold under labels that will tell exactly what they are.

For example, a can of corn will explain how canned corn is graded, and just why, and will tell exactly what grade that particular can contains. Canned peas will also have their labels, explaining how peas are graded, and what grade that particular can contains. Yes, even cheese will some day be sold with labels telling of the grade, the amount of fats in percentages will be stamped on butter tubs or prints; and the factories which are the first to make this appeal for public confidence will gain tremendously by having the courage of their convictions that it is safe to trust the public to reciprocate that sort of confidence.

### TO SHIP FRESH FISH BY PARCEL POST.

(From *The Modern Merchant and Grocery World*.)

It is reported that some of the large wholesale dealers in fresh fish will shortly try the method of shipping fresh fish by parcels post, after the system which has been in successful vogue in England for several years. The English fish men ship direct to consumers, but it is understood that the American jobbers will first attempt to ship to retailers. They contend that the sale of fresh fish is very poor in the inland, because of the difficulty of getting supplies. If the business could be built up there, the entire industry would be benefited.

In England the main center of the parcels post fish business is Grimsby, where a group of fish merchants devote themselves to this special business, dispatching daily hundreds or even thousands of parcels, the majority of which are less than six pounds in weight when fully packed for shipment. These packages go forward either by passenger train under a special low rate for small parcels granted by the railway companies (this service being analogous to that of express companies in the United States) or by parcels post.

Only the freshest fish are selected for this sort of shipment.

Those who have studied the matter say there is no reason why fresh fish cannot be sent by parcels post in this country.

### THE SUGAR SITUATION.

(From *Grocer and Tradesman*.)

Whether European peace comes early or not, high prices are likely to prevail in the sugar market for some time to come. Peace will serve only to bring into greater prominence the utter dependence of foreign countries upon the American market for their supplies of sugar. Unlike other commodities for which the war has created an abnormal demand, sugar is a necessity at all times and to all people. The destruction of mills, the ravaging of fields and the slaughter of workmen have put it completely out of the power of the foreign sugar producing countries to supply any of their own or the world's needs, and this condition is, in our opinion, likely to continue for several years after the war ends.

American refiners are now supplying practically all Europe—England, France and Switzerland. Greece and other countries which formerly drew their supply, a part at least, from Continental Europe, now depend on the American market and, as a consequence, the price of sugar has risen to a degree which insures a comfortable profit.



## CURRENT NEWS OF WEEK

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



### Maritime Provinces

William S. McDonald, New Brunswick manager of the Imperial Tobacco Company, died at St. John on September 18, after nearly two years' illness.

### Quebec

Naud & Gilbert, grocers, Montreal, have dissolved partnership.

Quite unexpectedly, as the result of a severe cold, with rapid complications, Mr. John Donaldson Duncan, prominent in the dairying business in Montreal, died early last week. He had been for thirty years in the business.

The Montreal Housewives' League will send a delegation to the semi-annual meetings of the Montreal Milk Suppliers' Association to keep advised of the transactions of that body as regards price movements, etc. The president of the Milk Suppliers' Association may address a meeting of the Housewives' League in Montreal this fall.

### Ontario

Fred Fowler, Ottawa, has sold his grocery business.

Kerr & Burt, grocers, Toronto, have dissolved partnership.

Mrs. M. Gibson, Hamilton, has sold her grocery business.

The Canadian Creamery Co., Toronto, admitted new partner recently.

Daniel Beatty, Westboro, suffered loss to his grocery business by fire.

S. Cowan has succeeded J. J. McMurray, Toronto, in his grocery business.

The St. Thomas Dehydration Co., Ltd., St. Thomas, suffered loss by fire recently in their fruit evaporators.

Robinson Bros., Orangeville, have sold their grocery business to H. A. Duke & Son.

T. A. Brown, Ottawa, is going out of his hotel and is starting in the grocery business.

Jos. Hudon, grocer, Ottawa, has opened a branch store and added cigars, etc.

The Nobility Chocolates, Ltd., is incorporated, with capital of one hundred thousand dollars, divided into one thousand shares of one hundred dollars each. The head office of the company to be situated at St. Thomas, and the provisional directors of the company to be P. H. Kolb, C. Durdle and T. Roy.

The Swift Canadian Co. have established a pension fund for all their employees throughout the Dominion, numbering upwards of 2,000. The company

are furnishing all the funds required, no burden being placed on the worker. The pension is limited to \$5,000 per year for each person, and no pension shall be less than \$240 per year. The widow and children of an eligible employee shall receive one-half of the pension to which an employee shall be entitled at the time of his death.

James Graham has purchased the business of Mitchell & Rowe, 143 Fairmont, Montreal.

M. J. A. Bouvier, 329 Plessis, has sold his business to his cousin, L. A. Bouvier, the firm to continue under the new initials.

St. Catherines.—The bakers of St. Catherines declare they must get sixteen cents a loaf for their bread or else go out of business, owing to the rising cost of material and labor.

Mr. Frederick Wurster, Preston, Ont., is now settled in new store recently completed, Mr. Wurster is the oldest merchant in town and has seen many come and go during his term of business.

Matthew MacFarlane, one of the oldest and most respected business men of Ridgeway, Ont., died suddenly on September 19. He ran a general store business until a year or so ago, when he retired.

Ontario bakers have been notified by Jos. E. Rogers, superintendent of the Provincial Police, that they must make loaves of a uniform weight of one and one-half pounds. This notice has caused the raise in the prices of bread in many places where a smaller loaf was being sold.

M. and E. A. Robinson have sold their grocery business on Broadway, Orangeville, to H. A. Duke & Son, well known residents of that town. E. A. Robinson, one of the partners, will go on the road as traveller for the Beach Foundry Co., while M. Robinson will start a produce business in that town.

### Western Provinces

John Reid, Winnipeg, is discontinuing his grocery business.

Jacob Rooner, Winnipeg, has succeeded J. Froomkin in his grocery business.

Richard Robinson, Carlyle, has discontinued his grocery business.

Major Codville has left with the 144th Overseas Battalion for England.

R. B. McLean Co., Ltd., have purchased the grain and fuel business of F. G. Talbot, Alsask.

E. W. Aikens has moved his grocery store from Banff to Exshaw, Alberta.

Robert Alexander, of the No-Vary Products Co., Grand Forks, N.D., was in Winnipeg last week, leaving for the east on Tuesday.

Anderson's Grocery, corner 101 and 107th streets, Edmonton, has secured the store next door, and made the two into one, giving a total frontage of 33 feet.

The Ogilvie Flour Mills Co., declared a bonus of 4 per cent. for the year ending August 31 last, at a recent meeting of the directors held on Sept. 18.

Owing to the advance in the price of flour, bakers in Melfort, Sask., will in future sell 1½-lb. loaf instead of the regulation 2-lb. loaf, as called for in the town by-law.

Lieut. L. E. Nicholson, son of E. Nicholson, buyer for the Mutual Purchasing Co., Winnipeg, has sent home a graphic description of a Zeppelin, which he recently witnessed in England.

Archie Bouey has gone to Saskatoon to handle Gold Standard products for the Codville Co., and J. E. Horne, who has been doing this work, is temporarily transferred to Medicine Hat.

John A. Simpson, for many years a member of the Legislature of Alberta, died at Innisfail, Alta., on Sunday, Sept. 10. He owned a general store at Innisfail, and was mayor of the town.

The Hon. Robert Rogers addressed the Canadian Credit Men's Trust Association at the Fort Garry Hotel, Winnipeg, on Sept. 21, taking as his subject, "Some of the Problems Confronting Canada During and After the War."

Two widely experienced grocery clerks have been engaged by the Good Co., of Lethbridge, Alta.—H. G. Stearns, with experience in Iowa and Alberta, and Archie McMurchie, a grocer for 15 years in Scotland and at Patterson's, Winnipeg.

F. E. Simonton, credit manager for the Red Deer Grocery Co., has returned from trips along the railway lines out of Red Deer and reports crops looking very fair. Potatoes are all right; the frost did them good rather than harm in most places. The finest fields of wheat he saw were west of the bridge at Evarts, where it reached to the top of his auto. He is disposed to think the frost will affect the grades on wheat, and perhaps barley, in most sections.

# Flour and Oats Firm at New Prices

Further Advance of 20c. per Barrel this Week—Rolled Oats also Higher—Molasses Firming Up—Shelled Walnuts Advanced—Currant Situation Complicated—Canadian Fruits Now Selling.

Office of Publication, Toronto, September 28, 1916.

**F**LOUR quotations remain firm at the further advance of 20c per barrel, which took place this week. All wheat products and cereals are showing additional firmness. Further advances on flour are predicted in some quarters. Rolled oats have also advanced 20c. Advances took place during the week on some lines of canned goods, lard, butter, eggs, lamp chimneys, cotton clothes line, English salt, shelled walnuts, coal oil. Rice remains low as compared with the price of other somewhat similar foodstuffs. Sugar remains steady locally, but there is a tendency in some quarters to expect increased prices before long. The foregoing view is held by a number of jobbers, although some authorities do not incline to the idea that a rise in price is inevitable. The market is very erratic, and predictions are at a discount. Higher prices are looked for on molasses. The demand for corn syrups is active and prices are firmer. Shelled walnuts have advanced 2c per pound. The currant market is very unsettled. The primary market is up 4 shillings this week, it is claimed. Importers have had great difficulties in securing replies to cables, owing to internal complications in Greece. Lake fish are in good demand. The Jewish holidays have stimulated the demand for many kinds of fish.

## Quebec Markets

Montreal, Sept. 26.—With a 20-cent per barrel rise in flour to begin the week with, prices in general joined gently in the jumping exercise that seems fashionable at present. All wheat products and cereals firmed up. Beans, peas, and barley showed similar inclinations. Canned goods rose also. Pure lard increased by another half cent per lb., making 1c in the past fortnight. Fish cakes went up a cent a pound. Coal oil shared in the market advance, and was quoted at 2c per gallon higher by large wholesalers. Lamp chimneys duly advanced 5c per dozen. Cotton ropes also rose by 2c per lb. An increase of 10c per bag was recorded by one large firm of wholesalers in English coarse salt. Canadian salt is unchanged. Tea, responding to the big demand of the Allied troops, which consume some 13,700,000 lbs. per annum, has firmed a little in price, but is still one of the commodities which like coffee are good and also low-priced. Rice is a really valuable food, which remains right down to this week at a low price on the market as compared to every other similar foodstuff. Sugar was steady this week.

**CANNED GOODS.**—Again advances in canned goods, although the canners have been strenuously coping with the scarcity, already only too apparent. Tomatoes "3's" went up 5c to \$1.45 a

case. Corn also rose 5c to \$1.15. There was some inquiry for U. S. canned goods of these kinds, and also for peas, but apparently prices asked by the American firms appeared unprofitable for Canadian jobbers. Reports from some sections of New York and Maryland were to the effect that crops were disappointing, and the U. S. supply seemed uncertain. A big advance—50c per case perhaps—is believed possible for pinks within a few days. Red Sockeyes are very scarce, and old stocks of salmon are believed to be light generally, though some large retailers have enough they believe to carry them over the winter. In regard to the canning of Canadian tomatoes the outlook was slightly more hopeful at the beginning of the week. Frost had held off. The canners were doing their very utmost, and it was declared that 90 per cent. of the orders for peas in the can would be filled for certain, while the pack would in general run well above 40 per cent.

**SUGAR.**—While there is a tendency on the part of jobbers to expect increased prices in sugar before long owing to the trend of the market in New York, manufacturers do not entirely incline to the idea that a rise in prices is inevitable. The prices for the present week, at all events, remain unchanged, and although firmness is the characteristic of the market, these prices may prevail for a little longer. All in touch with the market agree as to the very erratic state of affairs prevalent, and predictions are at a discount, since no one can tell with

## MARKETS IN BRIEF

### QUEBEC MARKETS.

**FRUIT AND VEGETABLES**—  
Apples plentiful.  
Canadian pears in demand.  
Vegetables cheaper.

**PRODUCE AND PROVISIONS**—  
Lard goes up again.  
Boiled hams cost more.  
Poultry steady.  
Butter firm in price.  
Cheese firm.  
Eggs less plentiful.

**FISH AND OYSTERS**—  
Holiday demand for fish.  
Sea fish scarcer.  
Lake fish in better supply.  
Fish prices firm.

**GENERAL MARKETS.**  
Molasses firmer priced.  
Nuts still firm priced.  
Coal oil up.  
Canned goods up.  
Rice at easy prices.  
Dried fruits up.  
Dried vegetables firmer.  
Flour and cereals up.

### ONTARIO MARKETS.

**PRODUCE AND PROVISIONS**—  
Butter higher by 1c.  
Lard and shortening up.  
Cheese steady; no change.  
Eggs up a cent.

**FLOUR AND CEREALS**—  
All flours up.  
Wheat is the cause.  
Rolled oats higher.  
Corn products firm.  
Peas in demand.

**FRUIT AND VEGETABLES**—  
Peach prices drop.  
Potatoes little easier.  
Marrow is selling.  
First cranberries arrive.

**FISH AND OYSTERS.**  
Whitefish lower.  
Halibut scarce and up.  
Oysters sell well.  
Hôtel trade is good.

**GENERAL GROCERIES**—  
Currants higher in Greece.  
Shelled walnuts up.  
Apricots higher.  
Beans very firm.  
No change in tea.  
Brazilian coffees easier.

### MANITOBA MARKETS.

**FLOUR AND CEREALS**—  
First patents still \$8.30.  
Wheat tends up slightly.  
Rolled oats firm at \$2.60.  
Package oats selling well.  
Feed situation still acute.

**PRODUCE AND PROVISIONS**—  
Live hogs \$11.75-\$12.00.  
Butter unchanged but firm.  
No. 1 candled eggs up to 32c.  
Lard and cheese unchanged.

**FRUIT AND VEGETABLES**—  
Cantaloupes decline to \$4.00.  
Jamaica grapefruit open at \$9.00.  
Elberta peaches at \$1.10 crate.

**FISH AND POULTRY**—  
Steak cod jumps to 13½c.  
Poultry arriving better.  
All fish scarce except pickerel.  
Winnipeg whitefish now 10c.

**GENERAL GROCERIES**—  
Tomatoe and corn prices expected.  
Cheap tomatoes offering here.  
Canned pumpkin getting scarce.  
New Jap fancy beans to open \$5.00.  
Evaporated apples going up.  
Local prunes jump ¼c per lb.  
Advance in sugar expected.

certainly how the prices of to-morrow may trend.

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

\*Not new prices; have been in force some time.

TEA.—Modifications are required for last week's Montreal report on tea. It is still possible to get siftings and fanings of Japan teas, though at enhanced prices, for in Japan the supply of these is scarce, as the demands of home consumption are considerable. Prices of Japan fanings and siftings are about 2c per lb. higher than last year for this reason. Regarding black teas, the market for the best Ceylons and India teas is firm, with prices unchanged, and an increased demand, especially for the better grades. There are plentiful supplies of the cheaper grades of Japan teas. With exports from Japan normal and at reasonable prices, the higher grades should show very good values indeed in a few weeks. In the Province of Quebec, there has been observed of late by tea merchants a distinctly increasing demand for teas at 25c and up to 38c per lb.

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

COFFEE.—No great change is to be reported in the market situation as regards coffee for the present week. The market for some time has been feeling the effects of the exodus of population from the West, where the per capita consumption of coffee is largest in Canada. Demand out West distinctly showed dropping off, due to this. An impression that this is an improving situation now exists in some quarters. Low grades and Rio coffees were found a little difficult to obtain in some quarters, and there was not any too much spot stock in sight for those in search of these qualities. Prices were as last week steady and not showing any permanent firming up.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 36
Marsaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18 1/2	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

SPICES.—All peppers are in a firm and firming market. Some varieties,

such as Alleppey and Tellicherry, are particularly hard to obtain, though New York has quotations for small lots of these at 18 1/2 to 18 3/4 spot to the jobber. Both black and white peppers are stiffening gradually, and supplies are not plentiful. New York spot prices in these goods, also cloves, pimentos, nutmegs, cassias and gingers are all below future arrivals, because New York bought heavily early, not anticipating the difficulties which have contributed to the great hardening of the primary markets. There is a steady and increasing demand for good grinding red peppers. For carraways 40c is being asked in Montreal for small quantities.

	5 and 10-lb. boxes.	1/2-lb. pkgs. dozen.	1/2-lb. tins lbs.
Allspice	0 18	0 09	0 23
Cassia	0 27	0 87	0 37
Cayenne pepper	0 28	—	0 35
Cloves	0 30-0 32	0 90	0 39
Cream tartar—55 to 67c.			
Cinnamon, per lb., 35c.			
Ginger, Cochin	0 25	—	0 51
Ginger, Jamaica	0 28	1 15	0 29
Mace	0 20	—	1 00
Nutmegs	0 45-0 45	—	0 80
Peppers, black	0 28	0 85-0 93	0 38
Peppers, white	0 35	1 15-1 20	0 37
Pastry spice	0 22	0 95-1 20	0 29
Pickling spice	0 18-0 22	—	—
Turmeric	0 21-0 23	—	—
Lower prices for pails, boxes or ballers when delivery can be secured.			
Cardamon seed, per lb., bulk	2 00	2 50	
Caraway—			
Canadian	—	0 13	
Dutch	—	0 20	0 22
Cinnamon, China, lb.	—	0 14 1/2	0 16
Mustard seed, bulk	—	0 19	0 23
Celery seed, bulk	—	0 38	0 45
Shredded coconut, in pails	—	0 21	0 23
Pimento, whole	—	—	12-15

NUTS.—The market for nuts has been very firm and continues so. New crop shelled almonds are due from Spain pretty soon, being scheduled for shipment October 1, and these are being quoted to the jobber at 36c f.o.b. Spot goods to the jobber are 36 1/2c, so that retailers may look for firmer prices than the presently quoted 40-42c. New crop Tarragon almonds, October shipment from Spain are quoted at 19c to the jobber and spot goods 19 1/2c. New Grenoble walnuts will be shipped from France in November, and are being quoted at 17c to the jobber. Spot goods are scarce. A few Marbots are to be had at 15c. New prices to the jobber were quoted for shelled walnuts from California from 12 1/2c to 17 1/2c. Shelled walnuts on the spot are being quoted at 37c to the jobber, and the whole market for nuts in the shell and shelled is very firm.

Almonds, Tara, new	0 19	0 20
Grenobles	0 18	0 19
Marbots	0 13 1/2	0 14
Shelled walnuts, fresh cracked, lb.	0 40	0 42
Shelled almonds, 25-lb. boxes, per lb.	0 40	0 42
Sicily vibrats	0 18	0 19
Filberts, shelled	0 40	0 40
Pecans, large	0 19	0 20
Pecans (Texas shelled)	0 15	0 16
Brazils, new	0 15	0 16
Brazils (shelled)	0 09	0 09
Peanuts, American, roasted	0 09	0 12 1/2
Peanuts, No. 1 Spanish, shelled	0 10	0 10
Peanuts, No. 1 Virginia, shelled	0 09 1/2	0 09 1/2

MOLASSES.—Higher prices are looked for in molasses, and stocks of Barbadoes appear to have been drawn upon till they are out of sight. The impression on the market is that prices will now firm up steadily until the new crop comes in view about February 15th. One job-

ber in close touch with the molasses situation ventured to predict that molasses would touch 65c per gallon wholesale before November 1st, and expressed himself with every confidence. The demand for corn syrups is active in sympathy with that for molasses, and prices are firming. Prices quoted for molasses, fancy Barbadoes in puncheons were 63c, and 66c for barrels. More molasses than ever is being used by distillers now in the manufacture of alcohol, and molasses in cans of all sizes is in a firming market.

Barbadoes Molasses—	Fancy.	Choice.
Puncheons	0 62	0 59
Barrels	0 65	0 62
Half barrels	0 67	0 64

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.

RICE AND TAPIOCA.—Rice to-day, in the opinion of more than one or two merchandisers of foodstuffs, is one of the cheapest foods on the market, and remains so in the midst of rising prices. One large firm of wholesalers in Montreal offered this week a first-rate polished or glazed rice at \$4.20 per bag of 100 lbs. gross and 98 lbs. or over net, with the better price of \$4.10 per bag in larger lots. The price of tapioca, at present quite considerably higher than it was a year ago, shades towards firmness at 8 1/2c per lb. for fall delivery. New York reports refer to shorter shipments in the East, and possibly higher prices still for tapioca.

Rangoon Rices—	Per cwt.
Rangoon, "B"	4 30
"C.C."	4 10
India bright	4 45
Lustré	4 50
Fancy Rices—	
Mandarin, Patna	4 50
Pearl	5 00
Imperial Glace	5 70
Sparkle	5 30
Crystal	5 00
Snow	5 20
Ice drips	5 30
Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).	
Imported Patna—	Per lb.
Bags, 25 lbs.	0 05
Half bags, 12 1/2 lbs.	0 05 1/2
Quarter bags	0 05 1/4
Velvet head Carolina	0 08
Sago, brown	0 05 1/4
Tapioca—	
Pearl, lb.	0 09
Seed, lb.	0 10 1/2

DRIED FRUITS.—Currants continue to be the disturbing element on the market at prices double the figure for last June and July, and still firming since the direct steamer expected was cancelled. Supplies via New York are quoted at 1 1/2c to 2c up. Fine Filiatras 15 1/2c, and 16-oz. packages 16 1/2c. Bulk currants in Montreal were selling at 16c, and in 1-lb. packages at 17c. Raisins also were quoted higher by 2c to the jobber for the seeded fruit, and the market for dried fruits remains firm. Candied peel was quoted higher by large wholesalers, an increase of 1c per lb. being asked, shading up last week's prices of 19c to 20c for lemon and orange peel,



and 25-26c for citron peel. Otherwise the dried fruit situation remained as last week, particularly in regard to the California products.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	.....	0 09 1/4
Apples, choice winter, 50-lb. boxes	.....	0 09
Apricots	.....	0 16
Choice, 25's, faced, new crop	.....	0 20
Nectarines, choice	.....	0 11 1/4
Peaches, choice	.....	0 09
Pears, choice	.....	0 13 1/4
DRIED FRUITS.		
Candied Peels—		
Citron	.....	0 25
Lemon	.....	0 20
Orange	.....	0 21
Currants—		
Filiatras, fine, loose, new	.....	0 14
Filiatras, packages, new	.....	0 15
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	.....	0 10
Fards, choicest	.....	0 12 1/4
Hallowee, loose, new	.....	0 09 1/4
Hallowee, 1-lb. pkgs.	.....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 11 1/4
1 lb. glove boxes, each	.....	0 12
Cal. bricks, 10 oz.	.....	0 09 1/4
Cal. bricks, 16 oz.	.....	0 10
Cal. layers	.....	0 11
Cal. fancy, table, 10 lbs.	.....	1 50
Prunes—		
30 to 40, in 25-lb. boxes, faced	.....	0 15
90 to 100, in 25-lb. boxes, faced	.....	0 04 1/4
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.90; 4-crown cluster	.....	3 75
Muscatels, loose, 3-crown, lb.	.....	0 09 1/4
Muscatels, 4-crown, lb.	.....	0 09 1/4
Cal. seedless, 16 oz.	.....	0 12 1/4
Fancy seeded, 16 oz. pkgs.	.....	0 10 1/4
Choice seeded, 16 oz. pkgs.	.....	0 10 1/4
Valencias, selected	.....	0 11
Valencias, 4-crown layers	.....	0 11 1/4
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

**DRIED VEGETABLES.**—Beans, peas and barley are all in a firming market, and not by any means amongst the lower-priced foods of their kind. Rice makes easier buying at present, and with, as is confidently believed by many, better values in food material. Split peas went up 25c per 98-lb. bag in some quarters, and barley also rose 20c to some inquiries, while everywhere there was anticipated firmness as regards beans. Light crops are largely held responsible for the price tendency.

Beans—		
Canadian, 3-lb. pickers, per bushel	.....	5 80
Canadian, hand-picked	.....	5 90
Canadian, 5-lb. pickers	.....	5 80
Yellow eyes, per bushel	.....	5 70
Lima, per lb.	.....	0 08
Peas, white crown, per bushel	.....	3 95
Peas, split, bag 98 lbs., new crop	.....	5 75
Barley, pot, per bag	.....	3 60
Barley, pearl, per bag	.....	4 65

## Ontario Markets

Toronto, Sept. 28.—The outstanding feature of all markets this week is the extremely strong tone of the flour market. Advances of 20c and 10c on Manitoba's and Ontario's respectively are portents, at this particular time, that none can afford to ignore. Flour men are frankly bullish; even the most conservative take the view that flour will go higher yet, while one miller speaks confidently of \$10 flour. As long as the integral position of wheat retains its strength, flour must follow, though, at that, flour levels are, pro rata, below those of wheat.

Currants are soaring. A rise of 4s in the primary market was cabled this week. It is an index to the situation, for we are still three months from Christmas. Importers here are in a quandary. Spot stocks are low, and many think no great supplies will get here. New York is served little better in deliveries, and what adds to the general perturbation is that cables pass to and fro time after time without any confirmation. Such a tangle is the international situation affecting Greece.

**SUGAR.**—The situation remains pretty much the same, Eastern refiners are thought to be amply stocked, and the situation, though steady, cannot be described as strong. Raws are not much in demand from Canadian refiners at the moment, on this account. Demand for trades seems to be unusually light for this time of the year, fruit preserving being either well provided for as far as sugar buying goes, or else done.

The New York situation is steady. Raws are slightly weaker, breaking 1/8 from previous week's levels. 4 3/4 and 4 7/8 are ruling. Business on Wednesday was closed at the latter figure. Buyers are evidently holding off at the moment. Nevertheless confidence is expressed in the situation, and one sugar man here thinks the next change will be to higher prices, though he does not expect a forward movement immediately.

Extra granulated sugars	100 lbs.	7 46
Nova Scotia refined	.....	7 36
Yellow, No. 1	.....	7 06
Extra ground, barrels	.....	7 81
Special icing, barrels	.....	7 81
Powdered, barrels	.....	7 61
Paris lumps, barrels	.....	8 06
Assorted tea cubes, boxes	.....	8 06
Extra Granulated Sugars, Montreal Refined—per 100 lbs.		
100 lb. bags	.....	7 86
20 lb. bags	.....	7 96
10 lb. bags	.....	8 01
2 and 5-lb. cartons	.....	8 16
Nova Scotia refined, 100-lb. bags	.....	7 76
New Brunswick refined, 100-lb. bags	.....	7 86
Extra Ground Sugars—		
Barrels	.....	8 21
50 lb. boxes	.....	8 41
25 lb. boxes	.....	8 61
Powdered Sugars—		
Barrels	.....	8 01
25 lb. boxes	.....	8 41
Crystal Diamonds—		
Barrels	.....	8 46
100 lb. boxes	.....	8 61
50 lb. boxes	.....	8 46
Paris Lumps—		
100 lb. boxes	.....	8 56
50 lb. boxes	.....	8 66
25 lb. boxes	.....	8 86
Yellow Sugars—		
No. 1	.....	7 56
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.		

**MOSASSES.**—The colder weather which started something in the way of a demand last week has given place to warmer again, and this reason is assigned for the slackness in demand for molasses at the moment. 65c, in half barrels, seems to be the present level. Importers regard the present dullness as of a temporary nature only, and thinks the demand will speed up in a week or two.

Corn syrups are active, trade placing

orders for larger quantities than they did at this time last year.

Corn Syrups—		
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	.....	0 04 1/4
Pails, 8 1/2 lbs., \$1.95; 25 lbs.	.....	1 40
Cases, 2 lb. tins, 2 doz. in case	.....	2 65
Cases, 5 lb. tins, 1 doz. in case	.....	3 00
Cases, 10 lb. tins, 1/2 doz. in case	.....	2 95
Cases, 20 lb. tins, 1/4 doz. in case	.....	2 86
Cane Syrups—		
Barrels, lb., 5 1/2c; 1/2 bbls.	.....	0 05 1/2
Cases, 2 lb. tins, 2 doz. in case	.....	4 80

**TEA.**—The market this week is somewhat insular, but no real change is to be noted at this writing. Cables regarding the Tuesday auctions in London are not yet to hand. Last week, too late for this column, fine teas were steady, while common and medium were a little easier.

Local demand for bulk teas is somewhat dull at this time. Trade appears to be fairly well stocked. The whole market is rather apathetic and featureless.

Tea requirements for the Forces continue to expand. For the first eight months of this year, 27,000,000 pounds were used for His Majesty's Forces abroad, against 13,750,000 pounds in the corresponding period of last year, an increase of nearly one hundred per cent.

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

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

**COFFEE.**—Trade is buying coffee more now, according to importers and jobbers alike. One of the latter remarks that the comparison with the buying of a month ago is "surprisingly good." Fall weather, albeit at the moment, there seems to be a relapse to warmer again, is creating a demand for hot drinks, and the call from the trade reflects this.

Prices on all but Brazilians are firmer, notably on Maracaibo and Bogotas. Java is very strong, but not actually up in price. Santos and Rios are again easier, following last week's lower movement. No change in local quotations is noted, however.

Coffee, Roasted—		
Bogotas, lb.	.....	0 27
Jamaica, lb.	.....	0 25
Java, lb.	.....	0 33
Maracaibo, lb.	.....	0 26
Mexican, lb.	.....	0 27
Mocha, lb.	.....	0 33
Rio, lb.	.....	0 20
Santos, Bourbon, lb.	.....	0 25
Santos, lb.	.....	0 25
Santos, lb.	.....	0 25
Chicory, lb.	.....	0 15

**SPICES.**—Pickling spices are still being bought. All spices are in good demand at quoted levels. Caraway seed, after last week's pyrotechnics, is easier again, though no lowering of local quotations has followed. New York is a little off from its previous strength in this line, however. Celery is firmer at last week's prices. Spot stocks are said to be light. Both black and white peppers are in good demand for pickling purposes.

No further news is to hand regarding the proposed duty on Carraway which Holland is said to be thinking of imposing.

**DRIED FRUITS.**—Following the firmness and advances recorded in currants this week, there has been another advance in the primary market of four shillings, it was learned by cable. The situation locally gets more and more complicated. There are unquestionably few currants here; stocks are low and demand is good, for the trade is recognizing the importance of placing their orders early. But importers' chief difficulty is to get confirmation of their orders to Greek exporters, or, indeed, even any news at all. Cables are over a week in transmission sometimes, and it frequently happens that a week or ten days elapses before cable replies. With the primary market jumping overnight, nobody knows where he is at all. Seriously enough, one importer questions whether we shall get any currants at all in time for Christmas trade.

Evaporated apples are exceptionally firm, and the price is now 9 to 10 cents, an advance of a cent. New lemon and orange peels are in now, and the price is advanced on each one cent, to 20-21c. Many shippers fell down on their contracts; strong, reputable houses at that, and a firm situation exists. Peels at present prices are good buys. Citron is strong, but no higher.

The only apricots selling are choice, and these are way up. We quote 19-20c. Fancy and extras are off the market, and unquotable.

Apples, evaporated, per lb.	0 09	0 10
<b>Apricots—</b>		
Choice, 25's, faced	0 19	0 20
<b>Candied Peels—</b>		
Lemon	0 20	0 21
Orange	0 20	0 21
Citron	0 25	0 26
<b>Currants—</b>		
Filiatras, per lb.	0 15½	0 16¼
Patras, per lb.	0 16½	0 17½
Vostizas, choice	0 17	0 18½
Cleaned, ½ cent more.		
<b>Dates—</b>		
Packages, 3 doz. in case	3 80	3 90
Golden dates, lb.		0 08¼
<b>Prunes—</b>		
30-40s, California, 25-lb. boxes	0 13	
40-50s, 25-lb. boxes	0 11	
50-60s, 25-lb. boxes	0 09	
60-70s, 50-lb. boxes	0 08½	
70-80s, 50-lb. boxes	0 08	
80-90s, 50-lb. boxes	0 07½	
90-100s, 50-lb. boxes	0 07½	
25-lb. boxes, ¼c more.		
<b>Peaches—</b>		
Choice, 50-lb. boxes	0 08½	0 09
Std., 50-lb. boxes	0 08	0 08½
Choice, 25 lbs., faced	0 09½	0 09½
Extra choice, 25 lbs., faced	0 10½	0 10½
Fancy, 25 lbs., faced	0 10½	0 11
<b>Raisins—</b>		
Valencia, Cal.	0 09	
Seedless, fancy, 1 lb. packers		0 11
Seedless, 12 oz. packets	0 11	0 12

**CANNED GOODS.**—This is a little more favourable weather for the tomato crop, and it may do something to recoup, though it is bound to be very short. Unfortunately, the warmer weather again cannot help corn now. A short crop in that and in peas is assured. Consequent high prices are thought probable for all three vegetables. Little is heard yet from packers as to the dimensions of

the tomato crop. Spot stocks are firmly in demand, in all three vegetables. Salmon continues firm in all kinds, with sockeye very strong and likely to be higher.

**NUTS.**—Nuts are joining the legion of foodstuffs on the road to higher prices. Shelled almonds are firmly held, and an advance is recorded to 41 and 42. One of the jobbers, well supplied, sells at 40c, but this is unusual, and by no means typical. They cost 37½c laid down here, and it is thought that we shall see much higher prices. Shelled almonds are steady at 40c, with only fair to middling demand. No new Grenobles are here yet. Spot stocks are light and in good steady demand, at ruling prices.

Tarragons, lb.	0 19	0 20
Marbots, French, in shell	0 15	0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 41	0 42
Almonds, shelled	0 40	0 40

**BEANS.**—There is no change and hand picked are away up, but this condition is nothing new to the trade. Nine cents a pound is still being quoted. Last week's frost hampered beans undoubtedly, though warmer weather at this writing may help some. The crop will undoubtedly be late, and the space between the clean-up of the old and the coming of the new higher levels than now will probably rule.

**RICE AND TAPIOCA.**—Demand is fair to middling for all grades of both rice and tapioca. Patnas are firm and trade is placing orders somewhat larger in bulk than a year ago. There is nothing new as to prices.

Rangoon B, per 100 lbs.	4 30	4 50
Packing rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	4 75	5 00
Tapioca, per lb.	0 09	0 10

## Manitoba Markets

Winnipeg, Sept. 28.—The talk of the trade in Winnipeg concerns sugar. Latest reports in at the time of writing indicated that an advance in Canadian refined was almost inevitable. Believing this, both retailers and jobbers were buying fairly heavy. At the same time, it is realized that much less sugar has been used this year than in previous years for preserving.

The flour market is featureless. With unfavorable weather, wheat has been arriving slowly, which has kept the market up. Rolled oats, both package and bulk, are selling well, and prices maintained. Feeds continue very high.

In the produce and provision market, eggs attract most attention this week, the price for No. 1 candled having jumped several cents. Last week they were offered at 29c, whereas to-day wholesalers are asking 32c. Butter, while unchanged, is still very firm in tone.

Big sales of old pack canned vegetables are being made at very reasonable prices, but quotations are tending upward. It is obvious that new quotations on corn and tomatoes are going to be very high; in fact, canners' representatives here state that the opening prices are likely to be 25 per cent. higher than they were last year. At the same time, there are still fairly good stocks of tomatoes in Winnipeg, and sales are being made at from 2.95 to 3.25.

Local manufacturers report difficulty getting tins for packing purposes, and some are using composite tins, that is, with pasteboard sides and tin tops and bottoms. Cartons and labels have advanced 35 per cent. within the past six months.

**SUGAR.**—At the time of writing, raws and refined in New York have both advanced appreciably, but no change had taken place in Canadian refined, although it was expected almost any day. As a result of this, both retailers and jobbers are stacking up fairly heavily. There has been some complaint from the retailer that sugar sales have not been what was expected; that with sugar at such high prices, preserving has been abandoned for the present by many housewives. Some time ago, the dealer was only giving 10 lbs. for a dollar, but most of them are now giving 12 lbs. Few of the jobbers seem to have advised retailers to buy when the market first took a slump, preferring to leave it to their own judgment; but now that the market for raws is strong, they are warning the dealers of this fact.

		Per cwt. in sacks
<b>Sugar, Eastern—</b>		
Standard granulated	8 00	
Extra ground or icing, boxes	8 55	
Extra ground or icing, bbls.	8 55	
Powdered, boxes	8 65	
Powdered, bbls.	7 75	
Hard lump (100-lb. case)	8 35	
Montreal yellow, bags	7 60	
<b>Sugar, Western Ontario—</b>		
Sacks, per 100 lbs.	8 55	
Halves, 50 lbs., per cwt.	8 40	
Bales, 20 lbs., per cwt.	8 40	
Powdered, 50s	8 60	
Powdered, 5s	8 35	
Icing, barrels	8 60	
Icing, 50s	8 30	
Cut loaf, barrels	8 30	
Cut loaf, 50s	9 10	
Cut loaf, 25s	9 15	
<b>Sugar, British Columbia—</b>		
Extra granulated sugar	8 00	
Rar sugar, bbls.	8 45	
Bar sugar, boxes, 50s	8 55	
Icing sugar, bbls.	8 55	
Icing sugar, boxes, 50s	8 85	
H. P. lumps, 100-lb. cases	8 95	
H. P. lumps, 25-lb. boxes	9 15	
Yellow, in bags	7 60	

**SYRUPS.**—None of the syrups is higher this week, in fact, corn syrup, which was inclined to be firm, may be considered a little easier now, on account of corn, which is a little lower. Very little molasses is moving.

<b>Corn Syrup—</b>		
2s, per case 2 doz.	3 18	
5s, per case, 1 doz.	3 53	
10s, per case, ½ doz.	3 43	
20s, per case, ¼ doz.	3 42	
¼ barrels, cwt.	5 05	
<b>B.C. Cane Syrups—</b>		
2-lb. tins, 2 doz. to case, per case	3 80	
5-lb. tins, 1 doz. to case, per case	4 45	
10-lb. tins, ½ doz. to case, per case	4 15	
20-lb. tins, 3 tins to case, per case	4 05	
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For		

Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, ½ bbls., per gal.	0 14
New Orleans	0 37
New Orleans, tins, 24 x 2 lb. case, \$2.35; 24 x 3 lb.	0 37

**DRIED FRUITS.**—Evaporated apples: Jobbers are being asked a cent per pound more than they were paying two weeks ago. They are being asked as high as 8c for choice winter stock, whereas they are selling their present stocks to the retailer at 7½c to 7¾c for choice 50's, and 8c to 8¼c for choice 25's. The consumption in the West, however, is not as heavy as it used to be on account of California peaches selling so reasonably. Many of the jobbers bought peaches months ago at rather low prices, so that while the market in California is high to-day, peaches are selling very reasonably in Winnipeg. Raisins.—There are a few being bought by the jobber, but most of them have stocked pretty well to the end of the year. Prunes.—The market is stiffening still, and is up a cent in California. Local jobbers have advanced ½c, and the price for 90 to 100 25's is 8c, and for 50 to 60, 10c, and in some cases higher.

<b>Dried Fruits—</b>		
Evaporated apples, choice, 50's	0 07½	0 07½
Evaporated apples, choice, 25's	0 08	0 08½
Evaporated apples, 3-lb. cartons	0 30	
Pears, choice, 25's	0 12½	
Apricots, choice, 25's	0 14½	
Apricots, choice, 10's	0 15½	
<b>Peaches—</b>		
Choice, 25-lb. boxes	0 08	
Choice, 10-lb. boxes	0 09	
<b>Currents—</b>		
Filiatras, wet, fresh cleaned	0 15½	0 16½
1 lb. package Amalias	0 16½	0 16½
2 lb. package	0 33	
<b>Dates—</b>		
Hallowee, loose, per lb.	0 09	
Hallowee, 12-oz. pkgs.	0 08½	
<b>Raisins, California—</b>		
16 oz. fancy, seeded	0 10	0 10½
16 oz. choice, seeded	0 10	0 10½
12 oz. fancy, seeded	0 08	0 08½
12 oz. choice, seeded	0 07½	0 07½
<b>Raisins, Muscatels—</b>		
3 crown, loose, 25's	0 08½	
3 crown, loose, 50's	0 08½	
<b>Raisins, Cal. Valencias—</b>		
25-lb. boxes	0 09	
50-lb. boxes	0 09½	
<b>Prunes—</b>		
90 to 100, 25s	0 08	
40 to 50, 25s	0 10½	
<b>Peels—</b>		
Orange, lb.	0 17½	0 18½
Lemon, lb.	0 18	0 18
Citron, lb.	0 21½	0 21½

**DRIED VEGETABLES.**—Many of the wholesale houses are still waiting for some development in the bean market, having fairly good stocks on hand. Others have purchased Japanese, and are offering fancy Japs at 5.00 to arrive Nov. 1. The price to-day for old stock is 5.30 per bushel, Manchurian beans are expected in a few days, and will open at 4.65. Peas are quiet.

<b>Beans—</b>		
Japanese white beans, bushel	5 00	5 30
Manchurian, bushel		4 65
<b>California Lima Beans—</b>		
80-lb. sacks	0 07½	
<b>Barley—</b>		
Pot. per sack, 96 lbs.	3 20	
Pearl, per sack, 96 lbs.	4 30	
<b>Peas—</b>		
Split peas, stk., 96 lbs.	5 50	5 75
Whole peas, bushel		3 30

**RICE.**—There is no change here. While it is understood that cheaper tapioca is on the market, there does not seem to be any great change, one house offering Pearl in 160-lb. sacks at a bar-

gain price of 8½c, for a limited time only.

<b>Rice and Tapioca—</b>		
No. 1 Japan, per lb., 100-lb. bags	0 05½	
No. 2 Japan, per lb., 100-lb. bags	0 04½	
Siam, per lb., 100-lb. bags	0 04½	
Patna, per lb., 100-lb. bag	0 07½	
Carolina, per lb., 100-lb. sacks	0 08½	
Sago, pearl, sacks, per lb.	0 08	0 08½
Tapioca, pearl	0 08	0 09

**SPICES.**—Nutmegs are high; so are cassias, gingers, cloves and peppers, but there has been no change locally to speak of, except in peppers, which are quoted to-day as follows: Ground black, 10-lb. boxes, 30c; ground white, 10-lb. boxes, 37c; whole white, bulk, 29½c; black, 25-lb. pails, 27½c.

Allspice, ground	0 11½	0 14½
Cassia, ground	0 15	0 22
Cream of tartar, 96% guaranteed	0 56	0 56
Cloves, whole	0 23½	0 26
Cloves, ground	0 31	0 32
Ginger, Jamaica, ground	0 29	0 32
Nutmegs, ground	0 28	0 30
<b>Pepper—</b>		
Ground, black, 10-lb. boxes	0 30	
Ground, white, 10-lb. boxes	0 37	
Whole, white	0 29½	
Whole, black, 25-lb. pails	0 27½	

**CANNED GOODS.**—Prices on new pack tomatoes and corn are expected here any day. Brokers are given to understand that prices will be 25 per cent. higher than they were last year. As many local houses are offering old pack canned goods at old prices, the demand from the retail trade is very heavy, and local stocks are getting pretty well cleaned up. Corn is offered to the trade at 2.20 in some cases, and as the price to the jobber to-day is 2.28, it can be seen how long this price is likely to last. Stocks of tomatoes in Winnipeg are still fair, the price varying from 2.95 to 3.25. On standard peas, the price varies from 2.35 to 2.70. The first arrivals of salted herring ½ bbls. and pails, are in; the pails are the same as last year, but the half barrels are from ten to fifteen per cent. higher. New cod in one and half-pound blocks is also in, selling for 10½c, and genuine cod in strips at 13c. Canned pumpkin is getting very scarce in Winnipeg, and the new pack is not expected until late in October.

**ALBERTA MARKETS (CALGARY)**

By Wire.

Calgary, Alta., Sept. 27.—Flour and rolled oats have each advanced 15c per sack. A big advance has taken place in the price of butter. Creamery is now quoted at 39c. No. 1 dairy is quoted at 29c. Advances are expected on lobsters and domestic sardines. A scarcity is predicted of whole dried green peas. There is a shortage of paper bags. An advance of 10 to 15 per cent. on first grade olive oil is expected in the near future. Pot and pearl barley will be higher. California grape fruit is now in, and is quoted at \$6 case.

<b>General—</b>		
Beans, small white Japan, lb.	0 08	
Flour, No. 1 patent, 96's	4 35	
Molasses, extra fancy, gal.	0 77	
Rollled oats, ball	3 00	
Rollled oats, 80's	2 90	
Rice, Siam, cwt.	3 90	

Potatoes, local, per bush.	0 55
Sago and tapioca, lb.	0 09
<b>Produce and Provisions—</b>	
Cheese, No. 1, Ontario, large, per lb.	0 22
Butter, creamery, lb.	0 39
Butter, No. 1 dairy, lb.	0 29
Lard, pure, 5s, per case	10 15
Bacon, smoked backs, per lb.	0 23½
Bacon, smoked backs, per lb.	0 22
Lard, pure, 3s, per case	10 20
Eggs, new laid, per doz.	0 35
Eggs, case	9 00

**ALBERTA MARKETS (EDMONTON)**

By Wire.

Edmonton, Alta., Sept. 27.—Flour has advanced 15c to a basis of \$8.60 per barrel. Local flour is now quoted at \$7.10 barrel. Rolled oats have advanced 15c, and are now quoted at \$3.05. An advance is anticipated in sugar owing to the increase in sugar prices at New York. Butter—No. 1 dairy is quoted at 27c; No. 2 at 25c. No. 1 eggs are now 30c doz.; No. 2, 27c.

<b>General—</b>		
Beans, small white Japan, lb.	0 08½	
Flour, No. 1 patent, 96's	4 30	
Molasses, extra fancy, gal.	0 75	
Rollled oats, 80's	3 05	
Rice, Siam, cwt.	4 50	4 75
Sago and tapioca, lb.	0 09	0 09
Sugar, pure cane, granulated, cwt.	8 55	
<b>Produce and Provisions—</b>		
Cheese, No. 1 Ontario, large, per lb.	0 23	
Butter, creamery, lb.	0 34	
Butter, No. 1 dairy, lb.	0 25	
Butter, No. 2 dairy, lb.	0 24	
Lard, pure, 5s, per case	10 30	
Bacon, smoked backs, per lb.	0 23½	
Bacon, smoked bellies, per lb.	0 23½	
Lard, pure, 3s, per case	10 00	
Eggs, new laid	0 35	
Eggs, No. 1	0 30	
<b>Canned Goods—</b>		
Corn, 2s, standard, case	2 65	
Peas, 2s, standard, case	2 65	
Tomatoes, 2s	3 25	
Apples, gals., Ontario, case	2 00	
Raspberries, 2s, Ontario, case	5 10	
Raspberries, 2s, Ontario, case	5 10	
Salmon, finest sockeye, talls, 48x1s, cs.	10 50	
Salmon, pink, talls, 48x1s, per case.	4 50	

**NEW BRUNSWICK MARKETS (ST. JOHN)**

By Wire.

St. John, N.B., Sept. 26.—A report issued by the Secretary of Agriculture states that the potato crop is fifteen per cent. less than last year. The quality is good, and these influences have had the effect of strengthening prices, which are already tending upwards. Quotations are now \$2.50 barrel, with advances expected. Flour has advanced 20c, and Manitoba is now quoted at \$9.65 and Ontario at \$8.80. Breakfast bacon is up to 24-25c; roll, 20-21c. Pure lard is firm at 18½-19c. Gravenstein apples are now on the market at \$2 to \$4 barrel.

Merchants report business good throughout the province. The volume of trade is well up to standard, and collections are satisfactory.

**SASKATCHEWAN MARKETS**

By Wire.

Regina, Sask., Sept. 27.—Rains have again retarded threshing. The labor situation is serious in many parts of the provinces. Flour has advanced to \$4.40. Advances are expected on lard, rolled oats, and sugar.

Butter has also advanced, and creamery is now quoted at 35c; dairy at 27c. Cheese is quoted 23¼-24¾c. New prices are expected on canned goods.



# FRUIT AND VEGETABLES



## Imported Fruits Less In Demand

Canadian Orchards Come into their Own on Montreal Market for Green Stuffs and Fruits.

### Montreal

FRUIT AND VEGETABLES.—This week the Canadian orchard products placed the California fruits in the background as far as Montreal was concerned. The demand was better for Canadian pears than for the Californian varieties, in spite of fancy and attractive packing. Good prices were ruling too, from \$2.50 to \$3.00 per box, as compared with \$1.25 to \$2.50 of last week. The St. Lawrence apple arrived on the market, and was hailed with due respect and admiration, fetching prices from \$2.50 to \$3.50 per barrel. Bananas are still a little scarce and high priced, the "big Jumbo" bunches fetching \$3.00 or even \$3.25, but smaller bunches could be had cheaper. In general, the fruit situation shows a firming tendency as regards apples, though a big crop, good qualities, and good demand are anticipated for the Canadian apple. Vegetables show some changes in price as compared with last week, and the radish is practically off the market now. Carrots are cheaper, cauliflower a shade higher priced, squash and head lettuce a little easier, owing to better supplies. There is a good steady demand for both fruit and vegetables at present, higher cost of other foodstuffs increasing the proportion of vegetables used in cooking. A better demand is expected for apples generally in Montreal when the immediate local supply goes off the market. Amongst California fruits going off the market are Tokay grapes.

California Tokay grapes	2 75	3 25
California Malagas	2 00	2 25
Pears	1 25	2 50
Colorado peaches	1 40	...
Alexander apples	No. 1	No. 2
Duchess apples	3 20	2 50
Yellow transparent apples	2 50	2 00
Peach apples	2 50	2 00
St. Lawrence Apples	3 50	2 50
Wealthy Apples	3 50	2 50

Beets, per doz. bunches	0 50
Beets, per bag	0 90
Beans, wax and green, per bag	1 00
Carrots, new, per doz. bunches	0 40
Carrots, per bag	0 90
Cabbage, per doz.	0 75
Cucumbers, per doz.	0 15
Cucumbers, pickling, per box	1 00
Celery, per doz.	0 75
Lettuce, head, per doz.	0 65
Lettuce, curly, per doz.	0 25
Lettuce, Romaine, doz.	1 00
Onions, per doz. bunches	0 50
Onions, per bag 75 lbs.	1 50
Onions, pickling, per pall 20 lbs.	1 00
Turnips, per bag	0 75

Vegetable marrow, per doz.	1 00
Tomatoes, per box	0 50
Tomatoes, yellow, preserving, box	0 75
Squash, per doz.	2 00
Egg plant, Montreal, doz.	1 00
Cauliflower, per doz.	2 00
Sweet potatoes, per hamper 60 lbs.	1 75
Watercress, per doz. bunches	0 40
Parsley, per doz. bunches	0 15
Mint, per doz. bunches	0 25
Corn, per doz.	0 10
Pumpkin, per doz.	1 50
Potatoes, Montreal, per bag 75 lbs.	1 75

## Cranberries Here --Lemons Lower

Canadian Pears Slightly Lower—Grapes a Trifle Easier. Market Quiet

### Toronto

FRUIT.—The first cranberries of the season arrived last week, and are selling at \$9 and \$9.50 a barrel. Demand was good right at the beginning, but has slackened somewhat since. Peaches are not generally of such good quality now, and this may be the reason for the slight declines registered. Price for St. Johns is 35 to 60 cents. Plums offered are not of the choicest variety, and the trade is not buying any too many. Prices are also lower. The melon group is about off the market, after what is regarded as a good season. Ontario grapes, both blue and green, are coming in in great numbers, and this has had a tendency to shorten the range of prices. Lemons show a steadier feeling, and a decline of 50 cents case in both brands was registered. The market is somewhat quiet this week. Summer weather has dropped but it is between seasons, and trade is not healthy.

Apples, yellow harv't and astrach'n, 11 qt.	0 30	0 50
Duchess, barrel	3 00	3 50
Bananas, bunch	1 75	2 25
Cranberries, bbl.	9 00	9 50
Oranges—		
Late Valencia, case	4 00	5 50
Grapes, Cal., case	2 25	3 00
Ontario, 6 qt.	0 17 1/2	0 20
Lemons, Verdill, case	7 00	7 00
California, 420's	7 00	7 00
360's-300's	7 00	7 00
Limes, per 100	1 25	1 75
Pears, boxes	2 50	2 75
Canadian, 6-qt. bkt.	0 15	0 20
11-qt. bkt.	0 30	0 50
Peaches, Elbertas, case	1 25	1 30
Peaches, Crawfords, late	1 30	1 50
Peaches, St. John freestone, 11-qt.	0 35	0 60
Crawfords, 11-qt.	0 50	0 75
Crawfords, 6-qt.	0 20	0 30
Plums—		
Bradshaws, Lombards, 11-qt.	0 30	0 50
Green Gage, 11-qt.	0 40	0 85
Plums, 4 baskets	2 75	3 00

VEGETABLES.—Potatoes show a decline this week. They are coming more freely now, but there was a slackness to be noticed in demand, particularly for British Columbias and Delawares. Carrots sell at 40 cents for 11-quart basket, colder weather having stimulated the demand to some slight extent. Corn sells anywhere from 10 to 30 cents

a doz. The quality is not extra special except at top price. Green beans are somewhat slow now. They are lower. So are wax at 65 cents. Colder weather continues to stimulate general trade, particularly in heavier vegetables.

Cabbage, Canada, doz.	1 00	1 25
Beets, basket	0 40	0 40
Beans, green	0 25	0 40
Beans, wax	0 65	0 65
Carrots, basket	0 35	0 40
Carrots, bag 75 lbs.	1 35	1 35
Celery, Canadian, dozen	0 30	0 35
Corn, doz.	0 10	0 30
Cucumbers, basket	0 40	0 50
Gherkins, small, 11-qt.	0 75	1 50
Eggplant, 11-qt.	0 50	0 75
Onions—		
Spanish, crate 120 lbs.	4 50	4 75
Silver skin, pickling, 11-qt.	1 25	2 00
Peppers, green, basket	0 60	0 75
Red, 11-qt.	1 00	1 25
Potatoes—		
New Brunswick, Delawares, 90-lb. sacks	1 75	1 75
Sweet, New Jersey, hamper	2 25	2 25
Ontario, 90-lb. bag	2 10	2 20
Squash, summer, basket	0 50	0 50
Tomatoes, Canadian, 11-qt. basket	0 30	0 50
Ontario, 90-lb. bag	1 75	2 20
6-qt. basket	0 15	0 25
Vegetable marrow, 11-qt.	0 20	0 60

## DROP IN FRUIT PRICES

### Winnipeg

FRUIT AND VEGETABLES.—Cantaloupes have taken another decline and those on the market are now selling for 4.00. The season is nearing the end. Grapefruit are now arriving from Jamaica, and the price is 9.00 per case. Alberta peaches have dropped to 1.10 per crate. Bartlett pears are up to 3.00. Crabapples are now off the market. Italian prunes are now cheaper—in 4 baskets 1.50, and peach baskets 1.15.

### Fresh Fruits—

Apples, Washington, box	2 00	2 50
Apples, Duchess, No. 1	5 00	5 00
Apples, Duchess, No. 2	4 50	4 50
Bananas, lb.	6 00	6 00 1/4
Cantaloupes, crate, Jamaica	4 00	4 00
Grapefruit, case	9 00	9 00
Grapes, California, crate, Malages	2 50	2 50
Grapes, Tokays	2 25	2 25
Valencia oranges, case	5 25	6 00
California lemons	9 50	9 50
Peaches, crate	1 10	1 10
Prunes, Italian, 4 basket	1 50	1 50
Prunes, Italian, peach boxes	1 15	1 15
Vegetables—		
B.C. potatoes, new, lb.	0 07 1/4	0 07 1/4
B.C. onions, 100-lb. crates	3 50	3 50
Spanish onions, case	1 50	1 50
Tomatoes, B.C., crate, 4 baskets	1 00	1 00
Tomatoes, Ontario, 11-qt. basket	1 00	1 00

## CHAMBLY CANNING CO., LTD.—OFFICIAL OPENING OF NEW CANNERY AT CHAMBLY.

The official opening of the factory of the Cie des Conserves de Chambly, or Chambly Canning Co., occurred at Chambly on Sept. 18th, in the presence of several hundred people that included leading men of the province. The new industry will employ between 100 and 250 people, and will directly effect the 1,000 farmers adjoining the factory. The latter is 100 ft. by 40 ft., with a capacity of 2,400 tins of tomatoes per hour. The chief officials of the new concern are: Alfred Simard, president, and Richard Weiss, vice-president.



# FISH AND OYSTERS



## All Lake Fish In Good Demand

**Jewish Holidays Help Some. Sea Fish Seem to be Scarcer Than Ever on the Coast.**

**Montreal**

**FISH AND OYSTERS.**—The feature of the fish market this week is the advent of the Jewish holidays, which fell on Thursday, creating quite a large demand for all kinds of lake fish, particularly pickerel and dore, pike, and whitefish, also carp, perch, mullets, and so forth. Prospects were for short supplies, consequently firm prices prevailed, and this firmness prevails steadily. News from the Pacific Coast is not encouraging. Fishing there is not up to expectations, and though prices are high, there are small prospects of better figures for some time. The close season for Brook Trout begins on October 1st, but the season for the succulent shell oyster in this country is now beginning. The demand for all kinds of bivalves is increasing with the advent of the colder weather. The prospects are for a busy season. Smoked fish such as haddies, kippers, and bloters are in good demand, though from scarcity of raw materials prices are firming up a little.

**SMOKED FISH**

Haddies, per lb., new cured .....	0 09
Haddies, fillets, per lb. ....	0 12
Digby herring, per bundle of 5 boxes.....	0 75
Smoked boneless herring, 10-lb. box .....	1 30

**PRAWNS, SHRIMPS, LOBSTERS**

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

**FRESH SEA FISH**

Halibut .....	15
Haddock, fancy, express, lb.....	7
Mackerel, each .....	16
Steak, cod, fancy, express, lb.....	16
Flounders .....	1
Flounders, New York .....	1
Salmon, Western .....	17 —18
Salmon, Gaspe .....	20

**FRESH LAKE FISH**

Carp, lb. ....	0 12
Pike, lb. ....	0 09
Perch .....	0 10
Whitefish, lb. ....	0 13
Lake Erie whitefish .....	0 08
Herrings, each .....	0 08
Herrings, lb. ....	0 06
Lake trout .....	0 12
Eels, lb. ....	0 08
Dore .....	0 13
Brook trout.....	0 25
Swordfish .....	0 16
Smelts .....	0 12

**Oysters—**

Selected, gal. ....	1 50	2 00
Ordinary, gal. ....	1 50	
Malpeque shell oysters, per bbl.....	12 00	
Cape Cod shell oysters, per bbl.....	12 00	
Scallops (per gal.) .....	2 25	
Clams (med.) per bbl. ....	8 00	

**HALIBUT IS HIGHER: WHITEFISH DOWN**

**Toronto—**  
**FISH.**—Changes in fish levels are few this week. Whitefish is now as low as 13c, though some fish men are getting higher prices, according to quality. It is still scarce, but during the latter end of last week demand was poor; hence the decline. The Western halibut is very short, and once more price took a jump. It sel's now for 16c, a cent and a half above last week's level. It is expected that halibut will remain scarce right through the winter. Oyster season is now well under way. Standards sell at \$2 a gallon. So do selects. There is an excellent demand for both. Fish men say the public is getting down to considering oysters a good dish and a necessity, instead of thinking of it as a luxury. Hotels have been buying heavily this last week. There is no change in lobster, though quoted prices are well maintained. Fish business generally is very healthy, people apparently finding meat so high and fish such an excellent substitute.

**SMOKED FISH.**

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

**SHRIMPS, LOBSTERS.**

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

**FRESH SEA FISH.**

Halibut .....	16 00
Haddock, fancy, express, lb. ....	0 08
Steak, cod, fancy, express, lb.....	0 10
Flounders .....	0 07
Flounders, New York .....	0 07
Salmon, Western .....	0 16

**FRESH LAKE FISH.**

Pike, lb. ....	0 08
Whitefish, lb. ....	0 13
Herrings, lb. ....	0 07
Lake trout .....	0 12

**Oysters—**

Standards, gal. ....	3 00
Selects, gal. ....	2 00

## Scarcity of Fish At Winnipeg

**Poultry Arriving More Freely—Prices Expected to Decline**

**Winnipeg—**

**FISH AND POULTRY.**—Wholesale dealers report a scarcity in all lines of fish, with the exception of pickerel, which is not over plentiful. Poultry is reported to be arriving more freely, and prices are expected to take a drop before long. In the meantime, fowl is bringing 21c to 22c and roasting chicken 28c. Steak cod has jumped to 13½c per lb.

**Fish—**

Fresh salmon .....	0 16	
Fresh halibut .....	0 12	
Steak, cod, per lb. ....	0 13½	
Lake Winnipeg whitefish .....	0 10	
Fresh finnan haddie .....	0 11	
Kippers, per box .....	2 00	
Fresh lake trout, per lb.....	0 12	0 12½
Bloters, per box .....	2 00	
Salt mackerel, 20-lb. kit .....	3 00	
Pickerel, lb. ....	0 10	

**Poultry, Live—**

Fowl .....	0 21	0 22
Roasting chickens, lb. ....		0 28

## GROCERS' SIDE OF BREAD QUESTION

(Continued from page 19.)

**Two Courses Open**

Two courses seem to be open. In the case of the Toronto grocers, they appointed a committee to go and confer with the bakers with a view to getting them to lower their price from 14 cents to 13 cents. If this can't be done, either the grocers will raise their price to the consumer a cent beyond the bakers' or else they will have to quit handling bread.

What the outcome of the conferring between the grocers and the bakers will be, none can tell as yet. It does not seem likely, however, that the bakers will lower their price to the grocer. If not, grocers must take one of the two courses indicated.

It may be interesting, for the benefit of those who urge that flour and wheat have not advanced so much as to warrant an increase in the price of bread on the part of the bakers, to give the following comparisons:

	Wheat Barrel.	2nd Pat. Flour Barrel.	1st Pat. Flour Barrel.
Aug. 3, 1914.....	\$ 98¼	\$5.30	\$5.80
Nov. 2, 1914.....	1.17%	6.10	6.60
Feb. 1, 1915.....	1.49%	7.20	7.70
		and	and
May 1, 1915.....	1.63	7.60	8.10
Aug. 1, 1915.....	1.28¼	6.50	7.00
Nov. 1, 1915.....	1.02¼	5.25	5.75
Feb. 1, 1916.....	1.26%	6.70	7.20
May 1, 1916.....	1.19%	6.00	6.50
Aug. 1, 1916.....	1.28¼	6.40	6.90
Sept. 19, 1916.....	1.57	8.10	8.60

The loaf has increased in price to the consumer 33 1/13 per cent, since war broke out. But flour has increased 48.2 per cent. Even at that flour levels at present are still below the parity of wheat.

## POSITION WANTED

**YOUNG MARRIED MAN, SEVEN YEARS'** experience as clerk, four years as manager, general store, wants good position at once, with prospects of advancement, good references supplied. Reply to H. I. Barkley, South Mountain, Ont.



# FLOUR AND CEREALS



## Flour Again Rises Twenty Cents

**Low Grade of Wheat, Which Mills More Bushels to the Barrel of Flour, Responsible for the Latest Increase**

Montreal

**FLOUR AND FEEDS.**—With unexpected suddenness, although the market was known to be steadily firming, flour rose 20c per barrel on Monday morning, September 25, just as the newspaper bulletins were announcing the increase of bread prices in New York. That bread prices will increase soon in Montreal also seems almost a foregone conclusion. Some hint at October 1 as the date of an announcement in this connection by the bakers. The demand for flour and for feeds continues phenomenal, but in the flour demand there is now noticed a tendency to the buying of the less superior grades to offset the increase in price. Millers are of opinion that the public have at last realized the fact that the wheat harvest this year has been practically cut in two by the rust, an unprecedented occurrence on this scale in the Dominion so far. Early wheat crop reports had been so favorable that it has taken the people till now to realize the truth. Now flour buyers are busily getting what they can at the best prices possible, anticipating further increases. One great reason for the increased prices of flour is the fact that owing to the low grade of this year's crop, a larger percentage of wheat is required per barrel of flour; at least half a bushel more of wheat is required per barrel. Oats also experienced a strong market, and advanced 3c per bushel, with further advances looked for. The feed situation is unchanged from last week, except that prices will be found shading upwards still. The demand for feeds far exceeds the supply. In the quotations given below it will be noted that prices vary quite considerably for the mill feeds known as special middlings and feed flour. These prices depend on qualities which vary according to the mills marketing the feeds. There is no standard for these feeds.

Manitoba Wheat Flour—	Per bbl. of 2 bags	
First patents	8 00	
Seconds patents	8 40	
Strong bakers	8 20	
		Car lots
Winter Wheat Flour—		Small lots
Fancy patents	7 75	8 00
90 per cent. in wood	7 25	7 50
87 per cent. in bags	3 40	3 50
Stran, per ton		22 00
Shorts		20 00

Special middlings	31 00	33 00
Feed flour	37 00	43 00
Feed oats, per bushel	.....	65 00

### FLOUR AND OATS UP AT WINNIPEG

Just as **CANADIAN GROCER** is going to press, a wire from Winnipeg announces an advance in flour to \$8.60, and rolled oats to \$2.70.

## Cereals Firm Up As Flour Rises

**Rolled Oats and Oatmeals Increase in Price, and Other Cereals show Firming Tendencies.**

Montreal

**CEREALS.**—In keeping with wheat products, cereals show increased prices and a firming market this week in Montreal. Oats have gone up 3 cents per bushel, and word from Winnipeg was to the effect that further rises might be expected. In consequence, the price of rolled oats, which has been hovering around the \$3.00 mark, mostly 10 or 12 cents above it, went firming up to \$3.20 to the jobber for large orders, and even \$3.50 for smaller business. Oatmeal rose from \$3.40 or less of last week, to \$3.50 per 98-lb. bag. Rolled wheat was at \$3.50 and firming.

Barley, pearl, 98 lbs.	4 50	4 75
Barley, pot, 98-lbs.	.....	3 90
Buckwheat grits, 98 lbs.	.....	4 50
Corn flour, 98 lbs.	3 00	3 25
Cornmeal, yellow, 98 lbs.	.....	2 95
Graham flour, 98 lbs.	4 05	4 15
Hominy, granulated, 98 lbs.	.....	3 00
Hominy, pearl, 98 lbs.	.....	3 00
Oatmeal, standard, 98 lbs.	.....	3 50
Oatmeal, granulated, 98 lbs.	.....	3 50
Peas, Canadian, boiling, bush.	.....	3 00
Rolled oats, 90-lb. bags	3 20	3 50
Rolled wheat, 100-lb. bbls.	.....	3 50
Rye flour, 98 lbs.	.....	3 20
Whole wheat flour, 98 lbs.	3 90	4 15
Wheatlets, 98 lbs.	4 20	4 40

## Flour Advances Another 20c.

**Wheat Market Soaring. Highest Point in Year Touched this Week. Ontario and Manitoba Flour Strong.**

Toronto

**FLOUR.**—There has been an advance of 20 cents in all grades of Manitoba and Ontario winter wheat flour this week, making first patents in car lots \$8.80 and Ontario \$7.30. Both are consequent upon soaring wheat values. Last week No. 1 Northern, track bay ports, was worth \$1.70½ Monday it closed at \$1.75. Allowing for transportation charges, the average miller at outside points would have to pay \$1.78 for a

bushel of wheat, and \$1.80 for old wheat. One of the reasons assigned is the drought in Argentine. Flour levels advanced 20 cents in sympathy. They are still, however, below the parity of wheat values. The opinion is expressed in some quarters that \$10 flour is a possibility this winter. The wheat market does not even yet convince anybody that it is through with pyrotechnics. There is a big export demand for wheat. For flour, it is chiefly Government buying that makes export accounts heavy.

Manitoba Wheat Flour—	Small lots.	Car lots.
	per bbl. of 2 bags	
First patents	9 00	8 80
Second patents	8 90	8 30
Strong bakers	8 30	8 10
Ontario winter wheat flour, 90 per cent.	7 50	7 30

### BARLEY AND CORNMEAL HIGHER: PEAS VERY STRONG

Toronto

**CEREALS.**—The rise in the wheat market has affected cereals sympathetically, even if they had not cause, of themselves, for strength. Oats were up 4 cents during the week in Winnipeg for October and December oats, resulting in a rise in rolled oats here to \$4.00. Some millers are slightly under that level, but it is fairly general. Oatmeal has also advanced, though quotations hereunder cover it. The corn crop seems to be very poor. Bad crop and a real scarcity make it hard to get. Peas are very scarce and higher prices are being asked for boiling teas. Barley, both pearl and pot, have had an important advance, and we quote \$5.00 to \$5.50 for the former, with a very firm tone.

Barley, pearl, 98 lbs.	5 00	5 50
Barley, pot, 98-lbs.	4 00	4 25
Buckwheat grits, 98 lbs.	.....	4 50
Corn flour, 98 lbs.	3 00	3 25
Cornmeal, yellow, 98 lbs.	.....	3 00
Graham flour, 98 lbs.	4 05	4 15
Hominy, granulated, 98 lbs.	.....	3 00
Hominy, pearl, 98 lbs.	.....	3 00
Oatmeal standard, 98 lbs.	.....	3 40
Oatmeal, granulated, 98 lbs.	.....	3 40
Peas, Canadian, boiling, bush.	.....	3 00
Rolled oats, 90-lb. bags	.....	4 00
Rolled wheat, 100-lb. bbls.	.....	3 50
Rye flour, 98 lbs.	.....	3 20
Whole wheat flour, 98 lbs.	3 90	4 15
Wheatlets, 98 lbs.	4 20	4 40

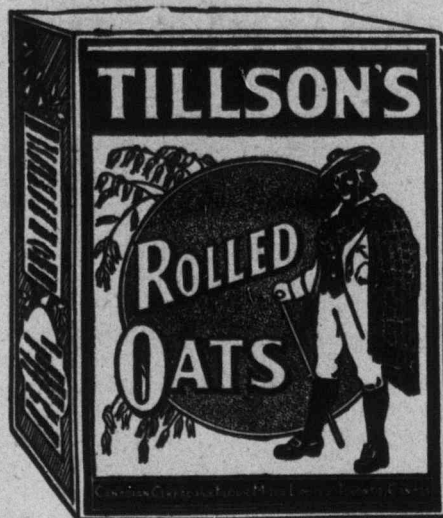
### ONTARIO OATS A TRIFLE EASIER

Toronto

**FEEDS.**—There is no change in the major feeds, though all retain their strength on an excellent buying demand from all quarters. Poor cereal crops mean good demand for bran and oats and millers find good business. Feed flour sells well at \$2.25. Ontario oats show a slight easing, and quotations are 52 to

(Continued on page 40.)

*Quality  
then Price*



*A Food  
Not a Fad*



## *Quality—all of them*

that's why their sales are constantly growing.

### **Tillson's "Scotch" Health Bran**

is deliciously nourishing and easily digested. It is especially beneficial to all with impaired digestion. The first sale always means repeat business.

### **Tillson's Rolled Oats**

has a well-established reputation among dealers for quick-selling popularity. The public have recognized in it a food of splendid body-building qualities.

### **Tillson's "Scotch" Oatmeal**

The kind that makes delicious, real old-fashioned porridge. Quick, easy sales are the rule where this quality line is displayed.

*Ask for our Free Window Display.  
It helps you towards bigger profits,  
and steady business.*



**Canadian Cereal and Flour Mills Co.**

**TORONTO**

**LIMITED**

**CANADA**

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

# Good Business in Unusual Meats

Western Ontario Grocer Has Quite a Grade in Sausage, Bologna and Frankfurters—  
How One Man Capitalized "Sunday" Sausage Day—Now is Excellent Time  
for Trade in These Lines.

**P**ROVISIONS, with many grocers, includes hams and bacons, so far as meats are concerned, while the provision department usually takes in these lines, plus butter, eggs and cheese. Something by way of practical experience from a grocer who has handled lines like sausage, Bologna, and Frankfurters, will be interesting to such of the trade as have never tried out these lines.

James Galbraith, grocer, of Sarnia, has found that by steady effort he has developed quite a trade in these lines. Discussing the matter with CANADIAN GROCER, he said:—

"I didn't handle them from the first. What started me was the casual enquiry, every now and then, as to whether or no I kept such lines as sausage or Bologna. I had to say no, and while I was not probably missing much trade, still I was missing some, which might be the nucleus of a larger business I could build up."

"So I got these lines in. Not only did I present them, fresh and appealing, in my provision department, but I displayed them in the window along with butter and eggs and such lines of meat as bacons and hams, which I have always carried. I found very soon that I had a ready sale for them. It has to be built up. I systematically pushed these new lines with customers. When anyone would come in for anything at all, I would ask them if they had tried these new meats I had got in. Did they care to try the sausage? Were they fond of good bologna? Gradually I made a dint, and my trade in them has grown to good proportions.

## Small Stock; Replenished Often

"One thing is important in handling lines of this kind. That is, not to carry too heavy a line. This is often the reason why trade remains limited. If a man is starting up to handle this sort of meat for the first time and he gets in too big a stock, some of it is left over and it is not always fresh. Thus, the man is handicapped from the first, for people will not buy foods not perfectly fresh. Instead of going ahead, he finds that people are not interested in his new venture, and his labor and money spent on installing these lines is so much loss. Quality first is a motto which certainly is the only one in handling meats of any description. It can be best secured by buying often and turning over the stuff quickly."

Now is the season of the year when grocers have a good opportunity either for commencing to handle some of these meats or for developing them, where already handled, to bigger proportions. For not only do they appeal as a summer dish, but they are also excellent food for winter days. This is particularly true of sausage and Frankfurters. Nothing could be more appealing as a winter breakfast than a dish of sausage or Frankfurter. Many people are getting to appreciate these dishes as a change from the ordinary egg or egg et cetera breakfast. Now is the time to get after this trade. Advertise in the daily in your town the merit of sausage as a winter dish. Not alone for breakfast is it delightful, but also for luncheon, and it is always easily prepared and quickly gotten on the table. These are points which will appeal to the housewife as reasons why, if she has never bothered with them heretofore, she should do so now.

## Sunday—Sausage Day

The writer knows of one grocer who has built up quite a trade by having a slogan for many years, "Sunday—Sausage Day." He sells an enormous bunch of people sausages for Sunday breakfast. The way in which he got to have that trade was by suggesting in every possible way that Sunday's breakfast should be a little different from other days, and that by having sausage instead of ham or bacon and eggs, would make it different. He advertised this in the daily in his town. He had cards printed and established it as a slogan in his store. He furthered the idea in his window displays. Finally, he got all his clerks and himself talking about it to any and every customer when they came in. And now, in his town, people would as soon think of flying as having a Sunday breakfast without some of S—'s sausage. Think what business it means for him on Saturday!

Those grocers who heretofore have not handled these lines should give them a trial. They are always tasty, easy to prepare, moderate in price, and they furnish a line which a grocer can handle with ease, thus giving him a part of the trade which otherwise would go to the butcher.

George A. Stone, one of the leading merchandise brokers of Vancouver, B.C. is in Montreal this week.

## FIGURING PROFITS.

In a recent issue of "Canadian Grocer", a short article appeared on how to figure profits. The following letter takes exception to the article in question, if it be a broad rule to go on, and no exception cited. This letter contains a distinctly good point and we reproduce it for the benefit of the trade.

"There could not be a greater fallacy than the contention that the only proper method to figure profits is on a percentage basis which is easily illustrated as follows:—Take butter which is quoted in this article. Suppose it costs 20c and is sold at a profit of 4c per pound, a merchant who sells fifty pounds per day would make a gross profit of practically \$600 in a year. If the cost was 30c and he sold at the same percentage of profit he would sell at 6c profit, giving a gross profit of \$900. The extra cost to him in selling butter at 36c as compared with 24c would be interest, insurance and bad debts.

The interest charge on the extra investment reckoning that he would carry an average of a months stock would be about \$7.00. Insurance, providing he paid 2 per cent. per annum would be \$2.50, and the extra loss in bad debts through the higher price on the basis of 2 per cent. loss of the year's turn-over, which is of course pretty heavy, would be about \$30, or say a total of \$40. extra cost in selling butter at 36c instead of 24c or a gross profit after deducting the extra charges of \$860 as compared with \$600.

There is of course nothing to justify this extra profit and merchants would never think of exacting it unless they did it blindly through following the percentage method of fixing prices and in these times when prices have advanced so tremendously it would be nothing but extortion for such extra profits to be exacted. On the other hand if profits now figured on a percentage basis only yield a fair return on the capital to the merchant, when prices decline 25 or 50 per cent. the same percentage of profit would mean ruin very quickly.

I have not been able to discover any cut and dried method of fixing profits. It takes some business training coupled with a fair amount of common sense.

"Yours Etc. Subscriber."





# PRODUCE AND PROVISIONS



## Live and Dressed Hogs Are Firm

**Boiled Hams a Shade Up in Price, But Provisions Otherwise Remain Priced as Last Week**

**Montreal**

**PROVISIONS.**—There is no special change to report in prices of provisions this week in Montreal, though the price of live hogs continues high, and this notwithstanding the fact that deliveries are increasing. The firm market can be attributed to a good export demand. Prices of dressed hogs went up by about half a cent per lb. to 17c, and for live hogs the price firmed by 1/4c in proportion. The local market for hogs is firm. A shading upwards will be noticed in the prices for boiled hams, otherwise prices for provisions remain as last week. With the Jewish holidays coming this week a brisk demand is expected for poultry, prices of which are as last week, and market conditions much the same.

<b>Hams—</b>		
Light, epr lb. ....	0 25	0 25½
Medium, per lb. ....	0 25	0 25½
Large, per lb. ....	0 23	0 23½
<b>Backs—</b>		
Plain ..... 0 25	0 26	
Boneless, per lb. ....	0 27	0 30
<b>Bacon—</b>		
Breakfast, per lb. ....	0 25	0 29
Roll, per lb. ....	0 20	0 21
Pickled meats—1c less than smoked.		
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots .....	0 18	0 19
Long clear bacon, small lots .....	0 18½	0 19½
Fat backs, lb. ....	0 17	0 18
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 37	0 38
Hams, roast, per lb. ....	0 36	0 37
Shoulders, boiled, per lb. ....	0 30½	0 31½
Shoulders, roast, per lb. ....	0 31	0 31½
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 17	0 17½
Tubs, 60 lbs. ....	0 17½	0 17½
Pails ..... 0 17½	0 17½	
Bricks, 1 lb., per lb. ....	0 18½	0 19
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb. ....	0 14	0 14½
Tubs, 50 lbs. ....	0 15½	0 15½
Pails, 30 lbs., per lb. ....	0 14½	0 14½
Bricks, 1 lb., per lb. ....	0 15½	0 15½
<b>Hogs—</b>		
Dressed, abattoir killed .....	18 00	
Live, fed and watered .....	12 50	
Live, off cars .....	11 90	12 00
Live, f.o.b. ....	11 30	11 40
<b>Fowl—</b>		
Chickens, milk-fed, crate fattened, lb. ....	0 18	
Live fowls .....	0 12	0 15
Old roosters .....	0 12	
Broilers .....	0 15	0 16
Roasting chickens .....	0 17	
Live ducks, old .....	0 11	
Young ducks .....	0 13	0 15
Squabs, live per pair .....	0 25	
Pigeons, live, per pair .....	0 25	
Rabbits, per pair .....	0 65	
Turkeys (old toms, dressed), lb. ....	0 23	

### BUTTER UP AGAIN:

#### EGGS UNCHANGED

**Montreal—**

**BUTTER AND EGGS.**—The market for butter remains steady. During the past week receipts of butter in Mont-

real were 21,902 boxes, as compared with 9,212 for the corresponding week last year. Cowansville sales were steady at 36c, or a shade of 1/4c lower than last week's price. Shipments for export continue considerable, and, taking everything into account, there is a firm market for butter. If there is any change at all it will be upward, declare leading men on the market.

Receipts of eggs in Montreal for the week ending September 23rd were 17,262 cases, as compared with 13,387 cases for the corresponding week last year. Receipts of eggs may soon be expected to show the season's natural decrease. Already most dealers are using cold storage eggs to fill part of their local orders. The market for eggs in the country is nominally 31c to 32c f.o.b.

<b>Eggs—</b>		
New laids, cartons .....	0 40	0 45
New laids, ex-cartons .....	0 40	0 42
Extras .....	0 36	0 38
<b>Butter—</b>		
Creamery, prints .....	0 38½	
Creamery, solids .....	0 38	
Dairy prints, choice, lb. ....	0 32	0 33
Dairy prints, lbs., in tubs .....	0 31	0 32

### FIRMER PRICES AND DEMAND FOR CHEESE

**Montreal**

**CHEESE.**—There were received in Montreal for the week ending September 23rd, 74,797 boxes of cheese as compared with 56,560 boxes for the same week last year. The supply is slightly less than that for the previous week this year, and prices showed a firmer tendency. Further export buying was expected owing to cables showing a better situation on the British market. Country prices to buyers shaded firmer from 19¾c. to 20½c.

### PRICES OF HONEY REMAIN UNCHANGED

**Montreal**

**HONEY.**—With a tendency to better demand, perhaps because of the increased cost of butter, the market for honey remains much the same this week in Montreal as it was last week. Prices showed no alteration for large supplies, but the firming tendencies of the markets in general affected response to enquiry for smaller amounts of this wholesome food.

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

## Lard Is Higher --Hogs Keep Firm

**Quarter Cent is Rise Recorded—This Applies to Both Lard and Shortening**

**Toronto—**

**PROVISIONS.**—There is no advance in hogs this week. Deliveries are a little better and demand is not heavier than supply. Export market is somewhat quiet, and it was felt last week that the advance was hardly supported by export situation. All levels are well maintained, however. Bacons and meats generally are strong, without being actually upward. Lard and shortening prices are all advanced a quarter of a cent, on a firm buying market.

<b>Hams—</b>		
Light, per lb. ....	0 25	0 25½
Medium, per lb. ....	0 25	0 25½
Large, per lb. ....	0 23	0 23½
<b>Backs—</b>		
Plain .....	0 25	0 26
Boneless, per lb. ....	0 27	0 29
<b>Bacon—</b>		
Breakfast, per lb. ....	0 25	0 29
Roll, per lb. ....	0 20	0 21
Pickled meats—1c less than smoked.		
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots .....	0 17½	0 18
Long clear bacon, small lots .....	0 18½	0 19
Fat backs, lb. ....	0 17	0 18
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 36	0 37
Hams, roast, per lb. ....	0 36	0 37
Shoulders, boiled, per lb. ....	0 30½	0 31½
Shoulders, roast, per lb. ....	0 31	0 31½
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 17½	0 17½
Tubs, 60 lbs. ....	0 17½	0 17½
Pails .....	0 18	0 18½
Bricks, 1 lb., per lb. ....	0 18½	0 19½
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb. ....	0 14	0 14½
Tubs, 50 lbs. ....	0 14½	0 14½
Pails, 30 lbs., per lb. ....	0 14½	0 14½
Bricks, 1 lb., per lb. ....	0 15½	0 15½
<b>Hogs—</b>		
Dressed, abattoir killed .....	18 00	
Live, fed and watered .....	12 50	12 60
Live, off cars .....	12 75	12 85
Live, f.o.b. ....		11 60

### CREAMERY BUTTER GOES HIGHER

**Toronto—**

**BUTTER.**—Prices of creamery butter are up another cent this week. This seems to be the result of the light deliveries, resultant upon lack of rains, which meant insufficient pasture and poor food. The condition exists pretty well all over the province. Demand is very heavy, and export business is again a factor, so that the two make for a tight market. When inside feeding begins lower levels may be looked for, although no butter men think much of prospects of lower prices for some time. Dairy butter and bakers' is also higher on inadequate supplies and insistent demand.

Creamery, prints .....	0 38	0 39
Creamery, solids .....	0 37	0 37
Dairy prints, choice, lb. ....	0 34	0 34
Dairy prints, lb. ....	0 28	0 30
Bakers .....	0 27	0 28

**STORAGE EGGS ARE BEING EXPORTED**

**Toronto—**  
EGGS.—Storage eggs being exported has had a firming-up effect upon prices, and, coupled with home demand, has boosted price of storage to 36c as top level. This is pretty general among produce men. Even that level is not so high as general country prices. New-laid are unchanged at the exceedingly high levels recently quoted. Few are coming, and those arriving are eagerly snapped up. Business, however, is not heavy in new-laid; storage take up most people's attention. Cold weather continuing has made storage eggs swing into their stride. The market is somewhat dull and featureless this week.

Eggs—		
New laids, ex-cartons .....	0 38	0 40
No. 1 storage, ex-cartons .....	0 35	0 36
New laids, cartons .....	0 40	0 42

**CHEESE IS FIRM, BUT NOT ACTUALLY HIGHER**

**Toronto—**  
CHEESE.—The market has rallied again from last week's slight easement, but no higher prices are generally recorded. Most houses sell as quoted below, though one concern's quotations are half a cent higher. Export business still continues to govern domestic levels. Situation in England is certainly strong, with good heavy demand. The domestic demand is fair to middling; needless to say, without export boosting its levels on domestic buying account alone would not need to be so high.

Cheese—		
Cheese, large, per lb. ....	0 21	0 22
New, twins, per lb. ....	0 21½	0 22½
Sept., large, per lb. ....	0 22	0 22
Sept., twins, per lb. ....	0 22½	0 23
Sept., triplets, per lb. ....	0 23	0 23

**GOOD ALL-ROUND DEMAND FOR POULTRY**

**Toronto**  
POULTRY.—There are no advances recorded this week. The market is somewhat featureless, buying and selling being small, comparatively speaking, and no unusual point marking business. Spring broilers continue in fair demand. They sell at 19c to 20c, with higher price fairly general. Old fowl moves fairly well.

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

**HONEY PRICES FIRM, BUT NOT HIGHER**

**Toronto—**  
HONEY.—Stocks are coming in fairly well now, though so far there has been no easing off in price of clover honey. Demand is fairly good. "Better than usual," one merchant described it. Last week's decline in clover honey stimulated trade to some extent. Trade appears to be buying in larger lots than

heretofore in the opinion of one produce man.

Honey—		
Clover, 5 and 10-lb. tins .....	0 11½	0 12
60-lb. tins .....	0 11	0 11½
Comb, No. 1, doz. ....	2 40	2 75

**EGGS ADVANCED 4c DURING WEEK**

**Winnipeg—**  
PRODUCE AND PROVISIONS.—The hog situation last weekend was much the same as on the previous week. Receipts were still very light, and the price steady around 11.75 and 12.00. While there has been no change in butter prices, the market remains very firm. Eggs continue to advance rapidly. No. 1 candled eggs are quoted as 32c, whereas a week ago they were 29c. Eggs in cartons are 35c. Lard and cheese are the same as last week.

Hams—		
Medium, per lb. ....	0 22	0 23
Large, per lb. ....	0 21	0 22
Bacon—		
Breakfast, per lb. ....	0 24	0 25
Breakfast, select, lb. ....	0 27½	0 28
Backs, select, per lb. ....	0 26	0 28
Backs, regular .....	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light .....	0 16½	0 16½
Cooked Meats—		
Hams, boiled, per lb. ....	0 32½	0 33
Shoulders, boiled, per lb. ....	0 24	0 25
Roast hams, lb. ....	0 36	0 37
Barrelled Pork—		
Mess pork, bbl. ....	34 00	34 00
Lard, Pure—		
Tierces .....	0 16	0 16
Pails .....	3 32½	3 32½
Cases, 36 .....	10 20	10 20
Cartons .....	0 17½	0 17½
Lard, Compound—		
Tierces .....	0 13½	0 13½
Tubs, 50c, net .....	6 74	6 74
Pails, 20c, net .....	2 80	2 80
Butter—		
Fresh made creamery, No. 1 cartons. ....	0 36	0 36
Creamery, No. 2 .....	0 34	0 34
Best dairy .....	0 29	0 30
Regular dairy, in tubs .....	0 28	0 28
Cooking .....	0 26	0 26
Fresh Eggs—		
Extras, in cartons .....	0 34	0 34
No. 1's, cases .....	0 32	0 32
Cheese—		
Ontario, large .....	0 22	0 22
Ontario, twins .....	0 22½	0 22½

**FLOUR AND CEREALS**

(Continued from page 36.)

54c, a trifle lower than last week's level.

Mill Feeds—		per ton
Bran .....	26 00	28 00
Shorts .....	28 00	30 00
Special middlings .....	30 00	32 00
Feed flour, per bag .....	37 00	45 00
Ontario oats, outside points .....	0 52	0 54

**Feed Situation Still Acute**

**Millers Unable to Cope With Demand— Adverse Weather Affects Deliveries**

**Winnipeg**  
FLOUR AND CEREALS.—First patents are still \$8.30. The wheat market during the past week has been fluctuating, with a slightly upward tendency. This is due to wheat deliveries being interfered with by adverse weather conditions. Rolled oats are still \$2.60, and there is a good demand. Package oats are beginning to move, and millers look for good business in the fall and winter months. The feed situation is still very acute, millers being unable to fill the Eastern demand, especially for shorts and middlings.

Flour—		
Best patents .....	8 30	8 30
Bakers .....	7 80	7 80
Clears .....	7 10	7 10
XXXX .....	6 10	6 10
Cereals—		
Rollod oats, 80 lbs. ....	2 60	2 60
Rollod oats, pkgs., family size .....	3 30	3 30
Oatmeal, standard and gran., 98 lbs. ....	3 30	3 30
Cormeal, 88 lbs. ....	3 00	3 00
Feeds—		
Bran, er ton .....	23 00	23 00
Shorts, ton .....	26 00	26 00
Middlings, ton .....	26 00	26 00
Mixed chop, ton .....	36 00	36 00

**PRESERVE EGGS BY SEALING SHELLS**

Both the process and effect of commercial sterilization of eggs—a comparatively new method of preventing deterioration—should be interesting to dealers. In California the system has been employed for several years, but it is just being taken up in many of the larger cities in other sections of the country. It consists, in part, of immersing the eggs momentarily in a highly heated, transparent, odorless, and tasteless oil at high boiling point. This treatment opens the pores of the shells and enables the air and gas to escape from within. In addition, the heat thus applied solidifies the dual membrane lining the shell, vulcanizing the two thicknesses and cementing the resulting tough film to it. The oil furthermore fills all of the pores, so that the egg is hermetically sealed on both the interior and exterior. This prevents the evaporation of the content and also its contamination through contact with gases or liquids. In the case of a fertile egg, the heat stops embryonic development. No chemical change takes place and bacterial life on and in the shell is destroyed. It is asserted that, if freshly laid eggs are properly sterilized and sealed, they may be kept in cold storage for an indefinite period and upon removal will be found as sound and full as when treated.

**PICNICS**

*I never saw a picnic spread  
That did not have among the eats  
Some peanut butter on the bread  
And many plates of pickled beets.  
—Youngstown Telegram.*

*And as for the picnic spreads I know  
Of many jaunty little trips;  
Where all they had was just a row  
Of boxes of potato chips.  
—Birmingham Age-Herald.*

*I never to a picnic went—  
And this is true, I hope to die—  
At which a summer-panted gent  
Sat down in a soft custard pie.  
—Houston Daily Herald.*

*The picnics don't appeal to me,  
With wasps and other bugs that sting.  
And gartered snakes and flies and skeets  
And ants all over everything.  
—Detroit Journal.*

*We've seen a bunch of picnics spread  
The picnickers a joyous band  
But never let the word be said  
That night beside the fruit was  
"canned."*



## Grocers of Canada

The broadest, strongest plan of real co-operation between the grocer and the manufacturer is the Armour plan. Our object is to make it easy for you to win, hold and multiply customers for the famous Armour brands of Quality Products. No efforts are spared to help you sell what we sell you. And what a line we provide!

*Armour's*  
*Veribest*  
TRADE MARK

**Ham, Bacon, Lard, Butter,  
Eggs, Canned Meats and  
Fish, Grape Juice, Soups,  
Ketchup, etc.**

It will pay you to handle this Quality Product line, identified by the Armour Oval Label in blue and yellow. This oval is a trade-mark and grade-mark—known and trusted through all America. It is a real salesman.

A big collection of Store Signs and advertising material is at your service. Ask the Armour salesman or write us direct.

**ARMOUR AND COMPANY**  
LIMITED

HAMILTON

ONTARIO

M-702

## Women are Shy —Be Careful!

When she asks for Shirriff's and accepts something "just as good," saying nothing, are you sure you are safe? Why not be ready next time with the *real* good extract instead of the "just as good"—and at least keep your prestige with her? It may mean her trade.



## Shirriff's True Vanilla

is made by our own *secret process* from the best Mexican Vanilla bean—the world knows no better. Our process brings out the last vestige of flavor, taking a whole year in the process.

Shirriff's is 50 per cent. stronger than Government requirements.

Shirriff's invariably gives *complete* satisfaction. Can you think of something "just as good" to hold customers with?

Help supply the demand for Shirriff's. Write us.

**Imperial Extract Co.**  
Toronto

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

# SAUSAGE

SEPTEMBER marks the opening of Sausage Season. We are now booking orders for daily and weekly shipment and will be glad to book yours.

Made Under Government Inspection.

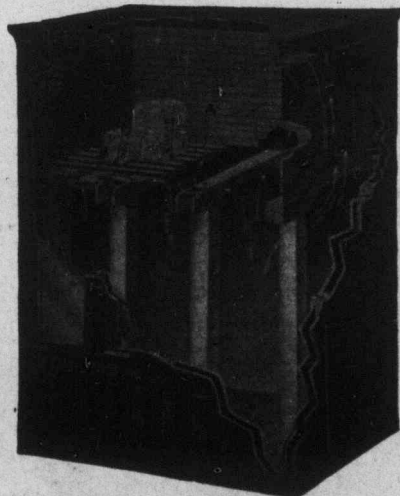
F. W. FEARMAN CO.  
LIMITED  
HAMILTON  
ESTABLISHED 1854

## Freeman's Dry Air Refrigerator

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

This Interior View

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



Price list and catalogue free and mailed to any address.

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

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

### BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs. ....	\$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs. ....	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs. ....	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs. ....	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs. ....	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs. ....	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs. ....	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs. ....	9 50

### ROYAL BAKING POWDER

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

### DOMINION CANNERS, LTD.

#### JAMS

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

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

#### CATSUPS—In Glass Bottles

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

#### BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 87 1/2
1's Baked Beans, Plain, 4 doz. to case	0 82 1/2
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40

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

#### "AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10 1/2 oz. Gross Jars	\$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 00
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

#### BLUE

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

#### CEREALS

##### WHITE SWAN Per case

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

#### COCOA AND CHOCOLATE

THE COWAN CO., LTD.

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

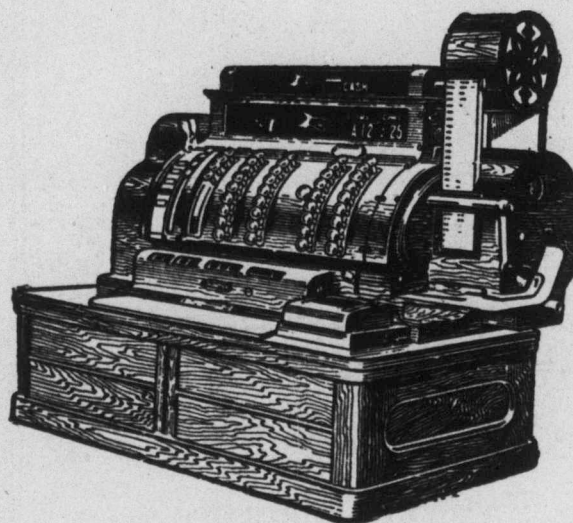
# The big thing for Grocers to consider

*How to take care of the money that crosses the  
counter in exchange for merchandise*

*A good location is important. A clean,  
well-arranged store is important. A  
good volume of trade is important.*

*The most important thing of all is to  
take care of the money customers pass  
over the counter in exchange for mer-  
chandise.*

*National Cash Registers were created  
to take care of such money. The fact  
that over 1,600,000 have been sold  
goes to show how well they do their  
work.*



*If you are not equipped with a complete new model "National" it will pay you  
to investigate. What is good for all these merchants is surely good for you.*

*Our new booklet, "Money-Making Hints to Grocers," just off the press. Write  
for a copy.*

---

**The National Cash Register  
Company of Canada, Limited  
Christie St., Toronto, Ont.**

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

# AT LAST WE HAVE THEM

## Fibre Vinegar Measures

PINT      QUART      FUNNEL  
**\$2.50 per Set**

Used and highly commended by the  
Grocery Trade in the  
United States.

**WALTER WOODS & CO.**  
HAMILTON and WINNIPEG

## McVitie & Price's Famous Biscuits Shortbread and Oatcakes

Full assortment just arrived for  
Montreal stock, ex S.S. "Ionian"  
including:—

Digestive; Abernethy; College,  
Bunty and Academy Creams,  
assorted Shortbread in Half tins;  
Oatcakes in Drums.

For prices and stock list, see our  
representatives or write

**McVITIE & PRICE of Canada**  
Limited  
MONTREAL

Importers of McVitie's "DIGESTIVE,"  
the "Premier Biscuit of Britain."

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

**THE N. K. FAIRBANKS CO., LIMITED.**

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

Tierces ..... 0 14 1/2  
Pails ..... \$2 93

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

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

Advance over tierce basis for small packages:

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

**LAPORTE, MARTIN, LIMITED**  
Montreal. Agencies

**BASIN DE VICHY WATERS,**  
L'Admirable, 50 btles, litre, 5 50  
cs. .... 7 00  
Neptune ..... 8 00  
San Rival ..... 8 00

**VICHY LEMONADE**  
La Savoureuse, 50 btles, cs. .... 8 00

**NATURAL MINERAL WATER**  
Evian, Source Cachat, 50 btles, cs. .... \$9 00

**IMPORTED GINGER ALE AND SODA**  
Ginger Ale, Trayders, cs., 6 doz. pts. doz. .... 1 15  
Ginger Ale, Trayders, cs., 6 doz., splits, doz. .... 0 95  
Club Soda, Trayders, cs., 6 doz. pts., doz. .... 1 05  
Club Soda, Trayders, cs., 6 doz., splits, doz. .... 0 95

**BLACK TEAS**  
Victoria Blend, 50 and 30-lb. tins, lb. .... 0 38  
Princess Blend, 50 and 30-lb. tins, lb. .... 0 35

**JAPAN TEAS**  
H. L., ch. 90 lbs., lb. .... 0 35  
Victoria, ch. 90 lbs., lb. .... 0 30

**COFFEES**  
Victoria, Java and Mocha Blend, 1-lb. tin, lb. .... 0 34 1/2  
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. .... 0 32  
Princess, Java and Mocha Blend, 1-lb. tin, lb. .... 0 22

**MUSTARD**  
**COLMAN'S OR KEEN'S**  
Per doz. tins  
D. S. F., 1/2-lb. .... \$ 1 00  
D. S. F., 1/2-lb. .... 2 90  
D. S. F., 1-lb. .... 5 75  
F. D., 1/2-lb. .... 0 90  
Per jar  
Durham, 4-lb. jar ..... 0 93  
Durham, 1-lb. jar ..... 0 31

**JELLY POWDERS**  
**WHITE SWAN SPICES AND CEREALS, LTD.**  
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. .... \$ 0 90  
List Price

**SPICES**  
**WHITE SWAN SPICES AND CEREALS, TORONTO**  
5c      10c  
Round Oval lith.      litho. dredge.  
dredge. 2 1/2 oz.      Per doz. Per doz.

**SPICES**  
Allspice ..... \$0 45      \$0 90  
Arrowroot, 4 oz. tins, 85c .....  
Cayenne ..... 0 45      0 90  
Celery salt .....  
Celery pepper .....  
Cinnamon ..... 0 45      0 90  
" whole, 5c. pkgs., window front, 45c .....  
Cloves ..... 0 45      0 90  
Cloves, whole, 5c. pkgs., window front, 45c .....  
Curry powder .....  
Ginger ..... 0 45      0 90  
Mace ..... 1 25 .....  
Nutmegs ..... 0 45      0 90  
Nutmegs, whole, 5c pkgs., window front, 45c .....  
Paprika ..... 0 45 .....  
Pepper, black .... 0 45      0 90  
Pepper, white .... 0 50      0 95  
Pastry spice .... 0 45      0 90  
Pickling spice, window front, 90c .....  
Shipping weight per case ..... 10 lbs. 15 lbs.  
Dozens to case... 4      4

# CHINA TEAS

## Gunpowders                      Hysons

Shanghai quotations have advanced prices over 15% during the past week.

*We have a large selection of spot teas to offer at lowest prices.*

## KEARNEY BROS., LIMITED

Direct Importers

33 St. Peter St.  
MONTREAL

Established  
1874

Your Trade Will Repeat.

### MAPLEINE FLAVORING

brings back your customers. You can make no mistake. They come back for that genuine "Mapley" Tang. A real American Flavoring used for every purpose.



Order from:

Frederick E. Robson & Co.  
25 Front Street E.  
Toronto, Ont.

Mason & Hickey  
287 Stanley Street.  
Winnipeg, Man.

CRESCENT MFG. COMPANY  
SEATTLE, WASH.

One Inch Space  
\$1.05 Per Issue  
on Yearly Order.

### Fruits

Bananas

Lemons

Oranges

and also

All Early

Vegetables

Lemon Bros.  
OWEN SOUND, ONT.

THE

## B.L.O.E.

(BEST) (LEMONS) (ON) (EARTH)

are packed  
under

"St. Nicholas"  
Brand

J. J. McCabe  
Agent  
TORONTO

# A bigger revenue

will open up to you when you begin pushing the sales of

## STOP-ON POLISHES

the permanent polishes that produce the shine of lasting brilliancy.

Prove for your own satisfaction that Stop-On polishes are real sellers by ordering a supply to-day.

Draw your customers' attention to the fact that a Stop-On shine stops on in damp or foggy weather.

There's a Stop-On for every shoe—Black, Tan, Ox-Blood, Nut Brown, and White. Stop-On White is the most permanent dressing obtainable for white shoes. It will not rub off on the clothing.



**Strang Brothers**  
WINNIPEG

## The strongest, simplest and best looking mill made



No. 40

Before deciding what coffee mill you will install ask us to show you where the

### Elgin National

excels. Let us prove to you that the Elgin will steel-cut coffee faster than any other mill on the market. Prove to your own satisfaction that it costs less than any other mill and that it will give you a perfectly satisfactory service.

Our Elgin Booklet No. 24 C. tells you all about it. Send for it to-day.



No. 35

**WOODRUFF & EDWARDS CO., Elgin, Ill., U.S.A.**

BUY

# STAR BRAND

"Made in Canada"

## Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

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

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

Laundry Starches—	Cents
Boxes	
40 lbs., Canada Laundry..	.06½
40 lbs., 1 lb. pkg., White Gloss .....	.07
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons ....	.07½
100 lbs. kegs, No. 1 White.	.07
200 lbs., bbls., No. 1 white	.07
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08
48 lbs., Silver Gloss, in 6 lb. tin canisters .....	.08½
36 lbs., Silver Gloss, in 6 lb. draw lid boxes .....	.08½
100 lbs., kegs, Silver Gloss, large crystals .....	.07½
28 lbs., Benson's Satin, 1 lb. cartons, chormo label	.07½
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs. ....	.12½
Celluloid, 45 cartons, case.	3.75

### Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08
40 lbs., Canada Pure Corn (20 lb. boxes ¼c higher)	.06½

### BRANTFORD STARCH

Ontario and Quebec	
Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs. ....	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. ....	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07½
Barrels, 200 lbs. ....	.06½
Kegs, 100 lbs. ....	.06½
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs. ....	.07½
8 in case .....	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ...	.08½
Kegs, extra large crystals, 100 lbs. ....	.07½
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case .....	3.00
Celluloid Starches—	
Boxes containing 45 cartons, per case .....	3.60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Malze" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than 40's)	

### COW BRAND BAKING SODA

In boxes only.	
Packed as follows:	
5c packages (96) .....	\$ 3.20
1 lb. packages (60) .....	3.20
½ lb. packages (120) .....	3.40
½ lb. 60 } Packages Mixed	3.30
1 lb. 30 }	

### SYRUP

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

Perfect Seal Jars, 3 lbs., 1 doz. in case .....	\$ 3.00
2 lb. tins, 2 doz. in case...	3.00
5 lb. tins, 1 doz. in case...	3.40
10 lb. tins, ½ doz. in case.	3.30
20 lb. tins, ¼ doz. in case.	3.25
Barrels, about 700 lbs. ....	.04½
Half bbls., about 350 lbs. ....	.04½
¼ bbls., about 175 lbs. ....	.04½
2 gal. wooden pails, 25 lbs.	1.60
3 gal. wooden pails, 38½ lbs. ....	2.25
5 gal. wooden pail, 65 lbs.	3.50

### LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case....	\$ 3.50
5 lb. tins, 1 doz. in case....	3.90
10 lb. tins, ½ doz. in case.	3.80
20 lb. tins, ¼ doz. in case.	3.75

### ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case...	4.80
Barrels, per 100 lbs. ....	5.25
½ barrels, per 100 lbs. ....	5.50

### THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP	
Manufactured from pure cane sugar.	
2 lb. tins, 2 doz. in case....	\$4.05
5 lb. tins, 1 doz. in case....	4.75
10 lb. tins, ½ doz. in case...	4.45
20 lb. tins, ¼ doz. in case...	4.35
Delivered in Winnipeg in carload lots.	

### CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND	Size	Mam. Large Med.	
2½ Can. ....	\$ 4.75	\$ 3.75	\$2.50
No. 1 Tall Can .....	2.75	2.25	1.60
No. 16 Jar ....	3.00	2.25	1.80
No. 4 Jar .....	1.50	1.25	1.15
No. 10 Can ...	14.00	12.00	9.00

### YUBA BRAND

2½ Can .....	\$3.00	\$2.25
No. 1 Tall Can .....	1.50	1.20
No. 10 Can .....	9.00	8.00
Picnic Can .....		.90

### INFANTS' FOOD MAGOR SONS & CO., LTD.

Robinson's patent barley, ¼-lb. tins, ....	1-lb. tins, ....
Robinson's patent groats, ¼-lb. tins, ....	1-lb. tins, ....

### STOP-ON POLISHES Doz.

Polish, Black, Tan, Ox-blood and Nut-brown .....	0.85
Dressing, White, 4-oz. bottle .....	2.00

### NUGGET POLISHES

Doz.	
Polish, Black and Tan ....	0.85
Metal Outfits, Black and Tan	3.85
Card Outfits, Black and Tan	3.25
Creams and White Cleanser	1.10

### YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1.20
--	------

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

Black Watch, 8s, butts 9 lbs. ....	\$ 0.60
Bobs, 6s and 12s, 12 and 6 lbs. ....	0.46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs. ....	0.46
Currency, 6s, ½ butts, 9 lbs. ....	0.46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs. ....	0.48
Walnut Bars, 8½s, boxes 7 lbs. ....	0.64
Pay Roll, thick bars, 8½s, 6 lb. boxes .....	0.68
Pay Roll, thin bars, 8½s, 5 lb. boxes .....	0.68
Pay Roll, plug, 8½s, 12 and 7 lb. caddles .....	0.68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs. ....	0.57
Great West, pouches, 9c. ....	0.72
Forest and Stream, tins, 11s, 2 lb. cartons .....	0.80
Forest and Stream, ¼s, ½s and 1-lb. tins .....	0.80
Forest and Stream, 1-lb. glass humidors .....	1.00



# CANADIAN PEACHES

Crawford's and Elberta's

Cars Arriving Daily.

Quality very fine; prices at their lowest.

NOW is the time to buy.

LET US HAVE YOUR ORDERS

*The House of Quality*  
**HUGH WALKER & SON**

Established 1861

GUELPH, ONTARIO

# Cranberries Grape Fruit Jamaica Oranges Sweet Potatoes Tokay Grapes

.....  
Fresh New Season's Goods  
Now Being Delivered.  
.....

**WHITE & CO., LIMITED**

Fancy Fruits and Vegetables

**Toronto**

## YOUR MOST VALUABLE ASSET

is a satisfied customer, and satisfied customers are the rule where **WONDERFUL SOAP** is displayed.

For years this truly wonderful cleaner has given unqualified satisfaction to housewives everywhere. It is made to clean thoroughly without injuring the most sensitive skin or the most delicate fabric.

Write now for trial supply.

**GUELPH SOAP CO., Guelph, Ont.**



## Cow Brand

quality is never doubted

Housewives have perfect confidence in their baking operations when they use Cow Brand Baking Soda. Strength, Purity and Reliability are perfectly embodied in this household favorite. It's a sure trade builder. Stock up now.

**Church & Dwight, Limited**  
Manufacturers - - MONTREAL

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

*A Reminder from the Old  
Country*

# Rich Xmas Plum Puddings

The Best on the Market.

**ORDER EARLY  
to ensure prompt delivery.**

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.  
11/6, 21/6, 32/6, 42/-, 52/-, 63/6, 81/- per doz.  
Carriage paid to English Docks.

*Cases Extra at Cost.*

**Tuxford & Nephews**

Melton Mowbray, - - - England

## Sauces that you'll sell *quickly*

**J**UST try what results a window or counter display of our four big sellers will pull for you.

Our sauces please the "hard to please" and bring them back for more. Their zest and piquancy are irresistible. Order a trial supply to-day and prove our claims.

*Here you are:*

- QUEEN QUALITY  
UNIVERSAL FRUIT SAUCE
- QUEEN QUALITY CHILI SAUCE
- QUEEN QUALITY TOMATO CHUTNEY
- WORCESTERSHIRE SAUCE

**TAYLOR & PRINGLE**

OWEN SOUND . . . . . ONTARIO

### INDEX TO ADVERTISERS

<b>A</b>		<b>K</b>	
Acadia Sugar Refining Co....	6	Kearney Bros. ....	47
Adams, Geo., & Co.....	10	<b>L</b>	
American Computing Co....	13	Lambe & Co., W. G. A. ....	10
Anglo-Portuguese Sardine Packing Co., Ltd.....	11	Lemon Bros. ....	47
Armour & Co. ....	41	<b>M</b>	
<b>B</b>		MacKenzie & Morris ....	11
Balfour-Smye & Co.....	10	Maclure & Langley ....	11
Benedict, F. L. ....	52	MacNab, T. A., & Co.....	11
Betts & Co.....	Inside back cover	Magor, Son & Co. ....	16
Borden Milk Co.....	3	Malcolm Condensing Co....	12
Bowman & Co., J. ....	52	Mann, C. A., & Co. ....	52
<b>C</b>		McCabe, J. J. ....	47
California Associated Raisin Co. ....	8	McDonald, Chas. M. ....	11
Canadian Cercal & Flour Mills Co. ....	37	McVitie & Price, Ltd. ....	46
Cane, Wm., & Sons Co., Ltd.	44	Millman, W. H., Sons ....	11
Chase & Sanborn ....	14	<b>N</b>	
Church & Dwight.....	49	National Cash Register Co...	45
Clark, Ltd., W. ....	7	National Licorice Co.....	15
Cochran, J. N. ....	11	<b>O</b>	
Codville Co. ....	14	Oakey & Sons, John.....	52
Connecticut Oyster Co.....	Back cover	Oval Wood Dish Co.....	Inside front cover
Connors Bros. ....	12	<b>P</b>	
Crescent Mfg. Co. ....	47	Patrick & Co., W. G.....	1, 11
<b>D</b>		Pepnock, H. P., Co., Ltd....	11
Denault Grain & Provision Co. ....	10	Perry Co., The H. L.....	11
Dominion Canners ....	5	<b>R</b>	
Dustbane Mfg. Co. ....	10	Reed, Evan L., Mfg. Co.....	6
<b>E</b>		Rock City Tobacco Co. ....	8
Eckardt, H. P., & Co.....	43	<b>S</b>	
Escott, W. H., Co., Ltd. ....	11	Smith & Son, E. D. ....	2
Eureka Refrigerator Co....	15	Smith & Procter ....	10
<b>F</b>		Spratts ....	9
Fairbanks Co., N. K. ....	Inside back cover	Stanway, Geo. ....	11
Fearman, F. W., & Co.....	42	Stevens-Hepner Co., Ltd. ...	44
Freeman Co., W. A.....	42	Strang Bros. ....	48
<b>G</b>		Stephenson, Blake & Co....	52
General Sales Co. ....	6	<b>T</b>	
Gipe-Hazard Store Service Co.	52	Taylor & Pringle ....	50
Grant, C. H. ....	11	Toronto Salt Works ....	52
Guelph Soap Co. ....	49	Toronto Butchers' Supply Co., Ltd. ....	52
<b>H</b>		Trent Mfg. Co. ....	52
Hamilton Cotton Co. ....	48	Tuxford & Nephews ....	50
Hargreaves (Canada), Ltd. ...	9	<b>W</b>	
Hillock, John, & Co. ....	8	Walker, Hugh, & Son.....	49
Hygienic Products Co. ....	9	Washington, G., Sales Co....	11
<b>I</b>		Watson & Truesdale ....	11
Imperial Extract Co. ....	41	Webb, Harry ....	11
Imperial Rice Milling Co....	9	Webster & Co., W. R.....	16
Ingersoll Packing Co.....	Front cover	Wetley's, J. H. ....	12
<b>J</b>		White & Co.....	49
Japan Tea Co. ....	4	White, Fred J. ....	11
		Woodruff & Edwards ....	48
		Woods & Co., Walter ....	46

## The Fall and Winter Number of The Canadian Grocer Will be Issued October 27.

Elsewhere the Editors will give you a hint of the many good articles they are preparing for this great number.

The Advertising Department wishes to tell you something about a few new features that will appear in the advertising pages of that issue.

Besides the attractive advertisements there will be three very useful directories—two of them entirely new.

There is the "WHO MAKES——?"

Directory which will enable you to find out quickly the name and address of the manufacturer of articles your customers may want. For example, if you are asked for "White Swan Pancake Flour," just look in the directory, and under the heading "Pancake Flour" you will find "White Swan Pancake Flour," White Swan Spices and Cereals, Limited, Toronto, Ontario. Similarly with other articles that you may be asked for.

Another useful directory is the "WHO IS AGENT FOR ——?" Directory. If you want to find out who is the nearest manufacturers' agent for a line you wish to stock just look under the name of the firm whose product you want and you will find the names and addresses of the manufacturers' agents or brokers who have agencies for that firm's lines. For example, under J. C. Eno, Limited, you will find Harold F. Ritchie & Co., Toronto, Ont. If the firm has more than one agent in Canada, the addresses will tell you which is nearest to you.

A third directory called the CLASSIFIED DIRECTORY OF STORE EQUIPMENT ADVERTISERS will furnish the names and addresses of the manufacturers of any kind of store equipment you are interested in, such as account registers, cash registers, paper balers, etc.

These three directories in the Fall and Winter Number will be of great use to you and you will want to keep that issue for reference.

Next week we will explain how to get the most benefit from a study of the announcements in the Fall and Winter Number. Thank you.

—Advertising Department, Canadian Grocer.

# Buyers' Guide

## CLASSIFIED ADVERTISING

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

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

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

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

### WANTED

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

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

## "TRENT LOCK" EGG FILLERS

For 30 dozen cases.  
For one dozen Cartons.

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

### GROCCERS

Call on us for fancy dressed poultry, fresh killed daily.

C. A. MANN & CO.  
LONDON, ONT.

## CROP PROSPECTS

Every business man is intensely interested in crop prospects in various parts of Canada. Your decision in many important business transactions during the next few months will hinge on the outlook for a big crop. The Financial Post has secured the services of F. M. Chapman, Editor of Farmer's Magazine, to give each week, on the front page of The Post, a general review of crop conditions in various parts of Canada.

We are endeavoring to make this the most reliable and up-to-date review of crop situation published in Canada.


The Financial Post is issued every Friday. Subscription price \$3.00 per year. \$1.50 for six months. Sample copy sent on request.

THE FINANCIAL POST OF CANADA  
Published by

THE MACLEAN PUBLISHING CO., LTD.  
143-153 University Avenue, TORONTO

**OAKLEY'S**  
20-102-5773

**KNIFE**



**POLISH**

JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

### AGENTS

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

### CHIVER'S

#### JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

### Toronto Butchers' Supply Co. LIMITED

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

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

60-62 JARVIS ST.

### TORONTO SALT WORKS

GEO. J. CLIFF

PORT ARTHUR, ONT. MONTREAL, QUE.

### FRESH FISH FOR NEXT WEEK

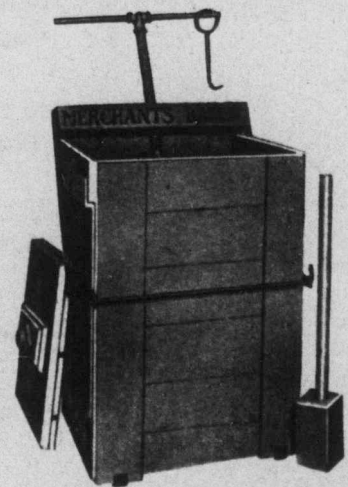
Halibut, Cod, Haddock, Trout,  
Whitefish

Price  
Quality  
Service

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

## Merchants Baler

MADE IN CANADA



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

"f.o.b. Toronto."

### Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

## Want Ads.

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

Try it out

CANADIAN GROCER



## GOLD DUST SELLS THE YEAR ROUND

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

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

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

THE N. K. **FAIRBANK** COMPANY  
LIMITED  
MONTREAL

*“Let the GOLD DUST TWINS do your work.”*

## LARGEST MAKERS IN THE WORLD

*Tea Lead*—all gauges and sizes

*Metal Bottle Capsules*—any size,  
color or stamping

*Collapsible Tubes*—plain or colored

ALL BRITISH MADE

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

**BETTS & COMPANY, LIMITED**  
Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

## *Your Opportunity*

This season affords an opportunity to the retailer which should be taken full advantage of. The price of oysters has of necessity experienced an increase which in turn will make a higher price by the retailer necessary. When this change has to be made—why not put the price high enough to enable your being honest with yourself by cutting out the very regrettable practice of watering oysters.

It is true that many dealers do not water their oysters, but it is equally true that a sufficient number persist in this practice, so that the man who is putting out stock solid, is compelled to continually explain why his price is higher than a competitor.

We are anxious that our trade get on the higher plane. You cannot hope nor can we hope to do all the business, and unfortunately the business that is getting away frequently looks large, though the contrary is the case.

There has always been cheap oysters and there always will be. The same applies to methods. We do not pose as a cheap house. In fact, it is something that we would be ashamed to plead guilty of; there are too many cheap houses now. If the consumption of oysters is to be increased, it must be accomplished through quality.

Remember, that a cheap house never built up an oyster business of any proportions. The volume of oyster business depends too largely on the appeal to the palate. There is a market for cheap oysters put out in the cheap way, but it is wisdom to let the other fellow have that business. Do not permit a cheap competitor to lower your standard.

As an exclusive oyster house we probably are more sincere in our interests for the well-being of this line and much better informed than firms whose attention is divided.

**CONNECTICUT OYSTER COMPANY, LTD.**

"CANADA'S EXCLUSIVE OYSTER HOUSE"

50 JARVIS ST. TORONTO, CAN.

---

---