

**PAGES
MISSING**

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 21st, 1917

No. 38

BOVRIL

The Great Body-BUILDER



**It takes a joint of Beef
to make a bottle of Bovril**

Bovril contains the goodness of the Beef.

The vital elements that give beef its special place and value as a food are concentrated and stored in Bovril.

In theory many non-meat foods have a high nourishing value, but they do not yield up nearly all their nourishment to the body. They are like German money, not worth its face value when you try to turn it into gold. But Bovril enables you to extract that nourishment which otherwise you would never get. In other words, it enormously increases the feeding value of other foods.

**Body-building powers of BOVRIL
proved equal to 10 to 20 times the
amount taken.**

In spite of the increase in the cost of beef (the raw material of Bovril) the price of Bovril has not been increased since the outbreak of the war.

S. H. B.

IT is more than ever important this year for you to obtain your supplies early.

OUR new advertising programme is already running, and throughout the Winter and Spring the economy secured by the use of Bovril and its great power as a body-builder will be explained to your customers in our newspaper work.

WE illustrate here one of the many powerful advertisements which will be widely used.

CONNECT your store with our advertising work by a display of our attractive cards. A parcel will be sent you freight paid on receipt of your request.

Bovril Limited

25-27 St. Peter Street
MONTREAL, QUE.

KING GEORGE'S NAVY

CHEWING TOBACCO

—pleasing in every particular

“Chewers” generally are discriminating people. They like a tobacco that retains its flavor and keeps moist and good down to the last “toothful.” Hence the big demand for *King George's Navy*, and the big profits that dealers everywhere are making through meeting this demand.

Are you one of them?

Rock City Tobacco Co., Ltd.

PROHIBITION BY THE BRITISH GOVERNMENT

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

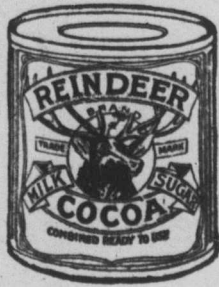
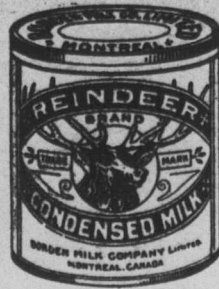
BOTTLE CAPS

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

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



Goods that people know to be good are easy to sell

It's always a safe policy to stock lines that hold the public confidence.

The confidence of three generations of mothers and physicians has been given to the

Borden Milk Products

and to-day these dependable lines mean bigger sales and customer good-will for every dealer stocking them.

Show a window display of Borden Milk Products to-day and cash in on the demand that is ever growing stronger.

Our consumer advertising is helping to still further boost Borden popularity.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



Where Needed?

Are you selling *Sani-Flush* to all possible users in your field of sale? It is needed in every private residence which has plumbing equipment.

Sani-Flush



is a sanitary necessity wherever there is a toilet bowl. It saves the drudgery of cleaning the bowl and it makes it sanitary and odor-free.

Sani-Flush is needed also in office buildings, factories, hotels, hospitals, clubs and all buildings where there are toilets. Analyze your market and place *Sani-Flush* wherever it is needed.

HAROLD F. RITCHIE & CO., LTD.

10-12-14 McCaul Street, Toronto, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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

Their quality wins unstinted approval

The precautions taken in the selection and preparation of

INDIAN CHIEF BRAND CLAMS

is a certain guarantee of customer-satisfaction.

Because they are put up the same day they are taken from the clam beds their freshness and purity are absolutely assured. And the clams are sealed without solder or acid.

No long cooking required. Heating to a simmer is all that is necessary. Tell your customers about them.

Packed by

SHAW & ELLIS
POCOLOGAN, N.B.



MR. CLERK YOUR SPARE TIME

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

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

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

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

The MacLean Publishing Co.

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

Toronto

Canada

CLARK'S SPAGHETTI

with Tomato Sauce and Cheese



NEW SEASON'S PACK

Highest Grade Spaghetti. Prime Canadian Cheese. Selected Fine, Firm, Red, Ripe Tomatoes with the correct seasoning. Prepared under the supervision of our highly competent chefs.

Clark's Spaghetti with Tomato Sauce and Cheese is a very nourishing and appetising dish and spells economy to the housewife.

Our advice to the trade is to buy NOW.

W. CLARK LTD.

MONTREAL

Clark's

Another "E.D.S." customer-pleaser

E. D. SMITH'S Plum Jam

Round out your next jam order with a generous supply of this delicious "E.D.S." Product.

Every bit of this jam is pure and fresh —this year's pack. Its rich, tempting appearance will create continuous selling, putting bigger profits in your cash register.

Like the other "E.D.S." lines E. D. Smith's Plum Jam is

100% Pure

Send in your order to-day.

E. D. Smith & Son, Limited, Winona, Ontario

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



Advertised Goods Sell Easier

That is why you, Mr. Dealer, naturally prefer to sell widely advertised brands like McCormick's Jersey Cream Sodas.

Much less time is required to sell McCormick's because your customers readily recognize them as a standard brand of Sodas of known high quality.

Many of your customers will ask for McCormick's Jersey Cream Sodas. With them your sale is made before they enter the store. Others may not specify any Sodas, but when you hand them McCormick's they immediately recognize

them as a standard high quality brand because of our extensive advertising—and the sale is closed without time wasted in making recommendations, etc.

Our attractive, trade-winning advertisements are now appearing in the leading Canadian magazines and newspapers. The sole purpose of this advertising is to help you sell more Jersey Cream Sodas, so co-operate with us and get your full share of increased sales—and profits.

McCormick's JERSEY CREAM Sodas

MANUFACTURED ONLY BY

THE McCORMICK MANUFACTURING COMPANY, LIMITED

General Offices and Factory: London, Canada.

Branch Warehouses: Montreal, Ottawa, Hamilton, Kingston, Winnipeg,
Calgary, Port Arthur, St. John, N.B.

Makers also of McCormick's Fancy Biscuits.

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

Why You Should Use Anchor Caps

on all food products packed in glass.

ANCHOR CAPS are quickly and easily applied, and when once sealed properly will not come off during shipment.

ANCHOR CAPS are absolutely air-tight. They furnish the most positive means of eliminating mold and other contamination the packer can obtain.

ANCHOR CAPS because of their exclusive high-class appearance, appeal particularly to the thrifty housewife, thereby increasing your sales and securing you a reputation for purity and excellence.

An enquiry will bring you the fullest information.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovecourt Road
TORONTO, ONTARIO

Tell your jobber you want Cow Brand

Join the other quality grocers who are ringing up good big profits by handling this proven favorite.



Church and Dwight

LIMITED

Manufacturers
MONTREAL



Suggest Wonderful Soap to every customer

Particularly to the hard-to-please. If there's anything a woman resents it's being handed a poor soap, and conversely she appreciates a good one. You'll find Wonderful Soap always satisfies and "repeats" are certain.

Have you tried "Crystal Soap Chips?"

Guelph Soap Co.

Guelph, Ont.



**The Canadian Salt
Without a Fault**

If you wish to impress on a customer the fact that some one article in your store is pure, you can't make a stronger comparison than to say: "It is as pure as Windsor Salt."

Windsor Salt has probably been used in her home for years.

**Windsor
Table
Salt**
THE CANADIAN SALT CO. LIMITED

**Please Your Customers
and Make a Profit**



Quick sales, worth-while profits and well-pleased customers come to the grocer who features Babbitt's Cleanser.

The two big selling points of Babbitt's are its proven quality and its large size package for the small price. It is a real 10-cent size tin of the best cleanser on the market, and it retails at 5 cents.

Don't hesitate to display and recommend Babbitt's Cleanser. Every sale is a repeat, and the profits are really good.

Premiums given for the Trade Marks.

Wm. H. Dunn Limited, Montreal
General Representatives for Canada
DUNN-HORTOP, LIMITED, TORONTO,
SPECIAL AGENTS

Niagara Grape Juice

RED and WHITE

Trade Prices

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

Mail us your order. Samples on request.

DROP SHIPMENTS

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

NIAGARA FALLS WINE CO.
T. G. BRIGHT & COMPANY, LIMITED, Proprietors - NIAGARA FALLS
Established 1874

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

MANUFACTURERS AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES



WESTERN FACILITIES

We have first-class warehousing and trackage facilities in a central location.

Our storage space enables us to carry stocks to advantage, and to distribute them economically.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING

CAR DISTRIBUTING

COLD STORAGE

EL ROI-TAN PERFECT CIGAR

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

C. & J. JONES

WINNIPEG - VANCOUVER

*Wholesale Commission Brokers
and Importers*

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

205 CURRY BUILDING
WINNIPEG

This Space is Yours

For \$2.50

On Yearly Order

MANUFACTURERS AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

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

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

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

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

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

Trackage
Storage
Distri-
bution

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

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG
Head Office

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

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

APPLES BEANS
ONIONS POTATOES
HONEY DRIED OR
EVAPORATED APPLES

FRED J. WHITE

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

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

Loggie, Parsons & Co.

Merchandise Brokers and
Manufacturers' Agents

Grocery, Drug and Confectionery Specialties.

"We cover Canada 3 times a year."

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

W. F. ELLIOT

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

FORT WILLIAM, ONT.

Established 1909.

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

These are the days of saving in window dressing material. Let us prove it.
May we send full particulars.

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

Special Offerings in
Raisins Teas
Beans Split Peas

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

Kindly
Mention
This Paper
When
Writing
Advertisers

W. G. PATRICK & CO. Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

OPEN FOR AGENCY FOR THE CITY OF OTTAWA

Satisfaction Guaranteed.
Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

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

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

More Lines Wanted

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

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

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

Hamblin-Brereton Co., Limited

Wholesale Grocery and Confectionery Brokers

KITCHENER WINNIPEG CALGARY

ESTABLISHED 1849.
BRADSTREET'S

Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
	Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager
Western Canada
TORONTO

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. Montreal*
Phone Main 2628

ALFRED T. TANGUAY & CO.
17 St. James Street
QUEBEC CITY
Specialty, Beans and Corn
Commission, Grain, Etc.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

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

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

Before placing your
account,
get in touch with
C. B. HART, Reg.
Wholesale Grocery and Merchandise Brokers
489 St. Paul St. W. - Montreal

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
Universal Importing Co. BROKERS
St. Nicholas Bld. Montreal

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Extra Money

Are you in need of "Extra Money" that will provide for a "Few Extras" that will make life more enjoyable? If you are and your present income isn't sufficient to take care of every desire, let us tell you all about our plan, and how splendidly it will fit into your present needs.

We want representatives in every district in Canada to look after our subscription business. We want to secure the services of bright, active young men, the kind that will produce more money for themselves and results for us.

If you are looking for such an opportunity, write us to-day. Say on your card, "I am in need of extra money, tell me about your plan."

The MacLean Publishing Co., Limited
143-153 University Avenue Toronto, Canada

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

TEAS

- ☛ We believe all grades will be much higher during next few months.
- ☛ We have been advising our customers for some time past to purchase, without delay, for their requirements for some time ahead.
- ☛ We have some fine Ceylon and Indians just arrived. Fine style and liquor.

KEARNEY BROS., LIMITED

TEA and COFFEE

33 St. Peter Street

Montreal

Bodley's Overseas Cake for the Lad at the Front

Here is something that will appeal strongly to the mothers, wives, sisters and friends of the boys overseas.

Bodley's Overseas Cake—put up in 1-lb. and 1½-lb. tins—makes a dandy little Christmas gift from the loved ones at home.

Show this line to your customers and suggest mailing in good time. Our publicity campaign will help your sales. And the profits are good.

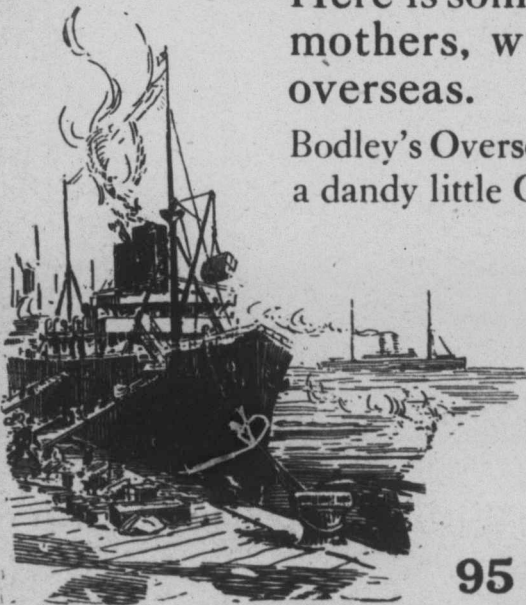
Also Christmas Puddings in 1-lb. Tins.

Get your stock now. Get ready for big demand.

C. J. Bodley

95 Ontario Street

Toronto



A delicious, easily prepared summer dessert for every customer



There's a purity and a delicate flavor about "Cox's" Instant Powdered Gelatine that makes it the favorite summer dessert in thousands of Canadian homes.

Make this summer an unusually profitable season by stocking Cox's Instant Gelatine. Every sale will leave you a neat profit and win you still more customer-confidence and appreciation. Order your supply now.

COX'S

British Made

G. Washington's Refined Coffee FOR THE SOLDIER

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

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

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

No Coffee Pot
Boiling
Dripping
Grounds

All of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE



Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

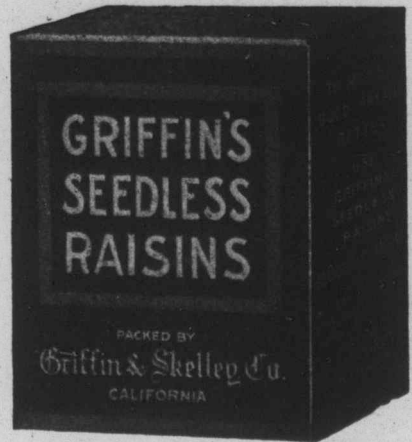
in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

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

Freemans
FOOD PRODUCTS
Watford

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



Griffin's Seedless Raisins

To boast of Griffin's Seedless is a thing
that's really needless;

They are whole and clean and never
oversweet;

Are uniform in size and dainty otherwise;
And good enough for any king to eat.

*You should be represented on the Manufacturers'
Agents Page of Canadian Grocer.*

*It will pay you to investigate. Write for rates and
particulars to-day.*

*Get a display of Royal Acadia
working for you to-day*



You'll find that the demand is unusually good and very steady—the housewife knows Royal Acadia quality and keeps on coming in for more after a first supply.

You can recommend Royal Acadia to any and everybody—it's the highest grade of refined sugar made.

In 2 and 5 lb. cartons; 10, 20 and 100 lb. bags; half-barrels and barrels.

The Acadia Sugar Refining Co., Limited
HALIFAX, CANADA

**Here's What
The Food Controller Says:**

Your Protection



"Pork and Beans were not considered at the time the order was promulgated."

The Seal of Quality

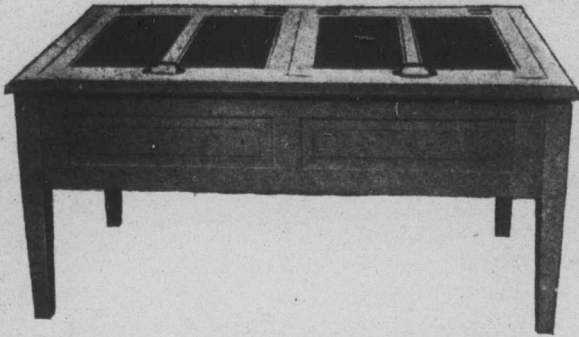


The consumption of Pork and Beans should be encouraged in every way, to conserve the beef for export.

Buy

**Simcoe Brand
Pork and Beans**

Order To-Day.



Get a larger share of the fish demand

With everybody being encouraged to use more fish, the demand is increasing daily, and dealers' profits are being correspondingly increased.

One of our

Arctic Fish Display Cases

will help you to get more fish sales, because it will display your stock advantageously. The dimensions are 54x24, 15 ins. high, legs 18 ins. high.

Write for our descriptive folder.

We also furnish storage fish box, glass top.

JOHN HILLOCK & COMPANY

154 George Street

Toronto

Where do your customers buy candy ?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

MOIRS, LIMITED

HALIFAX, CANADA

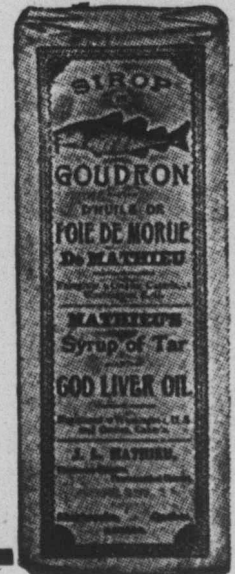
You will find these two well worth featuring

A little display of *MATHIEU'S NERVINE POWDERS* and *MATHIEU'S SYRUP OF TAR AND COD LIVER OIL* in your show case or on your counter will win you much additional profit. Both can be honestly recommended for guaranteed goodness and quick results.

J. L. Mathieu Co.

PROPRIETORS

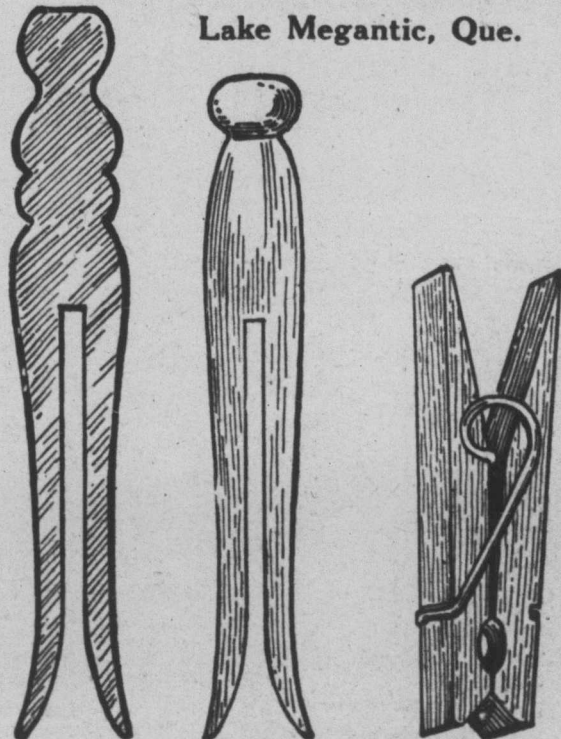
SHERBROOKE - QUEBEC



The Megantic Broom Mfg., Co., Ltd.

Manufacturers of Brooms and Clothes Pins

Lake Megantic, Que.



Write to us when in need of Clothes Pins.

¶ The merchant who subscribes for Canadian Grocer—and pays the price—because he sees value in it—because it sets up standards of merchandising he is glad to follow, and fights for things in the best interests of the trade—because it stirs his enthusiasm for better things and keeps him in touch with grocery trade at large—we believe to be the man most responsive to your advertising.

¶ And such is the personnel of Canadian Grocer's subscribers. They are the men of vision and progressiveness that appreciate the manufacturers' selling hints as found in the advertising pages.

¶ And to such merchants we ask you to tell your story in the Fall and Winter Number of CANADIAN GROCER.

¶ You want the co-operation of these merchants in the aggressive selling of your goods for the coming Fall and Winter.

¶ The merchant plans ahead for Fall and Winter selling. Are you included in those plans?

**The Advertising Forms of the Fall and Winter Number close
October 23. Make Your Reservation Now.**

Look It Up In

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

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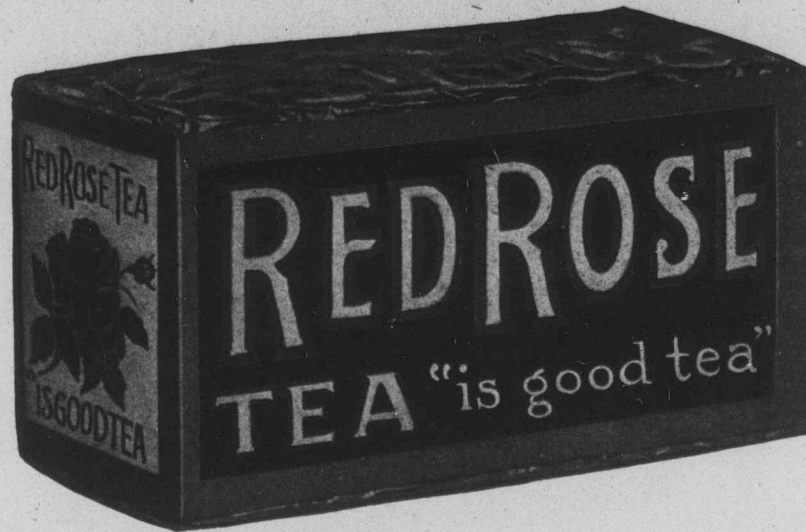
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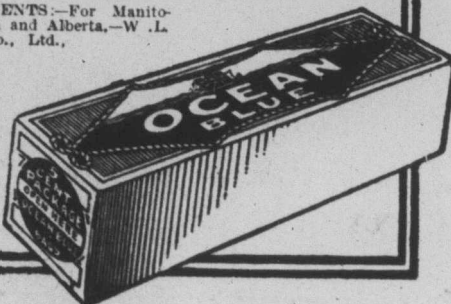
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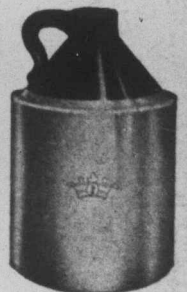
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CANADIAN GROCER

Vol. XXXI.

TORONTO, SEPTEMBER 21, 1917

No. 38

Ottawa Pure Food Show Beats Record

A Grocer's Activity That Has Assumed Large Proportions—Educating the Public in the Products Handled by the Grocers—The Interesting History of the Undertaking, and Some Interesting Incidents of This Year's Show.

STARTING with seventy-six dollars to promote what has ultimately become one of the greatest, if not the biggest Pure Food Show to be conducted under one roof in America is an undertaking that would cause almost anyone to be skeptical and all but the most optimistic to remark "It cannot be done." Yet Ottawa retail grocers, through co-operation and team work, have accomplished such a work and forcibly demonstrated the fact at the Central Canada Exhibition at Ottawa, Sept. 8th to 17th, when the third annual Pure Food Show of the Ottawa Retail Grocers' Association was staged.

The 1917 Pure Food Show was a greater success from a grocery manufacturers', wholesalers' and retailers' point of view, and also from the public standpoint, than the big collective exhibit of pure food products and grocery store accessories of 1916. In face of war time

contingencies this year's display was a most remarkable tribute to the Canadian grocery trade, inasmuch as it did not only equal, but surpassed in volume, quality and general excellence the shows of other years.

One hundred exhibitors embracing a grocers' manufacturing territory from Chicago to New York, in the United States, and practically from coast to coast in the Dominion were in attendance. Also by a very conservative estimate of the Pure Food Show officials, between 125,000 and 150,000 viewed the exhibits and received an educational lesson that they never had before.

Ten thousand feet of floor space was utilized in Howick Hall to house the big display of grocery wares and pure food products. Likewise called into commission for the success of the show were thousands of electric light bulbs, variegated in color, creating upwards a mile

of "white way," more thousands of yards of bunting, scores of gallons of paint, and numerous corps of assistants and attendants whose aggregated number would total fifteen or twenty score. Everything from the gilt and white paint on the walls of the booths to the smallest package on display was working to capacity and transmitting in its own way its message to the tens of thousands who visited the show.

A Record Sale

One of the principal exhibitors, the writer was informed, sold four carloads of preserved fruit, asparagus, apricots and salmon, the whole being an order for about \$25,000. The price of the car of salmon was \$10,000, f.o.b., and of American destination. This price does not include freight or duty charges. The sale took place during exhibition week. This sale gives some idea of how the Pure



GENERAL VIEW OF CENTRAL CANADA EXHIBITION AT OTTAWA. where the Ottawa Pure Food Show is held. In the photo are shown the Main Building, Machinery Building, and Art and Needlework Building.

Food Show helps in the distribution of goods. Many of the exhibits were purchased outright by grocers and \$1,000 sales were common. Some exhibits had between three and four thousand pieces of their product on display.

High Quality Lines Were in Heavy Demand

Some idea of the amount of value of the grocery store products on display may be gained by remembering that a blanket fire insurance policy for \$10,000 was carried for the week by the Ottawa Retail Grocers' Association alone. This amount is aside from other insurance of an individual nature that the various exhibitors may have cared to carry on their exhibits. The ten thousand dollar policy did not by any means represent the valuation of the goods on exhibition. From a grocery trade angle the show was about all that could be desired, both from a commercial and advertising standpoint, and also in cementing a better friendship between the grocers and their customers.

Every exhibitor spoken to by the representative of the CANADIAN GROCER, was most outspoken in his praise and appreciation for the excellence of the show. Many of the exhibitors reported that their orders and receipts for the week doubled those of last year. "It is the greatest show of its kind I ever attended. I have been here three years, and I'm coming back again," was the remark of one of the biggest exhibitors. "You bet, that's right. It's the greatest show we were ever at," was the popular comment.

As no misconception may go abroad, it is advisable to relate a few of the incidents that occurred between the time in 1908, when "seventy-six" dollars represented the financial propelling power of a Pure Food Show at Ottawa, and today when its exhibits are reckoned and insured for thousands of dollars; and the show itself through the energies of the Ottawa Retail Grocers' Association has become a fundamental factor in the success of the Central Canada Exhibition.

How the Pure Food Show Was Born

Back in the year 1908, a few of the Ottawa grocers decided to stage a Pure Food Show. Such a show was not the first of its kind to be held in Canada, as private interests in Montreal and Toronto had previously induced the grocery manufacturers to buy space at such exhibitions at which in nearly all instances a fee of admission was charged. The attendance at such shows was not always guaranteed or the results satisfactory to the exhibitors. The sale of floor space usually compensated the promoters and the remainder of the revenue coming from various sources was "profit." A tendency of dissatisfaction developed on the part of the manufacturer and the public. To overcome such conditions, the idea presented itself in the minds of Ottawa grocers to put on a pure food show at which three important factors were looked upon as vital for its success. The factors used then are the same as are used to-day. They are as follows:

(1) Guaranteed attendance—i.e. Exhibition crowds.

(2) No fee of admission charged. An inducement for the public to attend the show.

(3) The wholehearted co-operation of the retail grocer trade.

Mr. A. G. Johnson, one of the directors of the 1917 show, together with Mr. Duncan Bell, and the late William York, were the principal promoters of the first Pure Food Show. This show was held in the hardware annex of Howick Hall. There were thirty-four exhibitors representing European and Canadian lines. There were no American exhibitors. The total receipts amounted to about \$900. The booths were paid for on the system of fifty per cent. in advance and the remainder during the exhibition. "We had seventy-six dollars as original capital to finance a two thousand dollar proposition. I remember it very well," recalled Mr. A. G. Johnson.

In view of the amount of work required and the doubtful success of such ventures a Pure Food Show was not held again until 1915. Late in 1914, Mr. Alexander Phillips, then president of the Ottawa Retail Grocers' Association revived the Pure Food Show idea, which was endorsed by the association, and a Pure Food Show was launched as an association undertaking. The first show under association auspices resulted in fifty booths being utilized and the proceeds were around \$2,000. Exhibitors spaces in 1915 rented at from \$50 to \$100 according to location. In 1916, the Retail Grocers' Association took over from the Central Canada Exhibition Association all of the ground floor space in the main structure of Howick Hall. Last year and this year the rentals were reduced to from \$30 to \$75. This year it required about \$3,000 to finance the show. A uniform color scheme of blue, gold and white is carried out throughout the show. An orchestra is in attendance afternoon and evening. This year the Retail Grocers' Association added a new attraction for the opening day in the form of a Baby Show, there being four classes and four prizes to each class. On opening day there were two hundred and ten babies in competition. The Exhibition Association thought so much of the idea that it decided to have the show continued every day in the week and offered additional prizes. The prizes in the baby contest were as follows: First prize, fifteen dollars' worth of sterling silver. Second prize, one hundred pounds of sugar. Third prize, \$10 go-cart. Fourth prize, two boxes of Baby's Own soap. During the week over four hundred babies were entered in the contest.

The Exhibitors

Among the exhibitors at the 1917 Pure Food Show were: Sir Thomas Lipton's teas and coffee; J. S. Fry & Sons, Boveril, Limited; W. D. McLaren, Montreal; Anglo-Saxon tea, Ottawa; Libby, McNeill & Libby, Chatham and Chicago; H. J. Heinz, A. B. C. Chewing Gum, Western Canada Flour Mills, Imperial Extract Co., Swift-Canadian Co., St. Lawrence Sugar Refineries, Egg-O Bak-

ing Powder Co., Hamilton; Glassco, Limited, Oakville, Ont.; Slinn-Shouldis, Limited, Ottawa; Wagstaffe Preserving Co., Hamilton; George Washington Coffee Co., New York; H. D. Marshall, Broker, Ottawa; Ottawa Dairy, Lake of the Woods Milling Co., Montreal Biscuit Co., Granger' Coffee Specialty Co., Buffalo; Christie Brown & Co., Toronto; George Cameron, shop fixtures, Ottawa; Telfer Bros., Toronto; C. H. Cochrane Co., Ottawa; Provost & Allard, Ottawa; H. N. Bate & Son, Ottawa; S. J. Major, Limited, Ottawa; E. M. Lerner & Sons, Ottawa; Gorman, Eckert Co., London; Sultana, Limited, Montreal; Bowron Bros., Hamilton; Stuart's Limited, Sarnia; E. D. Smith & Sons, Winona, Ont.; Matthews-Blackwell, Ltd., Borden Condensed Milk Co., Montreal; Robin Hood Mills, Montreal; William Clark & Co., Montreal; Forbes & Nadeau, Montreal; Gunn's Limited, McLaren's Imperial Cheese Co., Toronto; Toro Tablet Co., B. & L. Manufacturing Co., Sherbrooke, Que.; Ardis Candy Co., Bee Starch Co., Montreal; Dustbane Limited, Ottawa; Harris Abattoir Co., Toronto; Lea Bros., Simcoe; Dominion Fruit Exchange, E. B. Eddy, Hull; Catelli's Products, Montreal; Lantic Sugar, Montreal; T. A. Lytle Co., Toronto; John B. Paine Co., Toronto; Maples Limited, Toronto, Bassman's Candy, Montreal; Sheriff's Products and others. Several of the above mentioned exhibitors occupied from one to five booths with their exhibits.

At the conclusion of the show on Saturday, the exhibitors expressed the highest of appreciation for their treatment at the hands of the Ottawa Retail Grocers' Association, and predicted that with the continued popularity of the pure food exhibits that increased accommodation would have to be provided for next year. In many instances record sales were reported, and generally the exhibitors' business increased materially over last year, and in many instances it more than doubled. Mr. A. E. Sterling of Lytle's Ltd., who has been attending the Ottawa Pure Food Show for three years, classed this year's show as far superior to the 1915 and 1916 exhibitions. One of the striking instances that Mr. Sterling found was that the public was rapidly developing a taste for the higher class and higher priced goods. Mr. Charles Joyce and Mr. Fisher of Libby, McNeill & Libby, and Mr. Jackson representing Heinz "57" varieties, also concurred with such a view, and pointed to their record-breaking sales week as the best evidence of it. "It is not so much a question of selling the goods as supplying the demand for them," stated Mr. Fisher to the CANADIAN GROCER.

Another outstanding feature of the 1917 show was the decidedly attractive and tasteful arrangement of the exhibits on display. To single any one or half dozen of them out as worthy in this respect for special mention would be an injustice to the other exhibitors and even if undertaken, would require a committee of experts to discriminate and make awards.

(Continued on page 24)

Make the Most of the Canning Season

Balance of Season Will be Short—Provide Early and Good Supply—Urge the Wisdom of Canning, and of Doing It Now.

DURING the next two or three weeks the canning season for peaches, pears, grapes and the later varieties of plums will be in full swing.

There is only a moderate crop of these fruits, and as every grocer knows to his cost, it is the housekeeper's custom to put off the canning of her fruit till the last possible moment. Well, this year especially that is going to be dangerous practice. The crop is light, and late in development, it is getting on to the season of frosts, and a good hard frost might at almost any moment cut the crop to nothing.

The Government, through its several agencies, has been agitating for the conservation of these goods. In England where sugar is rapidly becoming one of the real luxuries, they are licensing extra purchases of sugar, so that the owners of fruit may preserve it and prevent waste. This is considered a patriotic duty.

In Canada, sad to say, many housewives and many grocers too, have been adopting the idea, that because the products necessary for canning were high in price, it was better to let it go and depend on the established canneries to provide the winter supply of canned fruits. Already we know that the actual pack of early fruits is away below the actual demand, and there is no reason to believe that the later fruits will be any more plentiful. The canneries will certainly not, even at the best, be able to look after a normal demand. If the housewives who have been accustomed to can their own fruits decide not to do so, that will throw an extra burden of demand



Displays such as this, tastefully arranged in front of a store, are one of the most effective ways of cultivating the canning demand.

upon this supply. The result will certainly be increased prices.

Undoubtedly the housewife would feel that somebody was trying to make an undue profit out of her purchases if this is the case. That is not the case, however, it is merely the direct and infallible result of an exceptional demand on a low supply. The people who can bid the highest for the goods will get them.

Grocer Should Encourage Trade

The remedy, of course, is, at this time, while it is still possible, to see that the pack of these of all fruits is as full as possible, and to ensure this both the grocer and the housewife must do their part. The housewife by determining to can her winter supply of fruit as usual, and the grocer by fostering this idea and making it as easy as possible.

If the grocer provides the supply of attractive fruits, and urges the advisability of canning a good supply promptly and points out that high as the price of sugar and fruit and other incidentals are, that they are no higher relatively for the housewife than they are for the canner, there should be a good demand.

It will need some encouragement from the grocer, and it is in the grocer's interest to provide this encouragement. There is a fair profit to be made in all these lines, and they are sales that he must make now or lose entirely.

The fruit is to be had. When it comes, it comes with a rush, and must have some exceptional demand like the housekeeper's demand for canning, or a good part of it will waste. To provide against this, the grocer would be well advised to

arrange for a good supply of these fruits to be delivered regularly.

Some of the Finest Canning Varieties to Arrive

In peaches the finest canning varieties are about to arrive, the St. John, Crawfords and Elbertas and Smock. In pears, the Clapp, Sheldon, Bartlett, Duchess, Sickle, and for some purposes the winter pear, the Keiffer. In plums, the Reine Claude and the German prune are the very best canning varieties of their class, and in grapes the Concord is the great preserving and wine grape. These things the grocer should know, and this information he should pass on to his customers. He should see to it that these facts are advertised in his local paper. He should arrange where possible for special sales of all the canning lines. Should feature sugar and glass jars in his window, and, best of all, should attract attention by a good display of fruit itself.

Now is the time to start. Arrange to take orders, and arrange to have them delivered at the earliest possible moment. Keep the canning idea to the fore. Put some line of fruit among the specials to be featured in each day's sales, and see to it that this department of the business does not fall below that of former years.



PIONEER MERCHANT DEAD

Jos. McTaggart, pioneer merchant of Vancouver, B.C., is dead. Deceased had been in the grocery business for twenty-eight years, under the firm name of J. McTaggart & Sons.

PLUMS AND PEACHES

Should be in fairly plentifully next week. Prices will be fairly reasonable, but not cheap like last year. The cold weather has been much against anything cheap in the fruit line. However we hope to have some offerings worth while in a short time.

H. MALCOLMSON

How a Chatham, Ontario grocer paves the way for a good demand for fruit.

Packing House Investigation

Maze of Figures Show Extent of Business Done—Reason of Variation in English and Canadian Bacon Prices Suggested—Mr. Fox Justifies Writing off of Huge Sums—No Attempt to Evade War Profits Tax.

THE first days of the sitting of the Government Commission for the investigation of the report of Commissioner O'Connor relative to the price of bacon and ham resulted in a maze of figures that did not make the matter more clear to the general public. Some of the figures brought out, however, are of an interesting nature. On an authorized capitalization of \$2,000,000 the William Davies Company showed net profits in 1917 of \$1,342,087, and paid in dividends \$250,000, thus leaving a substantial profit to be otherwise accounted for. Prior to the war in 1913 the surplus without deductions in 1913 amounted to \$340,905, as against \$1,723,600 in 1917, which gives some idea of the enormously increased and profitably increased business during the progress of the war. Mr. Fox, general manager of the William Davies Company, in his testimony, suggested that the general reason for this increase in business was that there had fallen to the share of Canada a greatly increased business owing to the curtailment of supplies formerly sent to England by Russia, Sweden, Denmark, and Holland.

Variation in English and Canadian Bacon Price Explained

During the course of the first day's investigation the question as to the reason that bacon could be sold more cheaply in England and the United States was put to Mr. Fox. At first Mr. Fox refused to give any opinion, but later he stated that the two prices were not comparable, as the goods and the circumstances varied immeasurably. The actual products were cured differently for the different countries, while the costs of distribution were materially less. To emphasize this point Mr. Fox stated that the William Davies Company would cater to British trade any time as far as profits were concerned. As to the reason why bacon was quoted cheaper in Buffalo and Detroit than in Canada, Mr. Fox urged that the price of live stock would have to be compared. It costs the Ontario farmer more to produce hogs than the farmers of Northern New York, because the former feeds grain and the latter corn. Canadian products, he stated, always bring better prices than the American products because of their intrinsic worth. American hogs processed by the William Davies Company were sold cheaper than the Canadian for the same reason.

Some Figures Relative to the Davies Company

Following this there was a long digression into figures. At the request of Mr. Bain, the investigator for the Government, the assets of the Davies Company for some years past were given as

follows:—1913, \$4,690,478.65; 1914, \$5,754,812.71; 1915, \$6,466,533.72; 1916, \$9,582,173.28; 1917, \$13,384,948.27.

Liabilities less capital and surplus were as follows:—1913, \$2,182,359; 1914, \$3,010,007; 1915, \$2,933,151; 1916, \$4,820,717; 1917, \$7,330,357.

The surpluses, including capital, rest fund, insurance, reserve, dividends, profit and loss, were: 1913, \$2,012,882; 1914, \$2,060,426; 1915, \$2,601,434; 1916, \$3,921,665; 1917, \$5,008,101.

Profits, as shown by the company's own statements were, without deduction: 1913, \$340,905.85; 1914, \$373,350.42; 1915, \$906,428; 1916, \$1,757,180; 1917, \$1,723,600. Mr. Fox took exception to the returns for 1917.

Total deductions amounted to in 1913, \$179,000, leaving a balance of \$166,826; 1914, \$218,745, leaving a balance of \$154,605; 1915, \$325,678, leaving a balance of \$580,750; 1916, \$217,707, leaving a balance of \$1,539,473; 1917, \$343,696, leaving a balance of \$1,379,904. This was called net profit, with the exception of the war tax for 1915, 1916 and 1917.

Enormous Deductions Considered

In the course of the first afternoon's deliberations the amount of profits written off and not charged to cost came in for a good deal of discussion. These amounts were: 1913, \$11,716.38; 1914, \$15,156.94; 1915, \$107,566.43; 1916, \$100,000; and 1917, \$447,591, making a total of \$680,000.

In response to an inquiry regarding these large amounts, Mr. Fox emphatically denied that these amounts written off were in any way intended to evade the war profit tax. He maintained that the amounts written off were quite justifiable, and that the finance department had been made conversant with these deductions, and it rested with that department as to whether or not these deductions were considered justifiable. Mr. Fox pointed out that these deductions were mainly to cover the cost of new buildings and plant that could not well be taken into capital, and noted the instance of a Chicago firm who had been slaughtering hogs for the Davies Company, and for whom they had been compelled to provide new machinery so that the product might come within the standards of British Government purchases. This charge, he urged, could not be taken into capital, because at the end of their contract it ceased to be their property. It was, therefore, written off. Mr. Waldron was not satisfied with the explanation, and was anxious to know why the bulk of this large amount should have been deducted in 1916 and 1917, about \$100,000 being noted in 1916 and \$447,000 in 1917. Mr. Fox's explanation was that prior to that date little building had

been done and, therefore, deductions from profits had not been necessary. Further than that, Mr. Fox reiterated that the matter was open to the Finance Department's action, as they had been advised of it.

Where the Davies Company and Harris Abattoir Differ

The relation of the William Davies Company and the Harris Abattoir next came up for discussion. It was pointed out that 40 per cent. of the Harris Abattoir stock was owned by the William Davies Company, while the Harris Abattoir, on the other hand, owned 500 shares of the Wm. Davies Company stock. Despite this anomaly, Mr. Fox assured the Commission that the Harris Abattoir was their keenest competitor. There was no business connection between the two firms, and nothing in the nature of an interlocking directorate. The policies of the two firms were in no way associated.

In response to a request of the examining Commissioners, the profits of the Harris Abattoir Company were given as follows:—1913, \$274,406; 1914, \$212,515; 1915, \$151,000; 1916, \$408,482.

At the time of going to press the investigation was still in progress, but it is understood that it will be adjourned Wednesday evening for two weeks to permit the completion of the accountant's investigation of the Davies Company's books.

OTTAWA PURE FOOD SHOW

(Continued from page 22.)

The successful conducting of a Pure Food Show is not by any means as simple a matter as would at first appear, and a great deal of work covering a period of from Dec. 1, the preceding year, up to the time the show is started is necessary. At least this is the principle that the Ottawa Retail Grocers work on, and the results seem to justify their judgment. A great deal of credit for the success of this year's show is due the following officers of the Ottawa Retail Grocers' Association: President, Thomas Fowman; directors, A. S. Moreland, A. G. Johnson, R. C. Cummings and George Stote, and last, but not least, Mr. Frank Burgess, who has been secretary-treasurer of the association for two years, and whose individual efforts has been largely responsible for the two most successful shows in the history of the Association.

Mr. J. G. Harty, Canadian manager for Thomas J. Lipton, visited the Montreal Agents, Rose & Lafamme Ltd., this week in the interests of Lipton's teas, coffee, and cocoa.

Western Millers Set Flour Prices

Figure Rate of Profit at 25 Cents a Barrel and Feed at Fifty Cents a Ton—This Action Discounted in Eastern Ontario Points by Recent Declines.

REPRESENTATIVES of the big milling companies assembled in Winnipeg, have agreed on a price for flour in accordance with the principle laid down in the United States of a profit of 25c a barrel on flour and 50c per ton on feeds. Their action is due to the fact that, as Canadian and American wheat prices are practically on a par, the flour prices also should be as nearly on a par as possible. With this idea in view they have set a standard of price for different sections of the West, as follows:

The cash price, in car lots, for Royal Household, Five Roses and Purity, basis per barrel of 196 pounds in 98-pound sacks, is as follows, according to territory:

Ontario, west of and including Fort William and Port Arthur, The Pas, Manitoba, east of and including Portage La Prairie, \$11.

Manitoba, west of Portage La Prairie, \$10.90.

Saskatchewan, Alberta and British Columbia, east of and including Golden, Cranbrook, also Kootenay Central Railway, \$10.80.

Revelstoke, Nelson and common places, \$10.90.

British Columbia coast, Okanagan Valley, Kettle Valley, Grand Forks, Mid-

way, Phoenix, and Greenwood, \$11.
Vancouver Island, \$11.05.

In setting these prices certain changes in the matter of delivery have been considered, and the prices arrived at accordingly.

Eastern Prices Already in Line With These Figures

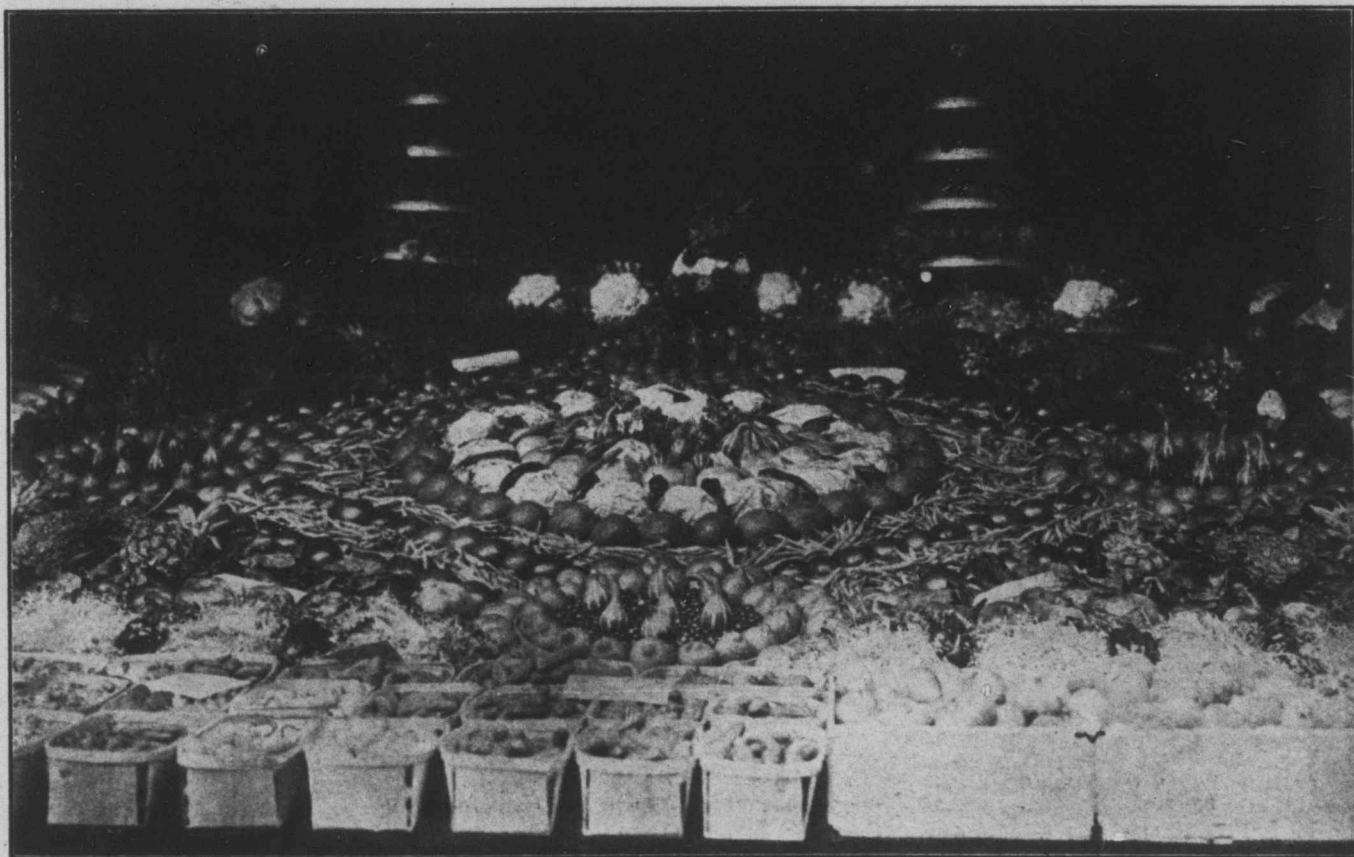
These prices, of course, do not obtain east of Port Arthur. As a matter of fact, in the eastern sections of the country there have been several declines of recent date that has made this setting of a price unnecessary. When the freight rate from Port Arthur, and the incidental handling charges are considered, it will be seen that the \$11.50 figure at present quoted in Ontario is practically figured on the same basis as these Western prices. Mr. Anderson, manager of the Toronto branch of the Lake of the Woods Milling Company, when questioned by the CANADIAN GROCER, stated that he did not expect that this action would have any effect on Eastern prices, from the fact that they were already well in line with the suggested figures. There was no likelihood of any change unless the Food Controller took a hand in the matter, and with prices at their present level, there was no great likelihood of that. Whether there would be any de-

finite action tending toward a setting of a price on flour in the East was a matter on which none of the milling authorities were willing to commit themselves. They were all content to point out that already Eastern prices were on a level at which any setting of price would naturally put them.

CANNED GOODS EMBARGO WILL PROBABLY BE LIFTED IN WEST Mr. Hanna Promises to Lift Embargo in Prairie Provinces

During a visit to Regina, Hon. W. J. Hanna is reported to have made the statement that he would on his return immediately give his attention toward having the embargo on canned vegetables removed from the prairie Provinces. The CANADIAN GROCER has endeavoured to get a confirmation of this statement from the Food Controller's office. But no reply to enquiries has been forthcoming.

Mr. Hanna, who is in the West with some of the directors of the Imperial Oil Company states according to the report that during his stay in that section it had been brought to his attention that, the supply of fresh vegetables throughout the West was very limited, and that the embargo consequently had a tendency to work an actual hardship. Consequently he had made up his mind to urge the abandonment of the embargo as far as its operation in the prairie provinces was concerned. Moreover according to the report he promised to take action on the matter in the very near future.



An attractive suggestion for a Fall window trim.

Oysters Scarce, But Should be Profitable

Reasons For This Year's Scarcity and High Prices—The Necessity For the Merchant Getting Higher Prices—Raising the Price Better Than Lowering Quality—Some Abuses That Have Militated Against the Business in the Past.

WITH the month of September the oyster months of the year have arrived. Of late years oyster farming has taken on many of the characteristics of land farming. The beds are sown in somewhat the same way that the farmer sows his land, and the product is reckoned in acres. Unlike the farmer, however, the oyster man has a long time to wait for his harvest. It is four years from the sowing of the beds before the oyster is commercially valuable. The first year there is little development, the second a little meat develops. The third year the oyster devotes itself almost entirely to the making of its shell, and provides commodious quarters for the coming year. Oysters that are gathered at this time will be very small, running perhaps 500 to the gallon. These cannot be handled to advantage, because they have to sell at a lower figure, and the cost of opening them is higher than in the fully developed oyster. The fourth year is the year when the oyster is at its best. It has filled out the shell and a bushel of shells will probably produce three pints of oysters. This is the oyster at its best, and at its most profitable stage.

Oysters Will be Scarce

This year we are face to face with a comparative scarcity of oysters, that amounts to a real scarcity, as there is no overplus of stock from last year to fall back upon. The reason for this is that from some cause or another the oyster beds were not fully fertilized, and therefore there is likely to be only about a 60 per cent. production.

This, in conjunction with the ever increasing cost charges is producing a difficult situation. There are a number of reasons for these increased costs, mostly, of course, the result of labor conditions, which are unusually acute in the oyster sections, for these sections as well as being the home of the oyster, are also the home of the munition maker, and the worker not unnaturally argues, "why should I work at opening oysters at \$2.50 a day, when I can trundle a wheelbarrow of shells and earn nearly three times the amount." Labor values have been wholly disorganized and all the oyster men can do is to meet these prices or close their packing houses. This is only one of the items that have increased out of all reason, and as a result it is possible even at this early date to be sure that conditions will necessitate abnormally high prices. It is to be remembered though that these are only relatively high prices, that compared with other food products of equal value, oysters provide a very cheap and nutritive food.

Oysters are now beginning to arrive on the market in fair quantities, but it is to be remembered that while the oyster season has opened, oysters, like everything else tend to improve as the season goes on. The first arrivals on the market, while wholesome in every way, have not the quality that they will have a few weeks later. Probably about two weeks from now there will be plenty of oysters to meet all demands and about that time they will be at their best, will be full sized, and fine flavored, and it is then that the merchant will do well to feature this trade.

Taking the Place of Less Perishable Food

With the present tendency to conserve supplies of meat, which must, if the war continues, be a growing tendency, these foods must begin to assume a larger place than has been the case in the past. Fish is every day forging ahead in its bid for public favor, and the merchant who is wise will add the oyster to the list. For one thing, with a little care the oyster can be made one of the most satisfactory lines that the grocer handles. Without that care, or without a scrupulous honesty in handling, the merchant is better without this trade.

Why Oyster Handling Has Not Always Been Profitable

In the past many merchants have started handling oysters and have been surprised that they have not had better results with this business. There is in most cases a good and sufficient reason for this. There has been one abuse that has grown up in connection with oyster sales that has been the strongest argument against a satisfactory business in this line. This has been the all too prevalent habit of watering the oysters.

Unquestionably this is not the most honest of practices, yet many merchants have done it, without considering that it in any way reflected on their business honesty. Merchants who would not consider any deviation from the strictest principles of honest marketing, have looked upon it as a quite legitimate practice. They have salved their consciences by selling the watered product for less. It was not a means of getting an inordinate profit, but rather of permitting a lower price. Whatever the reason, any adulteration of a product, and this is an adulteration, is not a strictly honest practice, moreover, it is not good business, and it is probably the chief reason why merchants who have indulged in this practice have not found the handling of oysters profitable.

Ruining the Flavor and the Keeping Qualities

Water ruins the flavor of the oyster, and in so doing naturally militates

against the popularity of the oyster. It also has a detrimental effect on their keeping qualities. Other merchants have adopted the custom of putting a block of ice in the container with the oyster. Their idea was, of course, to keep them fresher, but this also results in watering the stock and in spoiling the flavor. This point has been dwelt on at some length, because it is a temptation that is going to face the merchant who intends handling oysters, more than ever this year. Oysters, for the reasons noted above, are going to be dear, very dear. It is a fairly reasonable guess that the prices for oysters throughout the whole season will be somewhere about these figures, \$2.85 for the five gallon tins, \$2.90 per two gallon, and \$3 a gallon. This will mean a retail price of from \$1 to \$1.25 a quart. Now that is unquestionably a high price, and the merchant is going to have quite a problem on his hands to make the public realize the necessity of this price. The unwise merchant will probably as usual water the stock with the idea of being able to get a little the edge on the other fellow by being able to sell a few cents cheaper. The wise merchant will not tamper with the goods as he receives them and will trust to the quality of the goods, and the discretion of his customers to bring him the business.

Where Honest Marketing Paid

There is a case where this was proved to be effective noted in the City of Toronto. One merchant who was handling quite a supply of oysters, decided that it was good business to give his customers the best goods he could. So he called in a man who was an expert in oyster handling and asked him how they could be best handled. This expert pointed out the folly of thinning them with water, and showed the merchant how the container should be packed in ice, like an ice cream freezer, though, of course without the salt. Down the streets a few doors away was another merchant who argued as so many merchants are inclined to do, that his customers would not pay the price, so he watered his stock, and supplied them goods at a price that he believed they would pay. By degrees his business began to fade away. Customers did not know the reason, but their senses told them that the oysters in the other store, for which they paid 10 cents a quart more, were actually better value for the money, and certainly seemed to be of a better quality. The result was that the one merchant doubled his trade, and the other lost the trade he had. Yet originally the oysters were of identically the same quality.

(Continued on page 43.)

Growing Business Accounting System

Specially Ruled Books For Bookkeeping—Time to Stop Skating on Thin Ice

By Henry Johnson, Jr.

CANADIAN GROCER,
Toronto, Ontario.

From Ontario I get the following:

Gentlemen,—I am writing you for some advice, for when a man's business increases he must change his methods. Five years ago we sold \$32,000, and have shown a steady increase every year. Last year it was \$64,000, and this year it should be \$75,000.

We employ three men and one girl clerk, but what I want is advice as to keeping my books. I use an account register, from which I take off the total once a month to see the total outstanding. My invoices are checked and each week's bills are put in a drawer and paid at the first of each week and then filed away.

I pay my clerks Saturday night from drawer, keep no account of it; pay insurance, etc., but keep no account of same other than I pay everything by cheque excepting my clerks and express.

I kept account one year of everything, to get a line on my running expenses, but find myself so busy that it is impossible for me to find time to use a cash book and ledger.

Invoice once a year and find out what I make, which has always been very satisfactory, but I feel as if my business is growing to such an extent that I should have a better line on it, and was wondering if I should have a bookkeeper and what should be her duties. At present each clerk uses the register, but I do not see how we could have a bookkeeper use it and make any time, especially Saturdays when I have a force of nine or ten clerks.

I keep an account of each day's sales and subtract the amount paid on account from total taken in, which gives me my cash sales.

If you can give me any ideas I would appreciate it, as I have found a great many helpful suggestions in your paper.

S—&—D—.

You Cannot Keep Your Own Books

Long before I was doing \$60,000 a year I had a complete bookkeeping system and bookkeeper; and it's a cinch that you cannot occupy your time doing the routine work of a bookkeeper and handle your other much more important duties. And yet, so vital is proper accounting in any business that you should instal a proper system even if you had to do all the work yourself, for your entire business perhaps—certainly the work of many years—hangs in the balance.

My own system, which I have not seen equalled for sufficiency and for conciseness, has been described in this department very fully. If you did not follow it at the time, probably the entire set of back numbers can be obtained if you ask for them. If you did follow it, but require additional suggestions on any points, ask specifically about those points

and I shall be glad to elucidate further.

If you were to operate my system yourself, the time required would be from 30 to 45 minutes every morning; but any bookkeeper you hire is apt to take an hour to an hour and a half daily. In any case, the time required is trifling—nothing at all compared with the daily check on your business condition, and the resulting safeguard in event of the ever-present danger of fire, the most serious evil that threatens every merchant 24 hours each day.

Hire a Bright Girl Bookkeeper

Get a bright girl for this job. It matters very little whether she has had bookkeeping experience or instruction; though if she has had an outline course in old-style double-entry bookkeeping so much the better. But get her now, so that she may study with you and work into the system as rapidly as you do.

I suppose you have a cash register, but in any event get an adding machine—a good, efficient one, which prints results on a paper tape. Begin with a small one; for then as you find need for one more elaborate, you can trade in the first one. If you get one that is bigger than you will need for years, all you can do is be sorry afterwards that you put so much money into it.

Begin by putting that girl into a cashier's cage and have her handle all the cash. Put your register into her cage, too, and have her hand out each book to the clerk instead of having him get it himself. This plan will obviate the danger of having the books mixed up, for two will check it instead of one. Have each book as it is returned to her put aside somewhere within the cage where she only can reach it, and let her run up each last charge and carry-over on her adding machine to check it. Then she can file it back into the case. This work she can keep up all day at odd times. As a start, she might re-check each entire book to be sure everything is right. Not unlikely you will "find" enough among the errors to pay good interest on the machine for two or three years. Let me know about this point.

Extended Telephone Service

Have one or more telephone extensions carried to her desk, so she can do the primary operating, both incoming and outgoing. Soon she will take enough telephone orders to more than pay her entire salary.

The cashier-bookkeeper will make up your deposits, keep the bank balance, check your invoices, figure discounts, write cheques ready for your signature, keep your cost book and very soon write your orders. In a month she will be the busiest employee you have, for the duties you can assign to her run into endless detail. And everything she does will

operate two ways: in the safeguarding of your business and in relieving you personally of much you do now. You then can devote your entire time to productive work. I assure you that it will be unnecessary to set her chopping kindling to fill in time!

As soon as you together have mastered the outline of my system, open your books with her and start things running. Every day she will do the regular routine work. Once a month you will post the ledger yourself and take the trial balance. That will use up about 30 minutes of your time one evening a month; and that work will keep you constantly in intimate touch with just what your business is doing.

And remember the great American characteristic motto: "If you want to know, ASK!"

What Books to Get

A Manitoba grocer writes a question which fits in right here:

Dear Sir,—I have read several of your writings in CANADIAN GROCER in regard to books and accounts. I want a set of books for the grocery business and cannot get them started; in fact, I can't find suitable books. Can you purchase the necessary books, ready printed and ruled for me? I am willing to pay a fair price for books of this kind. I feel sure books are made specially for the system you recommend, and you know where to purchase same. I thank you for an early and favorable reply.

Yours truly,

Two books are required—a ledger with large leaf, regular ruling, of 136 pages, and a journal, same size leaf, ruled six columns. You also want half a dozen common counter books, such as are used for pencil entries; or you can use any old waste or discarded books for this same purpose that will fit into your safe. See details of my system, especially the handling of Petty Vouchers.

And, by the way, of course you have a good fireproof safe of fair size? No use to keep books for the purpose of showing clear accounts in case of fire if you are going to allow those books to be burned up.

The books can be purchased of any wholesale stationer. If there is no such concern in your town, write to Butler Brothers, or ask your grocery jobber to pick them up for you. If you have real difficulty getting them, write me again and I'll see that you get them.

NEW LINE OF TOFFEE

A new line of toffee has been placed on the market in Western Canada under the name of Tomlinson's Toffee, which is being made by Tomlinson & O'Brien, a well-known Winnipeg firm of manufacturers agents.

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EDITORIAL BRIEFS

THERE is a commendable business-like foresight about the campaign of the War Production Club for increased agricultural output for 1918. Still it is not a day too soon to start.

LET MARGARINE IN AND KEEP ICE CREAM OUT

AT A meeting to urge conservation of resources, held recently by the women of Port Hope, two subjects were brought up that have been much in the public mind of late.

The first was the question of margarine. Its introduction was urged on the grounds that the prohibitive prices of all fats was proving not only a hardship but a menace to health.

A second resolution urged the government to restrict the sale of ice cream, except for invalids and hospitals during the course of the war. If we are really facing the question of conservation fairly, this would seem a wise suggestion. Every pint of ice cream, must of necessity be made at the expense of the supply of butter and cheese. By its use we are helping to increase the cost of these latter commodities, and of the actual price of milk as well. They are ideas worth pondering.

THE OYSTER SEASON OPENS

THE months with an "R" in their name, are, as everyone knows, the oyster months. Starting with September, and from then right down to the Spring, oysters may be had at their very best. Espe-

cially now is it a good line for the grocer to handle. With the cold evenings at hand, this novelty dish will have a ready demand. The taste for oysters is a growing one, and there are very few people now who do not care for them in some form or another.

They are readily procurable, too, and can be handled in the most modern sanitary way. The grocer who has not been handling them in the past should certainly make up his mind to remedy the mistake at once, before the first novelty has worn off. He will find it a paying venture, and in stimulating this trade will be doing his part to conserve the less perishable foods for times and occasions of greater need.

MR. HANNA IS CONSIDERING

THE Food Controller has some big problems on his hands at the moment, which he is considering. Most people indulge in a little comedy every time Mr. Hanna is reported as having something under consideration. But it is well to remember that the Canned Goods embargo was the result of one of those quiet hours. There are some matters reported to be under his consideration now that it is to be hoped will have even more prompt attention, because their solution would have much more actual effect than the restriction on the sales of canned goods. At least some wise decision might help to ameliorate the conditions of the poor, and that is a problem that someone must face soon if the prices of goods are to be continually increased.

Mr. Hanna has the price of milk under consideration. Let us hope that his action will be as drastic here as it has been in other places. Milk is as high as it ought to go. There is a limit to the price that any government can permit foods of first importance to go, and Milk is one of these foods. J. Arthur McBride speaking at the Iverley Settlement, Montreal, lately made the startling statement, that "The milk dealers who are demanding increased profits must realize that the profits they require are being paid in many cases, by the lives of our much needed infant population. The Montreal Milk Producers' Association, if it increases the price of milk without justification, must be prepared to share the responsibility for the increased infant mortality."

Mr. Hanna has the question of the admission of Margarine under his consideration. Whether he is single-minded enough to defy the interests and permit its introduction at least during the period of the war remains to be seen. It is only one of the many little things that might be done to make the lives of the poor a little easier, and it could be done at the actual expense of no one.

The country has been waiting for Mr. Hanna to justify the Food Controller's office. It would appear that in these two items, if in no other, a prompt and effective action might prove a thorough justification.

THE CLERKS' DEPARTMENT

BARUCH---WALL ST. PLUNGER ON A BIG JOB

Wilson Appreciates the Qualities of Foresight and Insight Which Make for Successful Speculation.

A Napoleon of speculative finance—the coolest and keenest plunger since James R. Keene—that is one view of Bernard M. Baruch, who made half a million dollars on Wall street in the developments coincidental with the famous “leak” about which Thomas W. Lawson made his sensational charges. But there is another view of Bernard Baruch. Those who know Wall street, know that successful operations are not “plunges” in the usual sense, but are transactions based upon astute deductions as to the effect of passing and prospective events, deductions which can only be reached by a thorough knowledge of business conditions and of the public attitude as well as an understanding of individual enterprises.

The second view of Bernard Baruch is quite evidently the one held by President Wilson, who has appointed the astute operator as chairman of the metals and materials purchasing committee of the Advisory Commission of the Council of National Defence—a job controlling the spending of several billions. The choice, no doubt, brought surprise to those who do not know both men intimately. Of their relations and of the career of Baruch, we print the following from the pen of Edwin C. Hill in *Munsey's Magazine*.

Understanding Mr. Wilson fairly well, the knowing ones saw that he was making a characteristically short cut to efficiency, with small regard for what anybody cared so long as he got the man who could secure the results desired—which were a swift mobilization of the metal resources of the country; and at prices suited to Uncle Sam's war purse. Reversing his attitude that nothing good could come out of Wall Street meant nothing to the President, who had found good reason on other occasions for complete about-facing.

Understanding Mr. Baruch sufficiently well, they realized that the President had discovered in him the following cardinal merits—a devotion to Wilson and Wilsonism which approached the idolatrous; a singularly developed faculty for striking through a maze of unessential facts to get at the essential heart of a proposition; a technical understanding of the mining and marketing of metals which had been attained by brokerage experience, by personal inspection of big mining properties, and by long and close study of the industries involved; un-

swerving integrity, and most agreeable personal qualities.

Unquestionably there are hundreds of men in the United States who know more about mines and mining than Baruch knows, but Mr. Wilson could find only one man who combined all the qualifications he desired to see brought to the job of spending billions of governmental money in a very hectic period of the country's history. He understood Baruch, and Baruch understood him. Therefore the appointment was duly gazetted, and Mr. Wilson took an afternoon off to play golf, while he smiled that inscrutable smile of his. The smile that day might possibly have been due to his recollection of Baruch's expressed opinion of Secretary Josephus Daniels—“a really great man whom the country doesn't understand.”

Behind the famous speculator's undeniable equipment for public service stands the appreciative friendship which has existed between him and Woodrow Wilson since before Wilson's first election. In those days Baruch found himself strangely interested in the Southern college professor, about whose head destiny was already flicking its lightnings. With the uncanny prescience which has marked his Wall Street operations, he perceived that Woodrow Wilson was headed for the top. But he hadn't met Wilson, and probably hadn't a notion that he was soon to become one of the President's few intimate friends.

Baruch's Friendship With Mr. Wilson.

It happened just at that time that the College of the City of New York, Mr. Baruch's *alma mater*, invited him to become a trustee. Flinching from any form of public life, he had about made up his mind to decline the honor when his father, Dr. Simon Baruch, counseled him to accept, on the principle that it was a duty which ought not be evaded; and duty is a passion in the Baruch family.

When he came to sit with the trustees of the City College, he got to know William F. McCombs, soon to be the chairman of the National Democratic Committee, and then in the hot flush of devotion to Professor Wilson's fortunes. To Baruch McCombs talked little else than Wilson, who seemed to him, at that time, to combine the grace and wisdom of all the ages.

Mr. McCombs's enthusiasm seems to have moderated subsequently, but that is of no consequence in the present narration. Mr. Baruch's did not. He contributed liberally and without advertisement to the first Wilson campaign fund. When the second campaign came along he cheerfully handed over thirty-five thousand dollars as an original contribution, and then added fifteen thousand to make up the deficit.

In the four years between 1913 and 1917 the friendship between the President and the plunger ripened like wheat

under the sun of Kansas. They were mutually appreciative and complimentary. I believe the President has not been definitely quoted in so many words as to his opinion of Baruch, but Baruch has said this of the President:—

“I believe he is the most Christlike man in America.”

The admiring comparison seems fairly startling as proceeding from a Hebrew, but it is comprehensive and complete when one is told that Mr. Baruch regards Jesus Christ as having been the perfect man, all question of His divinity aside. Mr. Baruch holds that Woodrow Wilson comes nearer to doing the right thing, the wise thing, at all times, than any mortal man has done since Jesus.

And so Baruch is on the job of locating and buying as cheaply as may be whatever metals the United States of America may need in the world's greatest market operation, which is to bull the common stock of democracy up to one hundred per cent., and at the same time to bear the preferred stock of Hohenzollern, Krupp & Co. to a point where that concern must go into the hands of receivers. Considered in that light, the appointment of Mr. Baruch, who has at times been both bear and bull in cyclonic Wall Street operations, may have been an inspired choice. He is at work buying copper, steel, zinc, and all sorts of common and uncommon metals with the all-powerful backing of the President and with every chance to make a record for intelligent and patriotic service. Taking his orders are the great men of the mining and metal world—gentlemen who possess, it may be said in all truth, a very high admiration for Mr. Baruch's character and abilities.

The Baruch Family.

It is certainly worth while to note from what sort of family our Uncle Samuel's boss buyer springs. It is an interesting family. The personality of its members catches the attention.

Its founder in this country, Dr. Simon Baruch, diagnosed the first recorded case of perforating appendicitis successfully operated on. He will probably go down in medical history as author of the epigram, “If in doubt about appendicitis, operate!” His wife, mother of four able sons, a daughter of the Southern Confederacy and a lady of winning charm, is the author of another epigram, which may have been the basis of the success of the Baruch brothers. When Bernard, not yet having found himself, was threshing about and getting nowhere in an effort to become a plain business man, she yanked him out of a wholesale glass house and put him into a brokerage office, saying:

“Bernie must go where the money is!”

Bernie's speed thereafter was so satisfactory to his astute mother and to the entire family that there never arose the slightest question as to her good judgment. He not only got rich himself, but he made all the rest of the family rich. He took one of his brothers from the stage and another from the practice of medicine, united them in a brokerage business, and gave them the necessary shove forward to financial success. Meanwhile he found a place for his youngest brother in the brokerage concern which he had outgrown, and thereby paved the way for that young man's well-earned triumphs.

Behind Bernard Baruch's traditionally Hebraic sense of loyalty and duty to his

family, and behind his shrewd trail-blazing in their behalf, there lay, of course, the potential talent for finance possessed by all the Baruchs. They simply had it in them. The mother got Bernie started on the right track, and Bernie switched his four brothers to the main line. They all went where the money was.

A "Bear" is Born.

The big man of the Advisory Commission of the Council of National Defense opened his eyes for the first time in Camden, on August 19, 1870, so that he will be just forty-seven when this reaches the reader. The records of Wall Street transactions for that day are not available, but surely something out of the common must have occurred in the neighborhood of Broad and Wall at about the hour when the Baruchs' family physician informed Dr. Simon that considerable of a boy had been brought into the world. In the light of what was to happen in the years to come, when Bernie "went where the money was," some portent must have been perceptible in that sensitive company. The bears had the greater reason to take joy, for Bernie has been of their persuasion in most of his bigger deals.

From his very start in life Bernie was a model boy—a definite and living proof that it is actually possible for model boys to make a success in life. His father and mother aver, and are probably correct in averring, that they detected in Bernie very early indications of an unusually keen and direct mind of marked analytical powers. The boy never said much, but what he did say was squarely to the point of any discussion. At ten years of age his faculty for brushing aside the clogging unessentials and for getting swiftly at the facts was perceptible to his elders.

In those days, too, Dr. and Mrs. Baruch laid upon him the injunction of duty to be done, and admonished him that scrupulous honesty was the only worthwhile guiding principle for an American citizen. In later years, when Bernie set up as a broker, he put upon his desk in sight of all customers a photograph of his father, upon which was inscribed:

Let unswerving integrity always be your guide.

That photograph, with the admonition from a wise father, remains the principal ornament of Mr. Baruch's working-desk, wherever he may be.

Bernard Baruch's Early Life.

Young Baruch's college career was one triumph after another. He varied his academic study by pondering at home over books on finance, industrial organization, and railroad statistics. Dr. Simon used to wonder what on earth there was in "Poor's Manual" to interest so absorbingly a boy of eighteen. Subsequently, as destiny had planned, of course, the facts and figures gleaned from those hard-headed volumes were extremely useful to Bernie Baruch. Guided by impulses he could not always understand, he had thoroughly saturated himself with the facts of business and finance.

When he was graduated from the City College, Dr. Simon got him a job with the Whittall Tatum Company, dealers in druggists' supplies, at the attractive salary of three dollars per week. Bernie worked for three or four months, getting nowhere, and displaying no promise of ever getting anywhere. Thereupon his ambitious mother stepped in, informed the family conclave that it was time to send him into the places where money was to be got, and made it possible for Bernie to meet Colonel DeFries, financial editor of the *Mail and Express*. It was through DeFries that Bernie got a job as clerk in the brokerage house of A. A. Housman & Co.

The young man hadn't been with the

Housmans a month before they perceived his extraordinary bent for brokerage and for speculation. He showed instant talent for winning the regard and confidence of the firm's most notable customers, such men as James R. Keene, Edwin Hawley, and the Guggenheims. He worked his head off, and always with a winning smile. His salary of fifteen dollars a week jumped to twenty-five dollars within a few weeks, and then started climbing rapidly.

Presently the Housmans gave him a desk of his own, and he became virtually a member of the firm. As such he conducted big market operations for Keene and other heavy operators of that day, which was in the late nineties. He never revealed a secret. He never took personal advantage of private market information from which his clients did not desire him personally to benefit. It was a time when big deals were frequent—things that might easily have prompted a young man to confidences with the members of his own family; but few persons know less about Bernard M. Baruch's market operations, or how he worked for his large clients, than do his father, mother, and brothers.

Finally he grew too big for the Housmans and branched out for himself. On September 7, 1899, he bought a seat on the Stock Exchange and really began his remarkable career as a speculator—a career marked all through its course by his weird intuition, his uncanny insight as to what investors were most likely to do in certain given circumstances.

No better example of that faculty could be adduced than his selling operations in Wall Street last December, simultaneously with the issue of President Wilson's so-called peace note. Seemingly anticipating what other speculators couldn't grasp, he sold thousands of shares of United States Steel and of other concerns, and profited, by his own testimony, in the sum of \$476,168.47.

When Tom Lawson, of Boston, stirred up the animals with accusations that insiders had benefited by advance knowledge of the peace note, and Congress summoned him to Washington to present his evidence—or, rather, his total lack of evidence—it naturally followed that Baruch, as the biggest plunger of the times, was summoned also, although Lawson had not charged him with deliberately benefiting by a "leak." So Baruch went on the stand for two sessions of extremely interesting testimony, the heart of which was his statement that he didn't "pay much attention to rumors," and that it was his habit to read the newspapers thoroughly and to "grasp the psychological effect of the news."

By correctly analyzing the probable effect of the talk about the possibility of peace, he had sensed such public uneasiness over stocks as would inevitably send the market down. Therefore, he sold, and cleaned up almost half a million dollars. The humor that lies in him prompted his reply to the inquisitor's comment that it was popularly supposed that he had made six million dollars:

"Well, somebody got my share!"

For many years previous to this operation Baruch had startled the Street by his faculty of guessing accurately, or, more properly put, by his talent for accurate analysis of obvious facts. Back in 1901, when Amalgamated Copper, the pet of vast interests, was selling up around 130 and the company was paying annual dividends of seven or eight per cent. Baruch decided that the state of the copper industry did not warrant the Amalgamated in paying such dividends, and that a break was sure to come.

He began to pound the stock, and within three years it was down to 33, paying an annual dividend of only two per cent. Nobody but himself knows how much he made out of that gigantic bear operation. The guess has always been from

two to three millions. Nobody but himself knows what his fortune amounts to to-day. The estimate is anywhere from five to fifteen millions, with most people opining that ten millions wouldn't be far from the correct figure.

In the following years he transacted big deals for Keene, Ryan, Harriman, Hawley, and the Guggenheims. Baruch became the "go-getter" for these captains of finance. It was the era of great consolidation, when the big men of Wall Street were organizing a series of huge trusts and corporations. Because of his intelligence and dependability, the Guggenheims sent him to the West to buy copper-mines, Thomas F. Ryan commissioned him to acquire tobacco companies. Hawley to investigate or purchase railroad properties. He was trusted with hundreds of millions of dollars in these highly responsible tasks. These men were his personal friends, admiring him as well as trusting him.

It was the late Jim Keene who gave him his nickname of "Barney"—a name which he dislikes, but which has fastened itself upon Wall Street habit. His family and friends call him "Bernie," a natural diminutive of Bernard.

About 1912 he practically retired as a day-by-day speculator and became a capitalist, maintaining his office at 111 Broadway; but on occasion, as in the little panic of last December, he has plunged again into the market and hit hard. He quit with the reputation of never having been any man's man.

So little has been known of the personality of Bernard M. Baruch that many persons may not be aware of his fondness for athletic sports and his excellence in several of them. He is a first-rate horseman and a crack shot, and knows how to handle the gloves with the best of the amateur heavyweights. Moreover, he is a fighter when people annoy him excessively. Once in St. Louis, where he went to buy a tobacco company, he was striding through the old Union Station when he happened to tread upon the foot of a burly fellow. Baruch apologized instantly, but the man cursed him roundly. Baruch dropped his hand-bag and punched his abuser so powerfully that the burly one lost all interest in the subsequent proceedings. A friend butted in, as they say in Wall Street, and went down before a swift left hook. Baruch surveyed the two victims of an unsuccessful bull operation, smiled pleasantly, and went on about his business.

His family and friends know him for a perfectly human person, as likable as you please, with a delightful smile, a quick sense of humor, a talent for mimicry that would make him a living on the stage, and a perfectly idealistic devotion to his father, mother, and brothers. Whatever he has is theirs—literally. His generosity knows no bounds.

His philanthropies include large gifts known to none save the beneficiaries and to the members of the Baruch family, large contributions to war sufferers' funds and to the Red Cross, and a hospital given to the City of Camden, South Carolina, in memory of his father.

He is a big chap physically, standing six feet three inches, and possessing the chest of a blacksmith. His hair, very thick and worn rather long, is prematurely gray. His gray eyes are usually twinkling with suppressed humor, as if he knew a good joke that he was keeping to himself; but occasionally they flash keen glances of inquiry or appraisal.

Every so often he takes a vacation, and goes with members of his family or with friends to Hobeaw, his big estate on Winyaw Bay, near Georgetown, South Carolina. This is the same abode of fast-flying ducks that used to delight Grover Cleveland and Commodore Benedict years ago. There, over several thou-

(Continued on page 43.)

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

B. F. Smith, Ltd., a newly incorporated company, at E. Florenceville, N.B., will deal in farm produce and operate butter and cheese factories.

At a public meeting held in St. John on Sept. 13, citizens' committees, one of men and other of women, were appointed to aid the Food Controller by encouraging the conservation of food.

Henry Maher, for fifty years engaged in business in St. John as a retail grocer, died on Sept. 12, at the age of ninety years. He was an alderman and mayor of the Town of Portland before its union with the City of St. John.

The prolonged wet season in the early part of the summer had a deleterious effect on several food products, and the Provincial Department of Agriculture has announced that the potato crop will be thirty per cent. less than last year, in spite of increased acreage, and that winter apples will be less than a quarter crop, with other varieties making even a poorer showing.

Bakers predict an increase in the price of bread in St. John next month. They have been selling the two-pound loaf of plain bread and the one and a half pound loaf of "fancy" bread for eleven cents, and the grocers have been retailing it at twelve and thirteen cents. The bakers say that this price was possible only because they had bought large stocks before the price went up and that the price they will have to pay for flour, under the Food Controller's regulations, will make an increase necessary.

Considerable uncertainty regarding the order-in-council prohibiting the sale of canned goods existed in St. John after notice of its passage had been published in the news columns of the local papers. Some dealers continued to sell, while others refused. Wholesalers and retailers alike were in doubt as to the provisions of the regulation, until one of the local papers published the order in full. Since then the sales of canned goods have practically been abolished. As canned goods of most varieties are scarce on the local market, this has not had as much effect in reducing sales as it would if they were plentiful.

The local increase in the price of milk from ten to twelve cents a quart has gone into effect, as a result of the increased price levied by the producers, but it has not been accepted with equanimity by the citizens. The Housewives' League have expressed their determination to fight the increase, and a meeting has been arranged between the city commissioners and representatives of the producers to discuss the establishment of civic depots for the sale of milk, at cost. The Housewives' League also has

asked the city council to forbid the use of milk and cream for the manufacture of ice cream and for sodawater fountains, but, so far, no action has been taken.

Quebec

G. A. Dubois, grocer, Montreal, has sold stock.

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

John Monahan, of St. Lim, P.Q., visited Montreal this week on business.

A. Chevalier, merchant of Joliet, Quebec, visited Montreal this week on business.

O. Parentau, merchant of St. Pie de Guire, P.Q., was a business visitor in Montreal this week.

Mr. Eaton, vice-president of Eatons Ltd., Toronto, was a business visitor in Montreal last week.

Mr. McCarthy of McDermott & McCarthy, Prescott, Ontario, was a visitor to Montreal this week on business.

Mr. Beer, Secretary to the Food Controller was in Montreal last week on business connected with his department.

Mr. Bowman of Bowman & Co., Chicago, was a business visitor in Montreal last week while on his way to Boston.

Joseph Ostiguy, of Adamsville, P.Q., one of the prominent merchants of this district, was in Montreal this week on business.

From Quebec City on business in Montreal last week were Mr. Simard of the Dominion Fish and Fruit Co., and Mr. Beauchard, Mr. Legare, and Mr. Thibeau, merchants.

Alonzo P. Jones of Alfred Jones, Sons, & Co., Bangor, Maine, was a visitor in Montreal last week, and paid a call at the premises of the D. Hatten Co., wholesale fish merchants.

Amongst business visitors to Montreal this week were Mr. Ricard, Mr. Belland, Mr. Robichoux, and Mr. Begin of Three Rivers, Quebec, and Mr. Pellerin, Merchant of St. Agathe, P.Q.

Mr. Phillips, representing R. Higgins & Co., Boston, was a visitor in Montreal last week. He reports that the crop of oysters in the North will not be as good this year as it was in 1916, and higher prices are looked for.

Ontario

I. Fondeler, Ottawa, has sold out.

G. Perrin, grocer, Ottawa, has sold out.

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

T. A. Morrow, grocer, Tara, suffered fire loss.

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

A. Wilson, grocer, Vars, Ont., suffered loss by fire.

L. C. Vincent, grocer, Toronto, Ont., has sold out.

Mrs. J. Vaughan, grocer, Toronto, has discontinued.

R. N. Everett, grocer, Windsor, Ont., is discontinuing.

J. Thompson, grocer, Welland, Ont., suffered fire loss.

G. Uprichard, Toronto, Ont., has discontinued business.

D. W. Dane, grocer, Toronto, Ont., has sold to D. Woodrow.

W. S. Stewart, general store, Gamebridge, Ont., is dead.

Wm. Scott, grocer, Ford, Ont., succeeded by E. Thorburn.

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

E. McQuatt, grocer, Westboro, succeeded by A. I. Sterling.

R. W. Furry, grocer, Grimsby, Ont., has sold to K. H. Harris.

Mrs. J. T. Elliott, grocer, Toronto, sold to Mrs. E. Johnston.

E. G. Wellwood, grocer, Dundalk, Ont., succeeded by J. E. Richards.

W. F. Nesbitt, grocer, Britannia Bay, Ont., succeeded by W. H. Sully.

R. Graham, of R. Graham & Son, general store, Lakefield, Ont., is dead.

Miss Shisler of Ridgeway, Ont., will open a grocery store in Welland, Ont.

B. Smith, superintendent of Carnation Milk Products Co., at Aylmer, Ont., is dead.

F. M. Davis, general store merchant of Balsam, Ont., has sold business to A. Spears.

Lieut. A. E. Smith, formerly connected with Michie & Co., Toronto, has been killed in action.

Wm. Mander, superintendent of Canadian Cereal & Flour Mills, Limited, Galt, Ont., is dead.

C. H. Cochrane & Co., wholesale coffee, Ottawa, Ont., succeeded by C. H. Cochrane & Co., Ltd.

M. L. Cuthbert, previously secretary of White Wholesale Fruit Company, Toronto, was killed in action.

S. Brownscomb, who has conducted a grocery at Owen Sound for a number of years, has moved to Toronto.

Western Provinces

H. Coventry, grocer, Calgary, Alta., has sold out.

W. M. Stinson, Moose Jaw, Sask., grocer, has sold out.

M. J. Rodgers, general store, Greene, Sask., has sold out.

G. P. Friesen, general store, Laird, Sask., has sold out.

Farmers' Supply Company, Wiseton, Sask., has sold out.

R. Leitch, general store, Sutherland, Sask., has sold out.

Smith & Co., general store, Shaunavon, Sask., has discontinued.

E. Labrosse, grocer, St. James, Man., succeeded by T. Millard.

Freedman & Kluner, general store, Winnipeg, Man., has dissolved.

F. Almond, general store, Eriksdale, Man., sold to Bovill & Maddin.

Lee & Jackson, general store, Keppell, Alta., is opening branch at Vance, Alta.

Cardston Trading Co. is new grocery store commenced business in Cardston, Alta.

F. Meeker has been appointed traveling salesman for Tolford Biscuit Co., of Saskatoon.

Wells & Wellsman, general store, Aylesbury, Sask., has dissolved, N. C. Wells continuing.

John Horn, manager of the Western Canada Flour Mills Co., Ltd., Winnipeg, is on a visit to the Toronto office for an important conference.

L. MacIntyre, vice-president and manager, Paulin Chambers Co., Ltd., biscuit manufacturers, Winnipeg, Man., is dead.

Mr. Burgess of Calgary, connected with Alberta Flour Mills, Ltd., recently visited High River, Alta. New mills in East Calgary are expected to be one of the largest of its kind in Canada, and will cost about \$1,500,000.

L. C. MACINTYRE DEAD

Lachlan C. Macintyre, managing director of Paulin-Chambers Co., Ltd., biscuit mfrs., Winnipeg, died on September 12., at the Winnipeg General Hospital. Mr. Macintyre had been subject to indifferent health for a considerable time, and had been under treatment at the hospital for about a month. He was 67 years of age.

For nearly 30 years Mr. Macintyre has figured prominently as veteran head of the Northwest Commercial Travelers' Association of Canada, of which he was president in 1892, and treasurer since 1896.

Mr. Macintyre was a past-president of the Canadian Manufacturers' Association, and he also figured prominently in lodge work as well as being actively identified with several public institutions. His loss will be keenly felt by his many business associates and friends, particularly by the travelling fraternity from coast to coast.

Born Oct. 5, 1850, near Beaverton, Ont., Mr. Macintyre came to Winnipeg in 1882, and for a time travelled for Turner, McKeand & Co. He then became connected with the Paulin Chambers Co., with whom he has been since continuously connected.

MAKING RED CROSS LINES

Windrum's, Limited, Winnipeg, have taken over the Red Cross baking powder and extracts, formerly made by the Dyson Co., and will manufacture these lines in their own plant. James D. Wind-

rum, who has been vice-president of the Dyson Co. for the past seventeen years, and is still connected with that company, is at the head of the new organization for manufacturing these lines. Basil F. Windrum, son of J. D. Windrum, has charge of the manufacturing end of the business. Recently this firm also took over the Mayer Co., manufacturers of stock remedies. The products of these concerns will be sold to the retail trade in the West through the W. H. Escott Co., manufacturers' agents.

LITTLE BILLIE HANNA

(Adapted from New York Life)

Little Billie Hanna's come to our house to stay,

To make us scrape the dishes clean, an' keep the crumbs away,

An' learn us to make war-bread, an' save up all the grease,

For the less we eat of butter, the sooner we'll have peace.

An' all us other chil'ren, when our scanty meals is done,

We gather up around the fire an' has the mostest fun

A-listenin' to the proteins that Billie tells about,

An' the Calories that'll git you

If

you

don't

watch

out!

An' little Billie Hanna says, when the fire burns low,

An' the vitamins are creepin' from the shadows sof' an' slow,

You better eat the things the Food Folks say they's plenty of,

An' cheat the garbage pail an' give the butcher's meat the shove,

An' gobble up the corn-pone an' veg'-tables an' fish,

An' save yer drippin's an' yer sweets, an' lick clean ever' dish,

An' don't get fresh a-talkin' of what you won't do without.

Or the Calories'll get you

If

you

don't

watch

out!

—Dunnville Gazette

MACARONI IN DEMAND

Montreal, Sept. 20. — (Special.)—In making inquiries amongst a number of retailers in the residential districts of Montreal, it is found they all report better sales of macaroni since the war. It is argued that the consumer finds macaroni a nourishing foodstuff at a moderate cost.

Supplies of macaroni to meet demand have been, as a rule, available, but now and then there have been delays and shortages. Of late supplies appear to have been sufficient, but demand is now reported to be on the increase.

In the past year or two prices have

not advanced seriously, the most recent advance of two cents a pound (at retail) being the most noticeable increase. This has caused some variation in prices amongst retailers even in the same neighborhood. Some are selling the same line at the old price of ten cents for a package containing $\frac{3}{4}$'s of a pound, some sell this package at twelve and a half cents, some at thirteen cents, some even higher, and several sell it at two packages for twenty-five cents.

"MOTOR GROCERY" IN ARKANSAS

The "motor grocery," that is a traveling grocery store, mounted on an automobile truck, has succeeded the peddler's cart in some parts of Arkansas. It carries a larger and more varied assortment of goods than the old peddler's cart; in fact, it is a small edition of the old-fashioned country store on wheels and propelled by gasoline. It brings the store to the farmer and saves him the bother of many a trip to town. The cost of operation is, too, to a large extent, offset by the saving in rent and in clerk hire, and the opportunity to pick up bargains in farm produce by a system of barter is no small factor in the success of the venture.

In the remote farm regions of Arkansas there is said to be great interest and excitement on the day when the motor grocery is due.

New Goods Department

A SCOTCH OAT CAKE

The Robt. Gillespie Co., Winnipeg, have recently placed on the market a new Scotch oat cake. The package has a tartan design on it as will be seen



from the accompanying illustration. The manufacturers feel that oat cakes will help to take the place of white bread, as suggested by the Food Controller, which explains the principal reason for its appearance.

Fish Canning Industry in Norway

Interesting Process of Canning Sardines and Herring —
Norwegian Industry Developing Rapidly—Headquarters
Near Large European Distributing Centres.

SOME interesting information concerning the fish-canning industry in Norway has come to hand recently, in which particular attention is paid to the sardine and herring canning.

The centre of the fish-canning industry in Norway is at Stavanger, on the southwest coast, and its location near such large markets as London and Hamburg makes it a good distributing centre for Europe. Shipments can also be conveniently made to Canada, Australia and South Africa as well. The fish are often caught above the Arctic circle, several days' journey from Stavanger, canned by branch factories in the vicinity and finally brought for sale to the storehouses of the main factories at Stavanger.

There are about 80 factories now engaged in the canning of fish and fish products in this district. A year ago there were only about 60 and in 1911 there were less than 40, so the industry has been developing rapidly in recent years. The most important fish canned are the sardines and herring. The canning season for sardines lasts from about June to January during which time the fish are at their best. The canning of fat herring covers nearly the same period as that of sardines while the canning of spring herring is during February and March when the fish are caught. Fish balls and other fish products are canned at all times of the year but principally when the factories are not busy canning sardines.

Large shipments are made throughout the year as the fish are of fine quality after standing for a time in the oil and spices in the cans. Some shipments are made by the larger firms as long as two years after the fish are canned.

Prices and Materials Used in Canning

The fish are purchased in Stavanger by the factories at from \$1.88 to \$2.68 for quantities equal to 22 quarts for the bristling used in canning sardines. The herring are purchased usually for about 54c less than the bristling.

The tin used for cans is nearly all purchased from Swansea, Wales, though some shipments are also received from America. With high freight rates and war prices prevailing, prices of the tin plate in cases of 216 pounds is now about \$21.90 per case.

Olive oil and tomato puree have also advanced considerably in price, but are indispensable in the fish canning industry. Nearly all the factories make their own cans though there are four large can making plants in the city. Several of the factories make their own cans, keys, labels, nails, rubber bands, etc. Very little solder is used in any of the canneries, none being used on the sar-

dine cans and none on the others except a very little where the key opens the can.

Catching the Sardines

The canning of sardines is a very interesting process and some details are given herewith. The fish used for the canning of Norwegian sardines is that known in Norwegian as "bristling" and in English as "sprat." A lower grade of sardine is put up from the small herring or "mussa" or from a mixture of these with bristling. These fish are from 3½ to 5 inches in length.

The summer fishing season lasts from about June 1 until October 15. During this season the bristling or mussa are caught in the fjords where they are driven by the whales.

They are caught in large seine nets, which are carried out around the fish by small boats, the ends of the net being drawn to shore by the motor boats. As this is the spawning season the fish are left in the nets three days before being taken out of the water, so that their condition may be perfect for canning. The winter fishing season for these fish begins about November 1 and lasts until in January. The fish are usually taken up at about 4 o'clock a.m. They die when taken from the water and are brought to the factories by steamer the same morning between 6 and 7 o'clock. If fish are caught a longer distance from the factory, they are usually taken up in the evening and brought to the factories the following morning. The city's health department inspects the factories daily to be sure that only fresh fish are canned, but there is no official chemical laboratory and no further official inspection of the goods sent out.

Methods Followed in Treating and Canning

The first thing done with the fish in the canning factory is to put them through a thorough washing process in large tubs. They are then packed in other tubs in brine. After remaining in the brine from 20 minutes to a half hour they are taken to another department and placed on tables. Here they are placed in long rows of little grooves in which a wire rod is run through the eye of each fish. Each rod, with 22 fish on it is then hung on a flat frame, 30 rods on each frame, making 660 fish on a frame. Ten of these frames are then placed one above the other, with the 6,600 fish hanging from them, in a crate or larger frame. This is wheeled into one of the many smoking ovens, where the fish are smoked for 30 minutes or so, the length of time depending upon the condition of the fish. They

should be lightly smoked and cooked, but not enough to brown them, as the fine silvery finish must be retained for canning.

The fish are then taken from the smoking ovens to the cutting machine, where their heads are cut off by a machine. The fish are then sorted by hand ready for packing in the cans in uniform sizes. A small quantity of olive oil is deposited in each can by a machine. Girls then pack the fish in the tins or cans by hand.

When the fish have been packed they are inspected to see that there is enough oil in each tin, and that the fish are nicely picked. Before the lid is put on the can it is put through a machine that places a small rubber band inside the lid. The lid-fastening machines then clasp and hermetically seal the lid on the can. Each of these machines, attended by one man, will cover and seal 6,000 cans a day. No solder is used in covering and fastening the lids nor in making either lids or cans.

The cans are then sterilized by intense heat, varying according to the size of the can.

Later the cans are labeled, the key inserted, the tins wrapped in paper and packed 100 to the case.

For all fish not packed in oil, tins laquered inside are used. This is to prevent corrosion of the tin. The oil of itself prevents corrosion.

Wages Paid the Employees

Almost all the labor in the factories is paid on the basis of piece work. Most of the girls who handle and pack the fish are able to make in the busy season as much as 5 crowns (\$1.34) per day and during most of the year they average about 3 crowns. The unskilled men employees average from 5 crowns (\$1.34) to 6 crowns (\$1.60) per day, and skilled operatives on the machines average \$2.15 to \$2.65 per day. The scale of wages is liable to change any time to suit the unusual high cost of living caused by the war.



FRUIT EMBARGO WILL NOT BE LIFTED

In a despatch from the Colonial Secretary, received by the Canadian Government, regret is expressed that it is impossible for him to give a favorable answer to the request from Canada for the removal of the embargo against Canadian fruit in the United Kingdom. While expressing the greatest sympathy with the desire of the Dominion Government to alleviate the position of Canadian fruit growers, the Colonial Secretary sees no prospect of obtaining relaxation from the present prohibition, under the existing circumstances. The difficulties of finance and tonnage are the main factors to be considered, and these make it necessary that the whole of the resources of Great Britain be devoted to maintain the supply of essential foodstuffs, such as wheat, bacon and cheese.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE grocery market during the week was one devoid of any sensational changes. Butter was strong on all markets with no indication of any easier feeling. Eggs on the other hand showed an easier feeling owing to a lighter export demand in conjunction with a good supply. Cheese prices are steady, and as any change in the standard price is unlikely at this time, there is no likelihood of any variation in this price for some time.

Prices in canned goods have shown no variation, other than a slightly stronger feeling in sockeye salmon. The report that the cheaper grades of salmon are running again, and there is a possibility of a better pack, has given a certain unsteadiness to these lines, though these reports are not authentic enough as yet to result in any decline. The probabilities of the tomato and corn pack are far from satisfactory. The pack of tomatoes to date has been very light, and only a fractional pack can be expected. There is a suggestion of probable decline in corn syrup from some sources, owing to the heavy corn crop, but no definite change has been noted. The coffee market has been active during the week, with a very slight change in favor of lower prices. Mocha coffee is practically unobtainable. Spices are reaching almost prohibitive prices in most lines. Cloves advanced strongly during the week on the primary market, which has led to a stronger feeling in the secondary markets, though no actual change has taken place. The sugar market is practically dormant, pending some more definite arrangement on the American market. Transactions have been extremely light, and such as there have been have represented mostly sales from second hands.

Flour seems to be settling down to a more steady tone. The millers seem to be generally of the opinion that the present price is quite in conformity with the set price on wheat, and that therefore this price is likely to be more or less standard.

QUEBEC MARKETS

MONTREAL, Sept. 18.—Without especial feature this week, the markets of the Province of Quebec in general are steady and firm in tone. Butter is amongst the advancing commodities. There is a firm tone to provisions generally this week. Eggs are steady, but cheese is a shade higher to the retailer, and honey and maple products are up. Fish are firmer. Fruits show the season's changes, and vegetables follow the trend of supply and demand closely. There is a good deal of firmness in spices, and cloves are very scarce. Tea—black tea especially—promises further advances. Beans are easier. Molasses has come to the bottom of the supply in many cases, but New Orleans molasses may help out. Nuts go firmer, and the shortage of canned salmon is considered serious by jobbers. Sugar is steady, and dried fruits are in dull market at present. Business in general is reported normal, and improving, especially in flour, which is easier following Government action.

Sugar Market Is

Still On Firm Side

Montreal.

SUGAR.—There is a feeling on the market now that sugar will probably stay steady for a time at the present high prices, and that there may be declines in a month or so. This is only a general idea, and refiners are not inclined to add weight to it, as sugar is a most unpredictable commodity. But the demand, which threw a heavy strain on resources of production, is now being fully met, and the condition of strain is removed to a fair extent. Still reports are that raw sugar will be no easier to obtain during the forthcoming months, and this inclines to the view that refined will keep firm. The market is firm at present, and, in fact, a line not regularly quoted, but of interest in Quebec market circles—Barbadoes raw sugar—has advanced half a cent to 8c a pound.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 00
Acadia Sugar Refinery, extra granulated.	9 00
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 05
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 8	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

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

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

Percentages Of Salmon Pack Small

Montreal.

CANNED GOODS.—Figures showing the percentage of salmon pack, as set forth by the B. C. Packers, are most disquieting to the wholesalers, as the shortages are very marked indeed in some important lines. Sockeye show 8 per cent. talls, 20 per cent. flats, and 35 per cent. half flats. Red Spring, 8 per cent. talls, 35 per cent. flats, and 30 per cent. halves. Cohoes, 10 per cent. talls, 50 per cent. flats, 40 per cent. half flats. Pinks, 50 per cent. talls, 100 per cent. flats, 100 per cent. halves. Chums, 25 per cent. talls, 100 per cent. halves. White Springs, 30 per cent. talls, 100 per cent. flats, 100 per cent. half flats. Deliveries are being made of canned goods, but retailers are not selling yet to consumers while the embargo endures. Tomatoes are shaded. Gallon apples are higher. Beans are also higher. More activity in canned goods may be anticipated next month.

Salmon Sockeye—

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

Canned Vegetables—

Tomatoes, 3s	2 25	2 35
Tomatoes, U.S. pack	2 25	2 25
Tomatoes, 2 1/2s	2 20	2 30
Peas, standards	1 75	1 75
Peas, Early June	1 80	1 80
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 10	2 25

Spinach (U.S.), 3s	2 30
Do., (U.S.), gallons	10 00
Corn (on cob, gal. cans, doz.)	8 50
Red raspberries, 2s	2 25
Strawberries, 2s	2 75
Blueberries, 2s, doz.	1 35
Pumpkins, 2 1/2s	1 60
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	6 00
Apples (gallon)	4 50
Peaches, 2s (heavy syrup)	2 00
Pears, 2s (heavy syrup)	2 45
Pineapples, 1 1/2s	2 25
Strawberries (new crop), heavy syrup, 2s	2 95
Strawberries (new crop), group "B"	2 87 1/2

Dried Fruits Show Steady Firmness

Montreal.
DRIED FRUITS.—There is very small demand for dried fruits at present, due, it is believed by some wholesalers, to the high prices prevailing. Yet from the primary markets come hints of even higher prices, and the tendency of this market is still firm. Greek currants continue to tantalize the importer with hopes that there may be supply, but small business can be done on hopes, and though supplies are almost certain to be available, it is necessary to have more definite prospects before these currants come into active market again. Very little of note has been developing since last report as to California dried fruits. Evaporated apples are higher in price this week, and are in very firm toned market, with chances of being still higher. Fifteen cents per pound is the price quoted for these.

Raisins—

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

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

Nuts Advance In Various Lines

Montreal.
NUTS.—As consistently predicted in CANADIAN GROCER for the past few months, the market for all kinds of nuts is steadily advancing. This is due both to crop conditions and to the difficulties of getting the goods across the seas. Some of the most recent advances which have reached the market most interesting to the buyer in the retail trade are forthcoming this week. Grenoble walnuts are up to 19c and 20c. Sicily filberts are at 20c to 21c. Tarragona almonds also 20c to 21c. The whole tendency of the nut market is towards higher prices. Demand is not exceptionally active in the main, though Jewish holidays have had their usual effect in stimulating call for various nuts.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 40	0 42
Almonds (Jordan)	0 70	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 16 1/2	0 18
Filberts (Sicily), per lb.	0 20	0 21

Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15 1/2	0 16 1/2
Peanuts, "Diamond G"	0 13 1/2	0 14 1/2
Peanuts (coon), per lb.	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.	0 16 1/2	0 17
Pecans (new Jumbo), per lb.	0 21	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	0 40	0 40
Pecans (shelled)	0 30	0 30
Walnuts (Grenoble)	0 19	0 20
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags	0 18	0 16
Walnuts (California), No. 1	0 24	0 24
Cocoanuts, 100 size, per sack	7 50	7 50

Molasses Scarcity Well Developed

Montreal.
MOLASSES, ETC.—Some wholesalers are completely sold out of Barbadoes fancy grade molasses. Contracts made early in the season were filled duly, but now there is little or no molasses to dispose of. Fortunate buyers who came early into the field have the satisfaction to-day of taking delivery at prices well under present current quotations (which are sometimes exceeded). It will be recalled that CANADIAN GROCER has consistently reported the shortage of molasses and the inevitable advances in price. Some New Orleans molasses is arriving in Montreal. Fancy grade quoted to the retailer at 70c per gallon in barrels only. This is a good molasses, but different in flavor from the Island product. Corn syrups are steady at present prices (ascertainable from lists in end of this paper), and may remain so for some weeks, according to present indications.

Prices for Fancy, Choice, Island of Montreal

Barbadoes Molasses—	
Punchoons	0 83
Barrels	0 86
Half barrels	0 88
For outside territories prices range about 3c lower.	
Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Cane Syrup (Crystal Diamond)—	
2-lb. tins, 2 doz. in case, per case	0 18
Barrels, per 100 lbs.	0 18
Half barrels, per 100 lbs.	0 18

Bean Crop Rumors Hint At Damage

Montreal.
BEANS.—Some new Quebec beans have reached certain wholesalers in sample, and the reports are towards a considerable and good bean crop in Quebec Province. The samples shown so far are of excellent appearance and quality. It is expected that the price of Canadian hand-picked beans will be found around \$6.60 per bushel as the season develops. Just now higher prices are being asked and the prices to retailers, though lower than formerly, are still at high levels. News of frosts in Ontario and Michigan has been disconcerting this week as far as bean crop prospects in those sections are concerned, but it is hoped that the damage is not as bad as has been reported. The Ontario Government August estimate of 13.4 bushels to the acre of beans still holds so far.

Beans—

Canadian, hand-picked	10 50
Canadian, 3-lb. pickers, per bu.	9 50
Canadian, 5-lb. pickers	7 40

Michigan, 3-lb. pickers	10 00
Michigan, hand-picked	10 50
Yellow Eyes, per lb.	0 14
Rangoon beans, per bush.	7 50
Lima, per lb.	0 20
Chilean beans, per lb.	0 14 1/2
Manchurian white beans, lb.	0 15
South American	5 20
Peas, white soup, per bush.	5 00
Peas, split, new crop, bag 98 lbs.	11 00
Barley (pot), per bag 98 lbs.	6 25
Barley, pearl, per bag 98 lbs.	7 50

Rice Steady, But Strength Expected

Montreal.
RICE AND TAPIOCA.—While the prices for rice remain as quoted last week, there is a feeling that advances are in the near future. Shipping conditions have a bearing on the situation largely. News from American sources of supply does not point especially to strength, but the American grown rice would firm in sympathy with imported rice should the expected firmness develop. Meantime demand is normal for the season, and supplies are sufficient. Tapioca is very firm, and with every indication of higher prices to come.

"Texas" Carolina, per 100 lbs.	9 50	9 90
Patna (fancy)	10 15	10 15
Real Carolina, per 100 lbs.	10 50	11 50
Patna (good)	9 40	9 40
Siam, No. 2	7 25	9 15
Siam (fancy)	8 40	8 40
Rangoon "B"	7 89	7 89
Rangoon CC	7 60	7 60
Tapioca, per lb.	0 14 1/2	0 15
Tapioca (Pearl)	0 13 1/2	0 15

Coffee Steady Still: Cocoa is Quiet

Montreal.
COFFEE.—There has been no change in market for coffee locally, and the indications are still to great steadiness. Prices as previously quoted are maintained. Demand has begun to improve owing to colder weather. The higher market for tea is also stimulating to some extent as to coffee though coffee is still regarded in many quarters as a luxury beverage. But the temperance movement throughout the Dominion having an effect in making coffee popular as well as tea. Cocoa is still in steady market, and there is also improved demand noted due to the colder weather of the approaching fall.

Coffee, Roasted—

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 28	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19 1/2	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market Firm Advances Likely

Montreal.
TEA.—With conditions affecting the tea market all apparently unalterable during the present stages of the war the market continues firm. There has arisen lately even a prospect of further strength. Freight rates are to advance for black teas within a few weeks, and this will mean four cents at least per

pound advance. The new freight rate is to be 20 cents to Vancouver. The teas subject to this increased freight cannot be on the market until December, however, but that month may see the advances occasioned. Japan teas are now revealing their condition of scarcity due to crop shortage, more markedly. The market is almost bare of first quality grades. Desirable grades are realising higher prices in consequence, and are in good demand everywhere. China teas will make small showing on the market this season. Javas are being spoken of more, and favorably as improved in quality.

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

Cloves Promise to Be Very Scarce

Montreal.

SPICES.—The feature of the market in spices locally is the matter of cloves. These have risen so high to the importer that although wholesalers may still be selling at the prices quoted below, one large firm is refusing to part with any cloves in competition with these prices. To import, cloves are costing actually as high as 47 cents, and the scarcity continues. Cloves are at their highest price in New York since 1871. Peppers are steady and firm. Mace is quiet. Nutmegs have been in better demand by large merchants meaning a reduction of spot stocks which cannot be easily replenished. Cassias are advancing. Gingers are steady. Seeds and herbs (especially carraway) are in sharp demand and likely to advance further.

	5 and 10-lb. boxes	
Allspice.....	0 16	0 18
Cassia.....	0 25	0 30
Cayenne pepper.....	0 28	0 35
Cloves.....	0 40	0 45
Cream of tartar.....	0 60	0 65
Ginger, pure.....	0 25	0 25
Ginger, Cochin.....	0 30	0 35
Ginger, Jamaica.....	0 30	0 35
Mace.....	0 80	1 00
Nutmegs.....	0 40	0 50
Peppers, black.....	0 35	0 38
Peppers, white.....	0 38	0 40
Pickling spice.....	0 22	0 25
Turmeric.....	0 21	0 23
Cardamon seed, per lb., bulk.....	2 00	
Carraway, Dutch, nominal.....	0 75	
Cinnamon, China, lb.....	0 22	0 25
Cinnamon, per lb.....	0 35	
Mustard seed, bulk.....	0 25	
Celery seed, bulk.....	0 48	
Shredded cocconut, in pails.....	0 21	0 23
Pimento, whole.....	0 12	0 14

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

Lemons Drop In Price: Demand Off

Montreal.

FRUIT AND VEGETABLES. — Lemons broke the record for price declines dropping four dollars this week to \$4.00-\$4.50 per crate. Demand is now much reduced for lemons the summer call for these being over. Montreal melon is at \$7.00 a basket of twelve still, probably the lowest for the season which will soon be over. Tomatoes keep at

steady levels. Potatoes are down to \$1.75 for 90 lbs. A great quantity of potatoes has been raised in vacant lots this fall, but demand for potatoes from dealers will probably be found little affected after the winter sets in. Beets, carrots and turnips are in demand at a dollar a bag. Curly lettuce is now 30 cents a dozen. Egg plant a dollar a dozen. Cucumbers are 25 cents a doz. No more cherries are offered, but apples are coming on to the market in fair supply and quality, not, however, up to the best records so far. Peaches are still available at 90 cents for a small basket. Beans both wax and green, are up to \$1.50 bag.

Bananas (fancy large), bunch....	2 75	3 50
Oranges, Valencia (lates).....	4 50	5 00
Grape fruit.....	2 75	3 50
Lemons.....	4 00	4 50
Pineapples, Cuban, crate.....	4 50	
Pineapples (Cuban), 24's, each.....	0 75	
Cantaloupes, crates, 45's.....	6 00	
Apples (in boxes)—		
Winesap.....	4 00	
Ben Davis.....	4 00	
Apples, new, U.S. bkt.....	3 50	
Apples, new, Montreal (in bbls.)—		
No. 1.....	6 00	
No. 2.....	4 50	
No. 3.....	3 50	
Apples, new, Canadian, 11-qt. bkt.....	0 50	
Cauliflower, per doz. bunches....	1 00	1 25
New corn, crate, doz.....	0 15	0 20
Celery, Canadian, per doz.....	0 50	0 75
Onions, Australian, sack 100 lbs.....	6 00	
Onions, Canadian, new, doz. bun.....	0 50	
Onions, Spanish, ½ crate.....	2 25	
Spanish onions, large crate.....	4 00	
Potatoes (new), bbl.....	4 50	5 00
Potatoes, new, bag.....	2 00	
Potatoes (sweet), per hamper.....	4 00	
Carrots, bag.....	1 00	
Beets, bag.....	1 00	
Parsnips.....	2 00	
Peas, Canadian, bag.....	1 00	
Turnips (new), bag.....	1 00	
Lettuce, curly, per doz.....	0 30	
Lettuce, head, doz.....	0 75	1 00
Rose tomatoes.....	1 50	
Tomatoes (Montreal), box.....	0 50	1 25
Horseradish, per lb.....	0 25	
Cabbage (Montreal), doz.....	0 30	0 50
Beans, wax, bag (Montreal).....	1 50	
Beans, green, bag (Montreal).....	1 50	
Peas (new, Montreal), bag.....	1 00	
Leeks, per doz. bunches.....	1 00	
Parsley, doz.....	0 25	
Mint, doz.....	0 50	
Watercress, doz.....	0 40	
Spinach (Canadian), box.....	0 50	
Rhubarb, per doz.....	0 25	
Eggplant, per doz.....	1 00	
Garlic (Canadian), lb.....	0 15	
Endive (Canadian), lb.....	0 25	
Cucumbers (Montreal), doz.....	0 10	0 20
California plums, box.....	2 75	3 25
Do., peaches, box.....	3 00	
Peaches (Can.).....	0 90	
Montreal melons, bkt., 12's.....	7 00	
Pears, box.....	4 25	
Peppers.....	3 50	
Marrows, per doz.....	0 75	

Fish in Demand But Sea-Fish Scarce

Montreal.

FISH.—With three fall "Ember Days" during the week, and Tuesday a meatless day, fish business certainly reached a climax of activity this week. Unfortunately supplies have not been coming forward as was expected at first. From both oceans news comes of equinoctial gales which have interfered with fishing, and for this reason all kinds of sea fish have shown small advances. On the contrary lake fish are very plentiful. Operations are going on in every lake in the West, and supplies should prove abundant. Mackerel which has been

scarce up to now is arriving in good supplies. A few smelts, sword fish, etc. have also been coming in. These are at the same prices as last week. Lobsters owing to the extension of fishing season are more abundant. These are the opening days of the oyster season, but the demand so far has not been up to the average. True the cost of the commodity has been raised by the producers, the reason given being that labor is very uncertain and cost of materials has increased from 200 to 400 per cent. It is evident that the prospects are not very encouraging, and that high prices are likely to prevail. The shell oyster season starts in this country on October 1st. Many enquiries are forthcoming as to supply, but meantime reports from producers are conflicting.

SMOKED FISH

Haddies.....	0 11
Haddies, fillet.....	0 16
Digby herring, bundle of 5 boxes.....	0 90
Smoked boneless herring, 10-lb. box.....	1 50
Smoked eels.....	0 12
Smoked herrings (med.), per box.....	0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.....	\$10 00
Salmon (Labrador), per bbl.....	21 00
Salmon (B.C. Red).....	20 00
Sea Trout, red and pale, per bbl.....	15 00
Green Cod, No. 1, per bbl.....	14 00
Mackerel, No. 1, per bbl.....	21 00
Codfish (Skinless), 100-lb. box.....	10 00
Codfish (Skinless), bkts. "Ivory" Brd., lb.....	0 10
Codfish, Shredded, 12-lb. box.....	2 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.....	0 30
Prawns, Imperial gal.....	3 00
Shrimps, Imperial gal.....	2 50
Scallops.....	3 00

FRESH FROZEN SEA FISH.

Halibut.....	19	20
Haddock, lb.....	07	08
Mackerel.....	14	
Cod steak, fancy, lb.....	9	
Salmon, Western.....	16	
Salmon, Gaspe.....	24	

FRESH FROZEN LAKE FISH.

Pike, lb.....	0 10	0 12
Perch.....	0 13	
Whitefish, lb.....	0 10	
Lake trout.....	0 14	0 16
Eels, lb.....	0 25	
Dore.....	0 14	0 15
Smelts, No. 1.....	0 15	
Smelts, No. 1 large.....	0 20	
Oysters—		
Ordinary, gal.....	2 00	
Malpeque oysters, choice, bbl.....	13 00	
Malpeque oysters (med.), bbl.....	12 00	
Cape Cod shell oysters, bbl.....	13 00	
Clams (med.), per bbl.....	9 00	

FRESH FISH

Haddock.....	0 08	0 09
Steak Cod.....	0 10	
Market Cod.....	0 07	0 08
Carp.....	0 10	0 11
Dore.....	0 16	
Lake trout.....	0 14	0 15
Fike.....	0 10	0 11
B. C. Salmon.....	0 21	0 22
Gaspereaux, each.....	0 05	
Western Halibut.....	0 20	0 22
Eastern Halibut.....	0 20	
Flounders.....	0 10	
Perch.....	0 09	
Bullheads.....	0 12	
Whitefish.....	0 14	0 15
Eels.....	0 10	
Brook trout.....	0 30	
Mackerel (large), each.....	0 20	
Mackerel (medium), each.....	0 18	
Sword fish.....	0 16	

ONTARIO MARKETS

TORONTO, Sept. 19.—The market during the past week in all grocery lines has been one devoid of any startling features. Most of the staple lines have remained at a steady price. Teas show an indication of a stronger feeling as do also coffees, but neither of these items show any change of an unusual nature. Eggs are beginning to show an easier tendency owing to a light export demand and the fact that the cold storage buyers have all that they can handle. Butter is in a strong position.

The indications of the pack of corn and tomatoes is anything but encouraging, and some doleful prophecies are being made as to the probable scarcity of these goods. There is no likelihood of a price being quoted in these lines for a couple of weeks to come. General business during the week is reported to have been of a very satisfactory character.

Waiting Market On Sugar Pending U.S. Action

Toronto.

SUGAR.—Sugar refiners have adopted a waiting attitude with regard to sugar. The trend of sugar prices depends entirely on the attitude adopted by the U.S. market to the recent set prices. The meltings of the past week have been unusually heavy, some 60,000 tons, many such weeks would make a very serious inroad into the available supply, and would seem to suggest the possibility of higher prices. At the present however, all the usual indications, have ceased to be effective, owing to the fact that the American food controller has overridden some of the natural marketing conditions, and it will be necessary to arrive at some adjustment, before future conditions can be forecast with any degree of certainty. As a result, buyers are largely staying out of the market, and buying only from hand-to-mouth. Such transactions as are taking place are mainly through second hands, jobbers disposing of stocks already on hand. The jobbers mainly are purchasing only what they require to meet their immediate needs.

There has been no indication during the week that would suggest any immediate change in price.

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

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

Spanish Layer Figs To Arrive

Toronto

FIGS, PACKAGE PEAS, SARDINES, AMMONIA.—Quotations have been received for Spanish layer figs to arrive. They are in 10 pound boxes and are quoted 2 inches \$2, 4 inches \$2.40. H and L. Package peas, 48's have shown a most decided advance going from \$4.80 to \$5.60. Crossed fish sardines are quoted at \$21.50 in case lots and \$22 in broken lots. Snowflake ammonia has advanced from \$1.55 to \$1.70.

Molasses Unchanged; Showing Stronger Feeling

Toronto.

MOLASSES AND SYRUP.—The general indications in molasses are all toward greater firmness. The quantity available is very limited and with a fairly brisk demand, prices have shown a decided tendency to strengthen. There has been no change in prices noted to date though the low range has in many cases been advanced. The difficulties of transportation from the centres of production is the greatest element in keeping prices decidedly firm.

Barrels, per lb.	0 07 1/2
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, 1/2 doz. to cs.	5 25
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/4c over bbls.	
Cane Syrups—	
Barrels, first grade	0 06 1/2
Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80 5 50
Molasses—	
Fancy Barbadoes, gal.	0 80 0 82
West India, 1/2 bbls., gal.	0 48 0 50
West India, 10-gal. kegs.	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00
West Indies, 1 1/2, 48s	4 40
West Indies, 2s, 36s	4 25

Tomatoes And Corn Prices Not Yet Out

Toronto.

CANNED GOODS.—Rather gloomy forebodings are the rule with regard to the balance of the pack of canned goods. The cold weather that has prevailed for some time past has had, as far as can be judged at this juncture a rather disastrous effect. The vines in many places have been killed or rendered sickly, and are therefore not producing more fruit, and in some instance the fruit already on the vines is not ripening. The first ten days pack of tomatoes showed only 3 per cent. of the average pack. If this is in any way a criterion the rather pessimistic estimate of a 25 per cent. pack may be justified. Corn too has felt the effects of the cold weather and has been affected, though to what extent it is early as yet to judge. Peaches and apples will also be light.

In canned salmons, there is a tendency to greater firmness in the Sockeye brands as well as in cohoes. There is a rumor from the Coast that the poorer grade salmon have once again begun to run, and it may possibly be that there will be a better supply of these than was at first expected.

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

Salmon—		
Sockeye, 1s, doz.	3 60	3 85
Sockeye, 1/2s, doz.	2 15	2 25
Chums, 1-lb. talls	1 95	2 25
Do., 1/2s, doz.	1 35	
Pinks, 1-lb. talls	2 15	3 25
Do., 1/2s, doz.	1 25	1 30
Cohoos, 1/2-lb. tins	1 60	1 75
Cohoos, 1-lb. tins	3 25	
Springs, 1-lb. talls	3 15	
Lobsters, 1/2-lb. doz.	2 85	3 25
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2 1/2s	2 50	
Peas, standard	1 72 1/2	1 75
Peas, early June	1 80	1 82 1/2
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn; 2's, doz.	2 10	2 25
Pumpkins, 2 1/2s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Apples, gailons, doz.	4 75	
Pineapples, 2s	2 45	2 95
Jam, raspberry, 16 oz., doz.	2 90	3 05
Do., black currant, 16 oz.	2 65	2 95
Do., strawberry, 16 oz.	3 00	3 05
Strawberries, 2s, doz.	3 65	4 25
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	
Black currants, doz.	3 45	
Red currants, doz.	3 45	
Raspberries, doz.	3 45	3 50
Cherries, 2s	2 75	2 90

Growing Scarcity Dried Fruit Lines

Toronto.

DRIED FRUITS.—There has been little change in these lines during the week except in the matter of a growing scarcity. English peels are practically off the market. Where they are available they would range in price about 4 cents a pound higher than the American commodity quoted. Prunes are very scarce indeed with some of the counts not offering at all. There is the same scarcity noted in dried apples and apricots. Australian currants show a slightly easier figure.

Apples, evaporated, per lb.	
Apricots, choice, 25's, faced.	
Candied Peels, American—	
Lemon	0 25 0 26
Orange	0 29
Citron	0 30 0 35
Currants—	
Filiatras, per lb.	
Australians, lb.	0 23
Dates—	
Excelsior, pkgs., 3 doz. in case	3 90
Dromedary dates, 3 doz. in case	4 50 4 75
Figs—	
Taps, lb.	0 05 1/2 0 06
Malagas, lb.	0 10
Prunes—	
30-40s, per lb., 25's, faced.	0 16
40-50s, per lb., 25's, faced.	0 15 1/2
50-60s, per lb., 25's, faced.	
70-80s, per lb., 25's, faced.	
80-90s, per lb., 25's, unfaced.	
90-100s, per lb., 25's, faced.	0 10 1/2
Peaches—	
Standard, 25-lb. box	0 13 0 15
Choice, 25-lb. boxes	0 14 0 16
Fancy, 25-lb. boxes	0 15 0 16
Raisins—	
California bleached, lb.	0 14 1/2 0 15
Valencia, Cal.	0 10 1/2 0 11
Valencia, Spanish	0 10 0 12
Seeded, fancy, 1-lb. packets.	0 12 0 13
Seedless, 12-oz. packets	0 12 1/2 0 13 1/2
Seedless, 16-oz. packets	0 15 0 16
Seedless, screened, lb.	0 13 1/2

**Teas In Strong Demand;
Japans Advance 2 Cents**

Toronto.

TEAS.—The fact that Japanese teas seem to have a shade the advantage over Indias and Ceylon, in the matter of being able reach the market by direct line steamers has had quite a strengthening effect on that market. Japanese exporters are speculating heavily, and as a result the market has become somewhat excited. A recent cable indicates an advance of 2 cents in medium grade Japans in the primary market. While no definite announcement of an advance in Ceylons has been made. Offers at something less than that advance have been promptly declined, and the indications are that a practical advance is in force.

Shipping conditions still continue to be a disturbing influence and represent a big factor in present prices. There is a decided strength in all grades of tea.

Ceylon and Indias—		
Pekoe Souchongs	0 42	0 44
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans		0 28
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

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

**Coffee Somewhat Firmer;
Mocha Scarcely Obtainable**

Toronto.

COFFEE.—The coffee market this week is ruling strong, with every evidence of prices being maintained at the present figures. Rios were the only grade that seemed to show a slightly easier feeling. Mocha is so scarce that it may practically be said to be off the market, while Java has advanced 5 cents on the primary markets. There is no indication of any coming changes.

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

**Cloves Advance 4c On
Primary Markets**

Toronto.

SPICES.—Spices continue to be in strong demand with a general tendency toward firmness in almost every line. During the week a spectacular activity has been noted in cloves in the primary markets where they advanced 4 cents. There has been no advance on the general market, though a stronger feeling has naturally resulted from the price on the primary markets. White pepper showed a slightly easier tendency

though black pepper remained strong.

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

**Hints Of Lower Prices
In Southern Rice**

Toronto.

RICE AND TAPIOCA.—Eastern rices remain strong in price though there has not been any advance during the past week. From the South however, there comes a hint of declining prices. The announcement of a decline of ¼ cent on the primary market gives color to the supposition that there is a tendency toward cheaper prices in that direction. Tapioca remains in good demand with no likelihood of cheaper prices owing to the heavy freight rates.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	9 00	10 50
Honduras, fancy, per 100 lbs.		0 12½
Siam, fancy, per 100 lbs.	8 00	8 50
Siam, second, per 100 lbs.	7 75	8 25
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 25	8 50
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14	0 16

**Canadian Bean Crop
Suffers; Rangoon Easier**

Toronto.

BEANS.—There is an easier feeling in the market for Rangoon, beans holders being anxious to unload their stocks before the Canadian beans come on the market. Shipments of these beans are now arriving, and samples have gone to the chief analyst, at Ottawa, and some shipments have already been certified for sale. The indications for the Canadian bean crop are not quite as favorable as they were. Some districts have reported a frost damage of as high as 30 per cent. while the crop generally is backward from the continued cool weather, and is liable to have suffered to a certain extent, though just how far this is so, will not be known for some little time. It will be probably a matter of two weeks before quotations can be made on Canadian beans.

From Michigan reliable reports indicate a 15 per cent. damage from adverse weather conditions.

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

**Shredded Wheat
Advances 25 Cents**

Toronto.

PACKAGE GOODS.—The only vari-

ation in this list is in Shredded wheat that showed an increase of 25 cents a case making the price \$4.25. Individual cartons were quoted at \$1.45.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case		1 75
Rolled oats, square, 20s.	4 80	5 00
Shredded wheat, case		4 25
Cornstarch, No. 1, pound cartons		0 12
Do., 2, pound cartons.		0 11
Starch, in 1-lb. cartons		0 12
Do., in 6-lb. tins		0 13½
Do., in 6-lb. papers		0 09½

**Brazil Nuts Advance
One Cent**

Toronto.

NUTS.—Very light supplies are the rule in the nut market, with only a moderate demand. The only change noted during the week was in Brazils, which showed an advance of 1 cent.

In the Shell—

Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 19	0 20
Filberts, lb.	0 20	0 21
Peanuts, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 16	0 21
Shelled—		
Almonds, lb.	0 40	0 45
Walnuts, lb.	0 56	0 63
Walnuts, California		
Peanuts, Spanish, lb.		0 18
Do., Chinese, Japanese, lb.		0 16

**Fish Supply Light;
Oysters At High Prices**

Toronto.

FISH.—The main feature of this week's market, is the arrival of the first shipments of oysters. These shipments are very light as yet, and are likely to remain so for a couple of weeks price ranging from \$2.75 to \$3.00 a gallon.

Weather conditions have been very much against the fish supply. Heavy storms on both coasts while some of the fish houses are reporting their lake boats very late in arrival.

Halibut despite the general scarcity of fish showed a tendency to be slightly easier, while mackerel declined two cents. Fresh herring on the other hand showed an advance of a cent.

Demand still continues to be brisk. Supplies are expected to pick up within the course of the next week or so.

SMOKED FISH.

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

PICKLED AND DRIED FISH.

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

FRESH SEA FISH.

Halibut, medium, fresh, lb.		0 21
Halibut, frozen		0 18
Salmon, B.C., humpback.	0 17	0 22
Haddock, express, lb.		0 08
Herrings, frozen	0 06	0 06½
Steak cod, fancy, express, lb.		0 09
Cod, market, heads off, lb.		0 08
Mackerel, lb.		0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.		

FRESH LAKE FISH.

Herring, per lb.	0 09	0 10
Pike, lb.		0 12
Whitefish, lb., fresh		0 15
Trout, lb., fresh		0 15

Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 00

Tendency To Higher Prices; Tomatoes Scarce

Toronto.

VEGETABLES.—Red peppers showed a strong demand, some selling as high as three dollars, though the general market figures remained at a range of from \$1.25 to \$1.50. Both green and wax beans, were in light supply, and good samples were eagerly snapped up.

Tomatoes were very scarce for this time of year and as a result ruled higher in price. The indications are that many of the vines have been caught by frost, and that there will not be a heavy supply from now on. Potatoes inclined to a little easier feeling, and turnips appeared in somewhat larger quantities the new arrivals being in bags.

Beets, 11-qt. basket	0 25	
Do., bag	1 00	
Beans, green, string, 11-qt.	0 50	1 00
Do., golden wax, 11-qt.	0 50	1 00
Corn, doz.	0 20	0 25
Cucumbers, Can., 11-qt. basket ..	0 40	0 75
Gherkins, 11-qt.	0 75	1 75
Cabbage, Canadian, doz.	0 40	0 40
Carrots, new, basket	0 25	
Do., bag	1 00	
Celery, Mich., doz.	0 40	0 50
Do., Canadian, doz.	0 40	0 50
Eggplant, 11 qt.	0 40	0 50
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.	0 50	
American head lettuce, doz.	1 25	
Mushrooms, lb.	0 75	
Onions—		
Green, per doz. bunches	0 20	0 25
Spanish, crates	4 00	4 25
Do., half crates	2 25	
Do., Canadian, 75-lb.	2 75	
Do., American, 100-lb.	3 50	3 75
Potatoes—		
New Ontario, bag	1 50	2 00
Green peppers, basket	0 50	0 75
Red peppers, 11 qt.	1 25	1 50
Tomatoes—		
11-qt., No. 1	0 60	0 75
6-qt., No. 1	0 30	0 40
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 75	1 00
Vegetable marrow	0 20	0 25

Canning Peaches Arriving; Lemons Show Wide Range

Toronto.

FRUIT.—The real canning peaches are beginning to come on the market. A few early Crawfords have arrived, and within the course of the coming week there will probably be a good supply. Receipts this year, however, are far below those of former years in Ontario fruits. Ontario cantaloupes were arriving in good quantities with not a particularly brisk demand. Grapes are still a comparative novelty and brought good prices.

California bartlett pears are practically off the market, but there are a good supply of the same variety from Colorado to be had. Malaga and Tokay grapes are also much in evidence with the tendency rather favoring lower prices.

Valencia oranges also showed a slightly easier feeling. In lemons the market is fairly heavily loaded and there is not a very brisk demand. There is a wide variety in quality too that accounts for a considerable variation in price.

Apples—		
Hampers, American	2 75	
California, boxes	2 50	3 25
Do., boxes	3 00	
Do., Ontario, 11-qt.	0 30	0 75
Do., Ontario, bush. hampers ..	1 25	2 00
Bananas, yellow, bunch	2 25	2 75
Cantaloupes, 45s, case	4 50	5 50
Do., 12-15s, case	1 75	2 25
Do., Ontario, 16-qt.	0 60	0 85
Blueberries, 11-qt.	1 75	2 00
Grapes, Ont., 6 qt.	0 50	
Grapes, Leno, 6 qt. flats	0 25	
Lawtonberries, qt.	0 16	0 18
Oranges—		
Cal. late Valencias	3 50	4 25

Lemons, Cal., case	6 00	6 75
Do., Verdillis, case	5 00	6 50
Peaches—		
Ont., Early Crawford, 6-qt.	0 40	0 65
Do., 11-qt.	0 65	1 25
Pears, Col. Bartlett, box	2 50	2 75
Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	2 75
Abundants, 6-qt.	0 35	0 50
Burbanks, 11-qt.	0 75	1 00
Niagaras, 6 qt.	0 50	0 65
Do., 11 qt.	0 75	1 00
Bradshaws, 11 qt.	1 00	1 25
Washingtons, 6 qt.	0 35	0 50
California grapes, Tokays	2 75	3 00
Do., Malagas	2 25	2 50

MANITOBA MARKETS

WINNIPEG, Sept. 19.—A small news item appeared in the local papers last week to the effect that there had been an unexpected run of Sockeye and Cohoes on the Pacific Coast. It gave the impression that this had taken place in British Columbia as well as in Washington, but up to the time of writing, nothing has come through from the Coast to indicate whether this run has been on the Canadian side, or whether it will affect the pack.

The representative of one of the biggest packers stated that these reports should be taken with a grain of salt. Even though there had been an unexpectedly heavy run, it could not materially affect prices. It would no doubt catch the packers off their guard. He admitted the newspaper despatches had caused uneasiness here, but all their advices recently had been to the effect that Sockeyes were firm, and one packer was delivering only 8 per cent. on Sockeye talls. If this reported late run has taken place only in the State of Washington, conditions would not likely be affected here, as the duty from the States into Canada is too heavy—37½ per cent.

There has been a feeling of uneasiness lately among the wholesalers regarding cereals. They have reached abnormal levels, and there is a tendency for jobbers to feel their way until the market rights itself again. While the mills are all quoting \$3.75 on bulk rolled oats, the wholesale houses have been offering it at much lower figures, quotations ranging from \$3.30 to \$3.45.

Heavy Demand For Sugar Following Shortage

Winnipeg.

SUGAR.—The Redpath refinery announced to the trade last week that they could ship promptly, and their price is \$9.75 per 100 lbs. for standard granulated. Other refineries are also in a position to make deliveries, and there is a good demand. The public awakened to the fact that there was liable to be a shortage of sugar and began to buy heavily. Dealers have been busy catering to this heavy demand, after which there will probably be quietness for some time.

Weak Tendency To Corn Syrup

Winnipeg.

SYRUP.—No change has taken place in any quotations. Molasses is keeping very firm. As regards corn syrup, there has been a weak tendency on account of the reported heavy corn crop. On the other hand, glucose was up 25c per cwt. last week, and there was a report of damage to corn crop by frost. However, if reports regarding the corn crop continue good, there should be a falling off in the price of corn syrup before long.

NEW ORLEANS MOLASSES.

24 by 2 lb. tins	\$8 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28
5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, ½ doz. case, per case	6 41
20-lb. tins, ¼ doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, ½ doz. case, per case	5 91
20-lb. tins, ¼ doz. case, per case	5 92
Barbadoes Molasses—	
In half barrels, per gal.	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50

ROGERS SYRUP.

24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

California Figs High; Evaporated Apples Scarce

Winnipeg.

DRIED FRUITS.—Evaporated apples are very scarce, and all information coming in from the East regarding new crop indicates that prices during the coming year will be high, and that supplies will be hard to secure. Very little news has been received this week regarding dried fruits, and there seems to be little change locally. Some enquiries have been received for California cooking figs, but prices are very high. On the basis of San Francisco quotations, the retailer would have to charge his customer 15c per lb. Portuguese figs can be laid down here to sell at 10c, but deliveries are rather uncertain. As regards dates, there seems to be only one house in the United States shipping.

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb.	0 11½
80-90s, 25-lb. boxes, per lb.	0 12
50-60s, 25-lb. boxes, per lb.	0 13

Oregon Prunes—		
100s and over, 25-lb. boxes, per lb.	0 08 1/2	
90-100s, 25-lb. boxes, per lb.	0 10 1/4	
80-90s, 25-lb. boxes, per lb.	0 10 1/2	
Dried Fruits—		
Apples, evap., 50-lb. boxes, lb.	0 13 1/2	
Apples, 25-lb. boxes	0 14 1/4	
Apples, 3-lb. cartons, each	0 52	
Pears, choice, 10-lb. boxes, faced	0 16 1/2	
Apricots—		
New, choice, 25's	0 24	
New, choice, 10's	0 25	
Peaches—		
Choice, 25-lb. boxes		
Choice, 10-lb. boxes	0 13	
Currants—		
Fresh cleaned, bulk, lb., Australian	0 19 1/2	0 21
Dates—		
Hallowee, 68-lb. boxes	0 18	
Fards, box, 12 lbs.	2 05	
Raisins, California—		
16 oz. fancy, seeded	0 12 3/4	
16 oz. choice, seeded	0 11 1/2	
12 oz. fancy, seeded	0 10	
12 oz. choice, seeded	0 09 3/4	
Raisins, Muscatels—		
3 crown, loose, 25's	0 11 1/4	
3 crown, loose, 50's	0 10 1/2	
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	0 10 1/2	
3 crown, loose, 10-lb. boxes	0 11	
Figs—		
Mediterranean, 33-lb. mats	0 07 1/4	
Peel—		
Candied lemon, boxes, lb.	0 21	
Candied orange, boxes, lb.	0 22	
Candied citron, boxes, lb.	0 26	
Cut mixed, in 1-lb. cartons, doz.	2 80	

Brazil Nuts
Are Slightly Higher

Winnipeg.
NUTS.—The market is steady on most lines. There was a slight increase in the price of Brazils in the primary market. Bordeaux halves walnuts advanced 1 1/2c per lb.

NUTS—IN SHELLS.		
Almonds, Tarragano (soft shell), lb.	0 20	0 21 1/2
Brazils, medium washed (Nigger Toes), lb.	0 16	0 19
Filberts, genuine Sicily, lb.		0 18 1/2
Peanuts, Virginia—		
Choice roasted, fresh, lb.	0 14 1/4	
Fancy roasted, fresh, lb.	0 15 3/4	
Jumbo, roasted, fresh, lb.	0 17	
Salted peanuts, 5c pkts., 20 in carton, per carton	0 65	
Walnuts, French Marbots, lb.	0 14 1/2	0 15
Walnuts, Manchurian (Jap.), lb.	0 13 1/2	0 15
NUTS—SHELLED.		
Spanish Valencia Almonds—		
28-lb. boxes, lb.	0 41	
Less quantities, lb.	0 41 1/2	
French Bordeaux Walnuts—		
In 55-lb. boxes, lb.	0 58	
Less quantities, lb.	0 58 1/2	
Spanish Shelled Peanuts—		
No. 1 Spanish, lb.	0 14 1/2	

Easier Feeling On
Barley And Peas

Winnipeg.
DRIED VEGETABLES.—There is a certain amount of demand for beans even at the high price, but nothing startling. No change has been made locally on beans, but there is an easier feeling on barley and peas, although locally prices have not been affected as yet. Reason given for this is that local firms have not been advancing their price with the market, therefore their present quotations on barley and peas are correct. The following are quoted on barley, to-day in Winnipeg:

Barley, pot, 98's	5 20
Barley, pot, 49's	2 62 1/2
Barley, pearl, 98's	7 15
Barley, pearl, 49's	3 60

New Rice Quotations
To Go Into Effect

Winnipeg.
RICE AND TAPIOCA.—Dealers can

certainly expect higher prices on rice. Jobbers state that quotations on rice to-day from the mills are 100 per cent. higher than they were formerly. One jobber says he will shortly be quoting two cents per lb. higher than we quoted last week. Another house gave us the following figures:

Extra fancy Japan, 100-lb. boxes	0 07 1/2
Fancy Japan, 100-lb. boxes	0 07 1/4
Choice Japan, 100-lb. boxes	0 06 1/4
Siam, 100-lb. boxes	0 05 1/2
Siam, 50-lb. boxes	0 05 5/8

Coffee Market
Lower, But Active

Winnipeg.
COFFEE.—The primary market has been very active again at even lower prices, quotations being half to three quarter cents under last week's quotations. Brazilian Government continues to buy, but their action has not yet had the effect of easing the situation much.

GREEN COFFEES.		
Rio New York grading, standard, No. 5, bulk, lb.		0 16
Rio New York grading, standard, No. 7, bulk, lb.	0 15 1/4	
Santos, lb.	0 18 1/2	
Bourbon, lb.	0 20 1/2	
Maracaibo, lb.	0 21 1/4	
Mexican, lb.	0 22 1/2	
Bogota, A. lb.	0 24 1/2	
Bogota, B. lb.	0 22 1/2	
Costa Rica, lb.	0 28 1/4	
Java, lb.	0 29 1/2	

Some Lines of Spices
At Prohibitive Prices

Winnipeg.
SPICES.—Prices are very high. Caraway seed, celery seed and cloves are selling at practically prohibitive prices. A carload of Singapore black pepper was sold here this week at 22 1/2c c.i.f. Winnipeg. In normal times this quotation would be eight or nine cents, fourteen cents being considered very high.

Italian Prunes Arrive;
Tokay Grapes \$3.50

Winnipeg.
FRUIT AND VEGETABLES.—Egg plants are quoted at \$3.00 per bushel. B.C. crabapples, Transcendents, have jumped to \$1.75 per box. Italian prunes have arrived, opening up at \$1.25 per crate. Washington pears have declined to \$2.75 per crate. Tokay grapes have come down 50c per crate, and are now quoted at \$3.50. Some houses are asking \$1.35 for Italian prunes, and it looks as though these will not be cheap this year. Southern barrel apples, selling at \$7.50-\$8.00 are about the cheapest apples on the market now. Oranges and lemons are moving slowly. Peaches and Italian prunes are the biggest sellers.

Corn, imported, bush.	1 50
Egg plant, bushel	3 00
Potatoes, new, B.C.	0 75
Carrots, new, bag	3 50
Turnips, new, bag	2 75
Lettuce, leaf, doz.	0 15
Parsley, home grown	0 40
Tomatoes, Ont. and B.C., case	1 00

Fruits—		
Apples, crab, B.C. Transcendents, box		1 75
Oranges, Valencias		5 00
Lemons		8 00
Bananas, lb.	0 05 1/4	
Cantaloupes, flats		2 50

Cantaloupes, standard, 45 to case	5 00
Pears, Washington Bartlets, crate	2 75
Plums, Tragedy, crate 4-basket	2 00
Plums, Washington	2 00
Italian prunes, 18-lb. box	1 25
Apples, Southern, bbl.	7 00
Apples, Cal. Gravenstein, box	3 00
Apples, Wash., assorted varieties, box	2 25
Grapes, Malaga, crate	2 50
Grapes, Tokay	3 50
Blackberry, crate	4 50
Peaches, Washington, crate	1 50

Salt Herring Arrives,
1/2-Bls 7.25; 20-lb Pails 1.85
Winnipeg.

FISH AND POULTRY.—Despite the reported half run of Sockeye and Cohoes, the price of fresh salmon did not decline last week, and is still 20c per lb. Halibut is holding up in price, bringing 19c per lb. Fall fishing on the Winnipeg lakes has only just started, and pickerel had not arrived last week in any quantity; thus it was difficult to obtain quotations. Smoked goldeyes are arriving in large quantities, and are selling at 70c per dozen. New season stock of salt herring has arrived, price being higher than has prevailed for the past few months; half barrels are now \$7.25, and 20 lb. pails \$1.85. There is an ample supply. Atlantic haddock, mackerel, etc., is expected in a day or two. Poultry is meeting with very little sale. Fowls are selling at from 18 to 20c live.

Whitefish, lb.	0 12
Salmon, frozen	0 16
Salmon, fresh	0 20
Halibut, fresh	0 19
Cod	0 12
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 15
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13 1/2
Salt herrings, new, 1/2 bbl.	7 25
Salt herrings, 20-lb. pails	1 85
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07 1/2
Poultry—	
Broilers, lb.	0 30
Fowl, lb.	0 18

CANNED SALMON IN STRONG DEMAND

Robert Henry & Son, who are general sales agents for Canada for the British Columbia Packers' Association of Vancouver, B.C., report an active demand for canned salmon, and report the running of fish on Canadian waters has increased, but not to such an extent that will lead to reduced prices. There is a large demand from New York buyers; but no sales reported, as Canadian buyers have the preference.

INCREASED YIELD OF BEANS AND CORN

More attention has been given to food crops in the interior of Venezuela than in former years, due partly to the efforts of the Government to stimulate food production.

It is reported that yields of beans and maize have been exceptionally large in many localities. Due to the effect of this on local markets, combined with the high prices prevailing in the United States, there is a considerable export movement of maize to that country.

BUTTER AND CHEESE**Value and Production of Canadian Butter and Cheese**

According to a report from the Census and Statistics Office, the total number of creameries and cheese factories operating in Canada in 1916 was 3,446. Of these 993 were creameries, 1,813 cheese factories, 624 combined factories (cheese and butter), and 16 condensed milk factories. The total number of patrons contributing to creameries and cheese factories in 1916 was 221,192. The deliveries of milk amounted to 2,600,542,987 pounds and the deliveries of cream to \$157,620,636 pounds.

The two chief dairying Provinces of the Dominion are Ontario and Quebec, the former producing more cheese than butter, and the latter more butter than cheese. The two Provinces together produced about 70 per cent. of the total creamery butter and about 98 per cent. of the total of factory cheese. In Ontario the establishments in 1916 numbered 1,165 and the patrons numbered 87,325, while in Quebec the establishments numbered 1,984, and the patrons 79,145. The average number of patrons per establishment was 75 in Ontario and 40 in Quebec.

The total production of creamery butter in Canada in 1916 was 82,564,130 pounds, valued at \$26,966,357, as compared with a production in 1915 of 83,824,176 pounds, valued at \$24,368,636.

The average price per pound of creamery butter for all of Canada was 33 cents in 1916, as compared with 30 cents in 1915. The highest average price in 1916 was in British Columbia, where butter sold for 42 cents, and the lowest was in Prince Edward Island, where it brought only 30 cents.

The total production of factory cheese in 1916 was 192,968,597 pounds, valued at \$35,512,530, as compared with 183,878,898 pounds, valued at \$27,587,775, in 1915.

Nearly all the cheese produced in Canada is exported to Great Britain. A customs statement of the exports of Canadian cheese for the fiscal year ending March 31, 1917, places the amount exported at 180,733,426 pounds—within about 12,000,000 pounds of the entire Dominion production. The value of the exports of Canadian cheese is placed in the customs returns at \$36,721,136, or considerably higher than the valuation placed upon the total production according to the census returns.

The exports of Canadian butter for the same fiscal year amounted to 7,990,435 pounds, valued at \$2,491,992, nearly all going to Great Britain. The butter exported was, in the main, surplus production, for the entire amount of butter imported into Canada during the fiscal year 1917 was less than 1,000,000 pounds.

GUADELOUPE COCOA AND SUGAR CROPS

There is every indication that with continued good weather the coming crop of cocoa, the harvesting of which will probably commence early in November,

will be very good. The trees and pods being in splendid condition, it is hoped that the present hurricane season—August, September, and October—will pass without the severe losses that a few hours of heavy wind will cause.

Two effects of the war, the scarcity of labor and of tonnage, will probably be felt to some extent by the cocoa planters, but in spite of these drawbacks a profitable harvest is expected.

The markets of France always take the entire output of the colony, which annually amounts to more than 2,000,000 pounds.

Although statistics for the sugar harvest of this colony, which began last January and ended in June, are not yet available, it is known that the crop has been less than the normal yield of about 40,000 tons. Weather conditions throughout the growing season were quite favorable for the growth of the plants, but the estates are beginning to feel the effects of the long-continued planting of cane, and the planters are finding it more necessary to use fertilizers. However, the high prices for sugar and rum have more than made up for the short crop and all concerned are content, the planters having received better prices for their cane and the laborers higher wages.

The 13 centrals of the colony having ceased grinding earlier than usual, the bulk of the sugar has already been shipped to France. The shortage of shipping and the high freight rates have delayed the exports of rum.

CONTRACTS FOR SALMON.

Transatlantic freight rates on salmon have risen, it is said, from before the war figures of approximately \$3.60 a ton to \$60 a ton, with prospects of a further increase. Despite this fact, arrangements have been in progress for the last month for the shipment during the winter of a large consignment of salmon from Canada and the United States to Great Britain and France, many of the contracts having been signed up in Vancouver. The arrangements made, it is said, concern no less than 200,000 cases of salmon.

ARSENIC FOUND IN BORAX SAMPLE

A recent report upon fifty-five samples of borax after examination by the Inland Revenue Department, indicated that twenty-one samples were found genuine and without excess of arsenic; nineteen were found genuine but with excess arsenic; two were found to contain carbonate of soda declared, and thirteen were found to contain carbonate of soda without declaration and were therefore adulterated.

While Borax is largely employed for laundry purposes, it is also extensively used as a food preservative and also as a general antiseptic. For the last two uses it should be free from more than traces of arsenic and should be true to name. A considerable portion of the samples were found to contain much

more than four parts per million as provided by order in council, in fact, were as high as 50 to 100 parts per million. The report advocated that borax to be used as a food preservative should be distinguished by its purity from that used for laundry purposes, which does not require to be so free from arsenic.

NICARAGUAN COFFEE CROP

The coffee crop of Nicaragua for the year 1917 is generally regarded as an average one, there being no indication that it will exceed the annual average yield of 24,000,000 pounds. Most of the coffee has been shipped from the three great coffee districts of Matagalpa, Las Sierras and Los Pueblos, and a quantity is still held in warehouses awaiting shipment to foreign ports.

Up to the end of July, according to the report of a large commission merchant, 17,289,929 pounds had been exported. These figures are regarded as reliable, although not authorized by the government.

For the year 1916, 10,452,839 kilos, or 23,044,329 pounds of coffee were exported, the value being \$2,170,786, or a fraction more than 9 cents per pound. France was the largest purchaser of the 1916 crop, taking about 45 per cent. of it, and much of the 1917 crop has been exported to France also. The United States is the second largest purchaser of Nicaraguan coffee, having imported 38 per cent. of the 1916 crop. The value of the coffee exported to France in 1916 was \$918,019; to the United States, \$826,770.

It is not possible to obtain any data as to the acreage under coffee cultivation in the three producing districts. It is generally known that a good tree bears about 1 pound annually and that the cost of production is 5 cents per pound.

MEXICAN BANANA-FLOUR FACTORY

The recent erection of a banana-flour factory in Tabasco, Mexico, has aroused great enthusiasm among the agriculturists of that State. The planting of bananas there has been neglected of late, and the establishment of this factory will revivify the industry. The equipment was purchased in the United States.

As a sequence of the installation of this factory, Gen. Alvarado has suggested that a series of conferences be held in the different villages and on the larger estates in Tabasco, for the purpose of making a careful study of banana culture, methods for extracting the flour, and the best way to obtain a more abundant yield from their plants.

CONSIDERING INTRODUCTION OF MARGARINE

There is a report current to the effect that Mr. Hanna has under contemplation the removal of the restriction on the importation and sale of Oleomargarine. In the absence of the Food Controller the office of this department continues to be reticent upon this point.

FLOUR AND CEREALS

Flour Is Easier; Buying Brisker

Montreal.

FLOUR AND FEEDS.—Business in flour is reported better in general, and the outlook is for more activity. Decision by the Government in regard to the prices for wheat in the three grades has had the effect of steadying matters, but the basis of business is still awaited by the millers. No. 1 wheat is fixed in price at \$2.21 per bushel, No. 2 at \$2.18, and No. 3 at \$2.15. Prices of flour as previously quoted had been based on \$2.40 wheat, and there is accordingly a decline to record this week as compared with the figures quoted last week. No prices has been fixed as yet for mill-feeds, and this may have an important bearing on flour market conditions. Should feeds come down then, flour will have to go up to square the matter of the millers' margin which is claimed to be very small on flour. New wheat is now being milled, and the quality is reported excellent. So good is the wheat this year as far as can be discovered to date that there promises to be almost a famine of low grade grain for chicken feed, and the prices of this class of grain are firming. Of course later on more low grade grain may be available. Winter wheat flour remains firm supply being deficient so far, to meet demand. Feeds are steady at prices quoted last week, and their market is firm with plentiful demand. Feed oats were easier this week, but there is not very good news of the oat crop generally, and this product may be higher priced.

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

Cereals Steady; Oats Are Firm

Montreal.

CEREALS.—With reports to the effect that the oat crop is likely to prove disappointing an undertone of firmness is found in the market for rolled oats, though prices remain steady. The wheat-based cereals show declines due to the fixing of wheat prices and alterations in flour to meet the market ac-

cordingly. There is said to be a strong tendency in package goods especially the products manufactured from oats at present, and these lines are in firm market though not altering in price as yet. The fluctuations in corn prices lately due to frost rumors from the South have made this market uncertain, and the corn based cereals may be affected to firmness should the facts of the Southern frosts reveal wide damage to the crop. This, it is thought will not develop seriously.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	7 00	7 25
Graham flour, 98 lbs.		5 55
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.		5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags		4 65
Whole wheat flour, 98 lbs.		5 55
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		5 80

Flour Unchanged; Decline Unlikely

Toronto.

FLOUR.—Prices remained stationary during the past week, and to the present there is no indication of any further decline. There has been some uncertainty and excitement owing to the talk of fixed prices, but most of the millers are of the opinion that there is very little likelihood of any such action on the part of the food controller, as such action has already been anticipated by the mills themselves, who have reduced prices well on a line with the set price on wheat. The wheat market gives no indications of any possible change as most of the transactions noted are at the named price. Buyings have fallen off to some little extent, but there is a fair demand.

The local demand for flour is good, a considerable improvement over the trade of some weeks past. The quotation price on Ontario winter wheat flour remains \$10.85 to \$11 per barrel.

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

Rolled Oats Show Wide Range

Toronto.

CEREALS.—Something like a little private war among the millers, or some-

thing of that nature made the price on rolled oats a very uncertain proposition during the past week. The prices ranged all the way from \$3.75 to \$4.25. Such prices are well below the figures actually justified by present conditions. Corn flour is somewhat easier being quoted from \$5.90 to \$6. Oatmeal showed a stronger tendency selling from \$4.75 to \$5.50. Yellow cornmeal was shaded off a little in price. Other cereals seemed rather to have an advancing tendency.

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

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

Lighter Demand In Feed; Prices Firm

Toronto.

MILL FEEDS.—A lighter demand continued to be in evidence in all mill feeds, due to the good pasturage at present available. From one source or another however the mills are receiving a fair amount of business.

There has been no change in prices during the week.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	\$35-41	\$37-43
Shorts	40-41	42-43
Special middlings	50-55	52-55
Feed flour, per bag		3.05-3.60

Price Of Flour Not Fixed Yet

Winnipeg.

FLOUR AND FEED.—Last week the flour market dropped 11.50 to 11.20. Millers however state that this is not a fixed price, and that all they can say is that 11.20 is a temporary price based on the fixed price of wheat, which might be subject to revision at the hands of the millers. It was stated that it would probably be two weeks before a definite decision as to price of flour was reached. However, it was agreed that it would be somewhere around 11.20. Rolled Oats.—Bulk oats are still selling at \$3.75. Millers are experiencing difficulty getting sufficient oats, and many mills are only running half time. Feeds.—Bran and shorts are selling at 35.00 and 39.00. At these prices, which have prevailed

for several weeks, millers are considerably oversold, especially on shorts. High prices are likely to rule on feeds until some relief comes; this will probably come from the corn crop, which in Southern and Eastern United States is much heavier than usual, and should afford relief to heavy feeders of stock. Reports state that corn has suffered from frost, and consequently this corn would help out the supply of feeds.

Flour—	
Best patents	11 00
Bakers	10 20
Clears	9 60
XXXX	8 60
Cereals—	
Rolled oats, 80's	3 75
Rolled oats, pkgs., family size	4 75
Cornmeal, 98's	6 15
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	35 00
Shorts, per ton	39 00
Mixed chop, ton	54 00

PRODUCE AND PROVISIONS
(Continued from page 46)

Lard, Pure—	
Tierces	0 26
20s	5 50
Cases, 5s	16 12
Cases, 3s	16 20
Lard, Compound—	
Tierces	0 20½
Tubs, 50s, net	10 50
Pails, 20s, net	4 45
Fresh Eggs—	
New laids	0 39
Cheese—	
Ontario, large fresh	0 24 0 24½
Manitoba, large fresh	0 23
Butter—	
Fresh made creamery, No. 1 cartons	0 43
Fresh made creamery, No. 2	0 42

**BARUCH—WALL STREET PLUNGER
ON A BIG JOB**

(Continued from page 30.)

sand acres, Baruch spends his playtime, shooting a little himself, but taking most pleasure in the fun his friends get out of it.

Nearly twenty years ago he married Miss Anne Griffen, of New York, whose father was a dealer in plate glass. They have three children—Miss Belle, who is eighteen years old, has recently been graduated from the Rayson School, and is a celebrated equestrienne; Bernard M., Jr., who is sixteen, a student at the Milton Academy, near Boston; and Renee, who is thirteen. They are unusually handsome and vigorous young people.

Since his appointment to his post in the Council of National Defence, Mr. Baruch has been hard at work in Washington, finding little time even for visits with his family. Whenever he goes to New York or to Long Branch for a brief stay, or to his own Long Island country place, he goes armed with a library of reference-books on metals, and with memoranda and documents from his office in the Munsey Building in Washington. He takes little time for play, for he cannot tear himself away from the Government work. He appears to put into it the same degree of energy and enthusiasm that characterized his private activities as one of the most daring operators Wall Street ever knew.

**OYSTERS SCARCE, BUT
PROFITABLE**

(Continued from page 26.)

Under proper care, oysters will last in the very best of condition in the re-

tailer's store for a good week. This is ample time in which to dispose of them.

To make an effective sale of oysters, the merchant must first learn to handle them properly by keeping them cold and protected from dust, and free from anything except their own natural liquor. Then he should buy in sufficient quantities to make it worth his while featuring these goods, and should keep them in some way in the public eye. He should also be willing to give a little service with the sale. Many a sale has been lost because the housewife has not enough milk in the refrigerator to provide a stew, but the merchant has not seen that it is in his interest to see that he gets a supply for her, even if this little transaction represents no profit for himself. Then, too, it is wise sometimes for the grocer to suggest that oysters can be used in other ways besides in a stew, which is the way that most people seem to picture them. Suggest some other ways and push the sale of these goods. Whatever their price, if properly handled, and properly advertised, they should prove a money-maker for the merchant.

TO REGULATE PACKING INDUSTRY

Government regulation of the meat packing industry will be the next move of the Food Administration. A voluntary offer of representatives of the packers to put their plants under a licensing system made to Herbert Hoover, the Food Administrator, at a recent conference, was accepted, and a plan of control will be drawn up shortly.

The packers, numbering about a score, went to Washington to take up with Mr. Hoover the threatened meat shortage and the subject of rising prices. They were of one opinion that prices can be brought down little unless a determined effort is made to increase the production of livestock. The export demand they believe will maintain prices at high level until long after the war has ended.

A licensing system for packing houses was provided in the Food Control Bill. Putting it into operation, Food Administration officials believe, will go far towards eliminating hoarding and speculation and stabilizing prices. The packers will confer soon with cattle growers to discuss the Food Administration's plan for removing herds from the West to better feeding districts in the East and South.

BLIGHT AFFECTS N.B. POTATOES

Reports from Fredericton, N.B., state that the Dominion plant pathologist has been informed by field inspectors that about 60 per cent. of the growing potatoes of New Brunswick have been "killed down" by blight, and no more growth will take place in fields so affected. The northern and more inland portions of the Province have suffered less than the southern and coastal regions.

This means that the yield of potatoes will be greatly reduced, and in spite of an increase in planted acreage of about 25 per cent. the recovery will probably

not exceed the 1916 total. It is explained that this estimate does not take account of a possible loss by rot, which may follow in the case of potatoes affected by blight.

Reports from districts in which the growing plants were thoroughly sprayed with the "Bordeaux mixture" indicate that that method of treatment has proved largely successful in preventing blight.

**WINDOW DISPLAYS TEACH CON-
SERVATION**

Plans are now being perfected for a widespread campaign in visualized publicity to convince the people of the United States of the necessity for food conservation and to show the best methods of food substitution.

Window displays in the retail stores all over the United States are to be used to tell in the most forceful way possible the aims of the United States Food Administration. The helpful co-operation necessary for the success of this plan is being secured through the various mercantile associations of the country, and the response already received is such as to guarantee the most complete success ever reached by any such plan of publicity and education.

In part this great educational campaign will be conducted in the form of a contest, with prizes for the best window displays, under the supervision of the United Publishers' Corporation, as representative of the trade papers of the nation. The voluntary services of these publications have been secured through Elbridge L. Howe, of the National Retail Dry Goods Association, who is now working in Washington with the Food Administration. The plans perfected have been submitted to the Food Administration. The contest will close October 21.

All displays are to be governed by the briefly defined policy of the Food Administration that the national problem is to feed the allies this winter by sending them as much food as possible of the most concentrated nutritive value in the least shipping space. These foods are wheat, beef, pork, dairy products and sugar.

The success of the plan for this educational campaign does not rest entirely upon the contest idea. Many merchants have said that while they have no desire to participate in the window contest, they are quite willing to make their displays as a patriotic contribution to a cause the importance of which they recognize.

The window displays will be started next week throughout the country.

RECORD SALMON RUN

Request for help has been sent to employment agencies by canning industries of Astoria, Oregon, several of whom have been blocked by the great number of salmon being caught in the Columbia River. Veteran fishermen say the run is the greatest in years and estimate that one week's catch recently approximated 3,000,000 pounds.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Sept. 18.—The only cheerful note this week is the reduction in the price of flour, which is now down to \$12.50. There have been no other price changes, though butter is very firm, and has been threatening to rise for a week past. Eggs are firm; the high prices had slackened demand, but the cold, wet weather slackened the supply of really fresh eggs. The cheese market has been unsteady owing to contradictory reports from the East. Potatoes are settling down. American buyers are offering to take them at \$17 per ton, but growers are holding out for \$20. In face of this, two cars were imported from Washington State last week at less than local producers were asking. The market is overloaded with peaches, but the demand is light.

VANCOUVER, B.C.—	
Sugar, pure cane, gran., 100 lbs.	8 93
Flour, first patents, Manitoba, per per bbl., in car lots	12 00
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 14
Beans, B.C., white	0 16
Potatoes, per ton	32 00
Lard, pure, in 400-lb. tiers, lb.	0 25½
Butter, fresh made creamery, lb.	0 47
Eggs, new-laid, in cartons, doz.	0 53
Cheese, new, large, per lb.	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Sept. 18.—Flour has dropped twice since last report, and the price now stands at \$11.10 per barrel, with the probability that this will be the fixed price. Rolled oats, eighties, are now \$3.60. Cornmeal advanced 80c per sack; shredded wheat, 25c per case, and coconut, 1c per pound. Smoked bacon backs advanced a cent and a half, but some shoulder cuts are down 2c. No. 1 storage eggs are now \$12.70 per case; and new-laid, 50c per dozen. Creamery butter is a cent a pound higher, and Crisco has risen 25c a case. Grapenuts are 10c a case lower. Local potatoes are plentiful at a dollar a bushel.

CALGARY:	
Beans, small white, Japan, lb.	0 11¼ 0 13
Flour, No. 1 patents, 98s, per bbl.	11 10
Molasses, extra fancy, gal.	0 82 0 90
Rolled oats, 80s	3 60
Rice, Siam, cwt.	6 75 7 00
Tapioca, lb.	0 13
Sago, lb.	0 13

Sugar, pure cane, granulated, cwt.	10 50
Cheese, No. 1 Ontario, large	0 25½
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 31
Lard, pure, 3s, per case	16 50
Eggs, new laid, dozen	0 50
Eggs, No. 1 storage, case	12 70
Tomatoes, 2½s, standard case	4 50 4 80
Corn, 3s, standard case	3 90 4 00
Peas, 2s, standard case	3 75
Apples, gals., Ontario, case	2 65 2 85
Strawberries, 2s, Ontario, case	5 50 5 85
Raspberries, 2s, Ontario, case	5 40 5 85
Peaches, evaporated, lb.	0 14 0 15
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 00
Salmon, pink, tall, case	8 50
Salmon, Sockeye, tall, case	12 75

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sept. 18.—Fine weather prevails following cold and rain and threshing has been resumed in all parts of Saskatchewan. The markets show a number of changes this week. Crisco has advanced twenty-five cents and is now quoted at \$1.25. Robinhood flour has declined to five seventy-five. Creamery butter is higher at forty-three cents per pound, and number one dairy is quoted at thirty-seven cents. Eggs, strictly new laid, are forty-eight cents. Salmon is hard to get and is very high in price. An advance is anticipated in rice. The sugar market is weak owing to a record crop of cane in Cuba and the West Indies. Beans are not as firm as they were three weeks ago. The new prices on some lines of canned goods are as follows: corn, 2's, \$4.; tomatoes, \$4.60, gallon apples, \$2.45; peaches, \$4.30 and plums, 2's, \$3.40. Only about twenty-five per cent. of the delivery of tomatoes is expected.

REGINA—	
Beans, small white Japan, bu.	7 25
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	12 00 11 70
Molasses, extra fancy, gal.	0 59
Rolled oats, bait	4 35
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 13¼
Bacon, smoked backs, lb.	0 30½
Bacon, smoked sides, lb.	0 30
Sugar, pure cane, gran., cwt.	10 12
Cheese, No. 1 Ontario, large	0 24½
Butter, creamery, lb.	0 41
Lard, pure, 3s, per case	16 30
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 49
Pineapples, case	4 75 5 35
Tomatoes, 3s, standard case	4 60
Corn, 2s, standard, case	4 00
Peas, 2s, standard, case	3 45
Apples, gals., Ontario	2 45
Strawberries, 2s, Ont., case	6 30
Raspberries, 2s, Ont., case	6 30
Peaches, 2s, Ontario, case	4 30
Plums, 2s, case	3 40
Salmon, finest sockeye, tall, case	14 50
Salmon, pink, tall, case	8 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Sept. 18.—Markets generally steady this week with comparatively few changes. Flour shows a further decline. Manitoba is quoted at \$12.55 and Ontario at \$11.95. Yellow dried beans are easier at \$8.50 to \$8.75. Canned peas are higher at \$3.80. There is no pink talls salmon left on the local market. Lemons are lower. Messina are \$7. per box and California are down to the same level. Oranges are easier at from four to five dollars per box. Pears are \$4. to \$4.25. Peaches are higher at \$2. to \$2.50. No more American apples are being imported. Nova Scotias are higher at from \$3. to \$3.50 per barrel. A temporary scarcity has forced potatoes to \$3.50 to \$4. per barrel but a decline is expected when the producers find time to handle them. American onions are from \$5. to \$7.75, Canadian \$2.80 to \$3.50.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario	11 95
Cornmeal, gran., bbls.	13 50
Cornmeal, ordinary, bags	4 50
Molasses, extra fancy, gal.	0 76 0 77
Rolled oats, bbl.	10 25
Beans, white, bush.	9 25 9 30
Beans, yellow-eyed	8 50 8 75
Rice, Siam, cwt.	8 00 8 25
Sago and tapioca, lb.	0 17 0 18
Sugar—	
Standard granulated	9 25 9 30
No. 1 yellow	8 75 8 80
Paris lumps	10 50 10 75
Cheese, N.B., twins	0 24 0 25
Eggs, new-laid	0 47 0 50
Eggs, case	0 41 0 42
Breakfast bacon	0 34 0 38
Butter, creamery, per lb.	0 48 0 50
Butter, dairy, per lb.	0 45 0 48
Butter, tub	0 40 0 44
Lard, pure, lb.	0 27½ 0 28
Lard, compound	0 21¾ 0 22
American clear pork	54 00 57 00
Beef, corned, lb.	4 25
Tomatoes, 3s, standard, case	4 70
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case	4 30
Corn, 2s, standard case	4 30
Peas, 2s, standard case	3 80
Apples, gals., N.B., doz.	3 50
Strawberries, 2s, Ont., case	5 00 5 25
Pork and beans, case	4 00 5 50
Salmon, Chums	7 50 8 00
Sardines, domestic, case	6 00
Cream tartar	0 60 0 62
Currants, lb.	0 20 0 21
Raisins, choice, lb.	0 12¼
Raisins, fancy, lb.	0 12¼
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 14 0 14½
Candied peel, citron	0 35 0 37
Candied peel, orange and lemon	0 28 0 30
Evaporated apples, lb.	0 13 0 13½
Evaporated apricots, lb.	0 21
Apples, American, bbl.	
Apples, N.S., bbl.	3 00 3 50
Potatoes—	
New, native, barrel	3 50 4 00
Tomatoes, Ont., basket	1 00

PRODUCE AND PROVISIONS

Firmer Prices For Provisions Now

Montreal.

PROVISIONS.—More firmness is the market mood as regards the meat products. While jobbers are disinclined to make any definite predictions as to the trend of bacon, a disposition towards higher price prospects for the coming fall and winter is indicated. Prices of certain lines of the principal pork products will be found shaded higher this week. Backs and boneless show further firmness, and lard is higher in price by half a cent. Shortening remains unchanged in price for the present but advances are not unexpected in this direction also. There are rumors of still higher priced cattle in the West indicating further advances for the product to the retailer, and demand is improving according to most recent experience of the trade.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 37	0 40
Boneless, per lb.	0 39	0 42
Bacon—		
Breakfast, per lb.	0 35	0 38
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots...	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 26½	
Tubs, 60 lbs.	0 26¾	
Pails	0 27	
Bricks, 1 lb., per lb.	0 27¾	
Shortening—		
Tierces, 400 lbs., per lb.	0 20½	0 20¾
Tubs, 60 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21½
Bricks, 1 lb., per lb.	0 23	

Jewish Holidays: Poultry in Demand

Montreal.

POULTRY.—Jewish holidays in full swing during the early part of the present week meant a good demand for live poultry which was brought in in considerable quantities. Prices for dressed poultry show slight changes this week, old roosters going higher by a couple of cents to three cents, and young ducks lower by two cents. The poultry business has been brisker of late due to the meatless days, and with more Jewish Holidays to come in the near future good deliveries of live poultry are anticipated with demand good, and prices normal.

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

Eggs Getting Into A Firmer Market

Montreal.

EGGS.—There is more indication that the egg market is gathering strength. Prices in the country and in the city remain firm. Export conditions are uncertain, some firms being able to obtain space, others being faced with difficulties in this direction. Prices in Britain have begun to advance according to reports, and this will stimulate exportation provided prices on this side remain steady. There has been a good proportion of early booking for fall export in some quarters, and what steamers are available for this trade will have plenty of cargo space devoted to export eggs. But the shortage of boats is restricting the export trade in eggs noticeably. Amongst wholesalers the feeling is that eggs are likely to advance in price. The marked falling off in receipts would account for this. Over 111,000 cases represents the decrease as compared with last year over the season of production to date. Receipts for the week ending Sept. 15, were 1,000 cases better than for the previous week, but still less than half the receipts for the corresponding week last year.

Eggs—		
New laid, specials	0 52	
Selects	0 48	
No. 1's	0 44	
No. 2's	0 40	

Some Advances in Cheese Prices

Montreal.

CHEESE.—Receipts of cheese for the week ending September 15th numbered 72,594 boxes. This is a decrease of 4,491 boxes as compared with the corresponding week last year, but over 4,000 boxes of United States cheese were received during that particular week last year while there is no United States cheese in last week's total. There is no feature of market for cheese in the country at present, the feeling being that producers are getting the lion's share of the profits with middlemen making the best of the situation on small margins for operation of export business. Commission prices for cheese are as follows: No 1, 21½ cents No. 2, 21¼ cents, No. 3, 20¾ cents. Some

wholesalers are selling cheese at a cent higher than last week's quotations per pound, and the lower range of quotations has disappeared.

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

Butter Market Increasingly Firm

Montreal.

BUTTER.—Greater firmness has come upon the butter market. At Cowansville at the end of last week butter reached 41¼ cents a pound a further advance on the figures of the previous week. The forty cents offered at St. Hyacinthe was refused by holders of butter. Export demand is said to be keener, and this is having the effect of sending prices up. There is some probability that the Food Controller in Britain may advance the price over there which will facilitate export business from Canada. It is expected amongst wholesalers and a number of retailers also that butter prices are in for greater strength. Receipts of butter for the week ending Sept. 15, were 9,580 packages a decrease of 945 packages as compared with the previous week, and of 15,165 packages as contrasted with the corresponding week last year.

Butter—		
Creamery prints (fresh made) ..	0 43½	0 44½
Creamery solids (fresh made) ..	0 43	0 44
Dairy prints, choice, lb.	0 40	0 40
Dairy, in tubs (choice)	0 38	0 38
Bakers	0 36	0 37

Honey and Maple Product Firmer

Montreal.

HONEY AND MAPLE PRODUCT.—There is more strength in the market for honey, and prices have advanced quite noticeably to the retailer. Supplies are held firmly in the country and firms doing a large business in honey find unwonted difficulty in getting supplies though production is believed to have been normal in most districts. Maple products are firmer in price now, firms which have been selling at lower figures than those now quoted having advanced their prices. Some firms have been selling at the higher figures almost since production of maple sugar and syrup ceased for the season, and the outlook is certainly towards firmness for both honey and maple.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13½	
Buckwheat, 60-lb. tins, lb.	0 13	
Clover, 5-10 lb. tins, per lb.	0 14½	

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

Local Demand For All Stocks Offering

Toronto.

PROVISIONS.—A brisk local demand has been sufficient to account for all stocks offering and to occasion a very firm market. There is as yet a great deal of uncertainty as to the causes behind the recent embargo, but the opinion is growing that it is a matter of finances, and that the business is open provided it can be financed on this side of the water. While this puts a different complexion on matters, it does not create such a serious situation as was at first anticipated. It appears that it is a question of the banks coming to the aid of the exporter. This would seem a necessity if the products of the country are to be successfully marketed.

During the week there was a somewhat firmer tendency in all lines, supplies being limited and demand good. Live hogs showed another advance as did also some grades of hams and bacons.

Hams—		
Medium, per lb.	0 31	0 33
Large, per lb.	0 26	0 29
Bacon—		
Plain	0 35	0 43
Boneless, per lb.	0 41	0 43
Bacon—		
Breakfast, per lb.	0 35	0 42
Roll, per lb.	0 29	0 30
Wiltshirt (smoked), per lb.....	0 32	0 32½
Dry Salt Meats—		
Long clear bacon	0 27	0 28
Fat backs, lb.		0 27
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 43
Hams, roast, per lb.	0 44	0 48
Shoulders, roast, per lb.....	0 43	0 45
Barrel Pork—		
Mess pork, 200 lbs.....	49 50	50 00
Short cut backs, bbl., 200 lbs..	51 00	53 00
Pickled rolls, bbl. 200 lbs.....	47 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb... 0 25	0 25½	
Compound tierces, 400 lbs., lb. 0 20½	0 21	
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.		
Hogs—		
Dressed, abattoir killed	22 00	26 00
Live, off cars	18 25	18 50
Live, fed and watered	18 00	18 25
Live, f.o.b.	17 35	17 50

Light Arrivals In Poultry Keep Prices High

Toronto.

POULTRY.—Arrivals in all poultry lines have been light during the past week. The favorable weather is evidently an inducement to keep the farmer busy in other ways, and as at this season of the year there is plenty of feed and the farmer is not faced with any inducement for selling. There is a fair supply of all grades of poultry in the country, and there is a possibility that the price may decline any day, or in other words as soon as the farmer decides to market some of his flock.

The only variety of poultry that is any way plentiful at the present moment are hens. The general tendency of the week is to somewhat firmer prices.

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

Eggs Easier Tendency; Storages Supplied

Toronto.

EGGS.—Now that the storage houses have their full supply, and in some instances somewhat more of a supply than they could wish, the first strong demand is over, and an easier feeling has developed. Old Country buying is far from brisk. There is no reason to be seen for this except the fear of some action by the British Food Controller should stocks become large. It is expected that demand will increase from this source at a little later period, but with heavy buying the fear is that the freight problem will once again come to the fore and prove a serious matter. In the meanwhile some decline in price is to be noted:

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

Butter In Strong Demand; Prices Remain Firm

Toronto.

BUTTER.—Butter continues to be in a very satisfactorily strong position during the week. All supplies offering have been taken up readily, and there is a good buying demand noted, though this to the present has been mostly of a local character. Dairy butter remains fairly short in supply the farmers evidently being otherwise engaged. No price changes are noted during the week, nor are there any indications that these are to be expected in the near future:

Creamery prints, fresh made... 0 44	0 46
Creamery solids	0 42 0 43
Dairy prints, choice, lb.....	0 40 0 42
Dairy prints, lb.	0 37 0 41

Cheese Remains Normal; No Increases Expected

Toronto.

CHEESE.—There has been no change in the market on this commodity, nor is there any great likelihood that there will be in the immediate future. The price has been set by the commission, and it seems to be in line with general world conditions. It is true that the cheese makers in some sections are not satisfied with the price and are demand-

ing higher figures, but it is very unlikely that they will get any such change. For one reason, New Zealand butter and cheese is beginning to arrive on the British market, and Canadian prices must be in line with these if they are to get the business. All the cheese being offered is finding a market, but there is no pronounced demand in evidence:

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

Honey Still In Strong Position

Toronto.

HONEY.—There was a continued feeling of strength in this line during the past week. The production of honey in Ontario is known to be small and there is a general feeling toward firmer prices. Just to what lengths this feeling will go is not known as yet, though dealers believe that the large production in the United States will have a stabilizing effect, as there will probably be importations of American honey if prices continue to advance to any extent.

Honey—		
Clover, 5 and 10-lb. tins.....	0 16	0 17
60-lb. tins	0 15½	0 16
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.		2 50
Do., No. 3, doz.		2 25
Jars, 7 oz., doz.		1 35
Do., 12 oz., doz.		1 90
Do., 16 oz., doz.		2 25
Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial		1 75

Dairy Butter Easy; Egg Receipts Good

Winnipeg.

PRODUCE AND PROVISIONS.—There was a light run of hogs last week, and the price advanced 25c per cwt. There was a good demand for hogs. Provision prices are firm, with stock light. Back bacon advanced one to two cents. Eggs.—Receipts have been sufficient to look after the demand, and prices were slightly easier, although there was no material change to the trade in Winnipeg. With cool weather close at hand, receipts will fall off rapidly. Creamery Butter.—With the market in a jobbing way quiet last week, prices to the creameries was 40-40½c. Dairy Butter.—The market declined considerably last week in view of the decline in the English market. Good stock is scarce here. Cheese.—Prices are unchanged. Higher prices are expected in the East.

Hams—		
Light, lb.	0 30	
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 34	0 35
Breakfast, select, lb.		0 37
Backs, regular		0 36
Dry Salt Meats—		
Long clear bacon, light	0 26	
Backs	0 30	
Barrelled Pork—		
Mess pork, bbl.		45 00

(Continued on page 43)

WHEN THE LATE FRUITS ARRIVE

We have every reason to believe, in view of all the publicity given the subject of preserving, that the housewife is going to put up all the available late fruits. This means to you more sales of



LANTIC PURE CANE SUGAR

Glass Jars
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It is to our mutual interests and the interests of the country that we do everything possible to encourage the preserving idea. Public spirit and private economy should influence the housewife to give this question serious consideration.

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The widespread need of practical dyes for home use — cleanly to handle and satisfactory in results—is being successfully met by

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Oppenheim

John Bayne MacLean

COLONEL MACLEAN contributes another chapter on the war situation as he knows it, in his forceful, smashing style. These articles by Colonel MacLean are truly startling by reason of their revelations.

Germany's Secret Work in Canada

GERMANY is plotting in Canada and the United States right now. If you are curious to know just what she is doing, learn from Miss Agnes C. Laut's article in the October MACLEAN'S, "The Plot Behind the Pacifists."

THE biggest single feature ever secured by MACLEAN'S MAGAZINE is a serial story by E. Phillips Oppenheim, British author and a great writer of romantic stories.

The serial beginning in MACLEAN'S for October is "The Pawn's Count," a story of the present war, dealing with the work of the secret service agents of the various belligerent countries. You can depend on its being a strong, thrilling story, told by a master of his craft.

BELAND Prisoner of War

THE HON. LOUIS BELAND, a prisoner in Belgium since the beginning of the war, gives the story of his captivity, chiefly in the form of letters to Sir Wilfrid Laurier, in whose last cabinet he held a portfolio.

The story is intimate, vivid, gripping, wholly unusual, and appears in the October MACLEAN'S.

Beating the Customs

AN article full of actual occurrences of how the public attempts to "beat" the Customs, and of how the Customs authorities beat the public. This absorbingly interesting narrative is by J. D. Ronald who, as a Customs officer, came into close touch with offenders and offences. A semi-detective article, this true story makes great reading.

Stringer, Fraser, Leacock and Hendryx

THE work of these masters of the short and long story appears in the October MACLEAN'S. Stringer's story is "The Redeemer of Waste Lands"; W. A. Fraser writes a love story, "For Catherine's Sake"; Leacock has a humorous sketch; and Hendryx continues his captivating story of the Canadian Northwest, "The Gun Brand."

MacLean's Magazine

For OCTOBER

At All News-dealers 15 cents

The best
Orange Marmalade

is

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Are you selling it?

**The Call for Low-Cost Foods
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Use your windows to display *your raisins*. High food values in concentrated forms are the *necessities* in food to-day. That means, raisins, for raisins are 76% fruit sugar—pure energy-producing food. We have advertised this fact to millions for three years. Use this advantage, and *display your raisins*. Extensively advertised Sun-Maid Raisins—the brand most women know—make the most powerful appeal. Begin to-day. Put in a "Sun-Maid window."

California

Sun-Maid

Raisins

Seeded (seeds removed); Seedless (without a seed); Clusters (on the stem). Order all three varieties including Sun-Maid Vineyard Run Clusters (50 and 100-lb. boxes), and "tray pack" Sun-Maid Layers, a new package that prevents waste. Send for reproduction of model window display.



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Membership, 8000 Growers
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HEINZ

Canadian-American Food Products.

57 VARIETIES

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“PERHAPS I had to reach my fortieth year to waken up. But whether or not that is the explanation, I have entered a new world of interest and advantage. I read daily newspapers, of course, but I now read THE FINANCIAL POST, and I am frank to say that this weekly newspaper has given me a new consciousness—a new horizon. It has admitted me to a brand new world.”

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The Financial Post Of Canada

So his worlds of interest and knowledge were enlarged and his capacity and desire for the kind of news and information provided by THE FINANCIAL POST were enlarged.

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PURE JAM

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Furnivall's Fine Fruit Pure Jam

is a big favorite with particular people. Nothing but the purest and most carefully selected fruits and pure cane sugar are used in making Furnivall's.

Replenish your stock to-day.

FURNIVALL-NEW, Limited
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FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing 1/4, 1/2 or 1-lb. packets.

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

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

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

ANDW. MELROSE & CO.

Tea Merchants to the King
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Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.
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The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

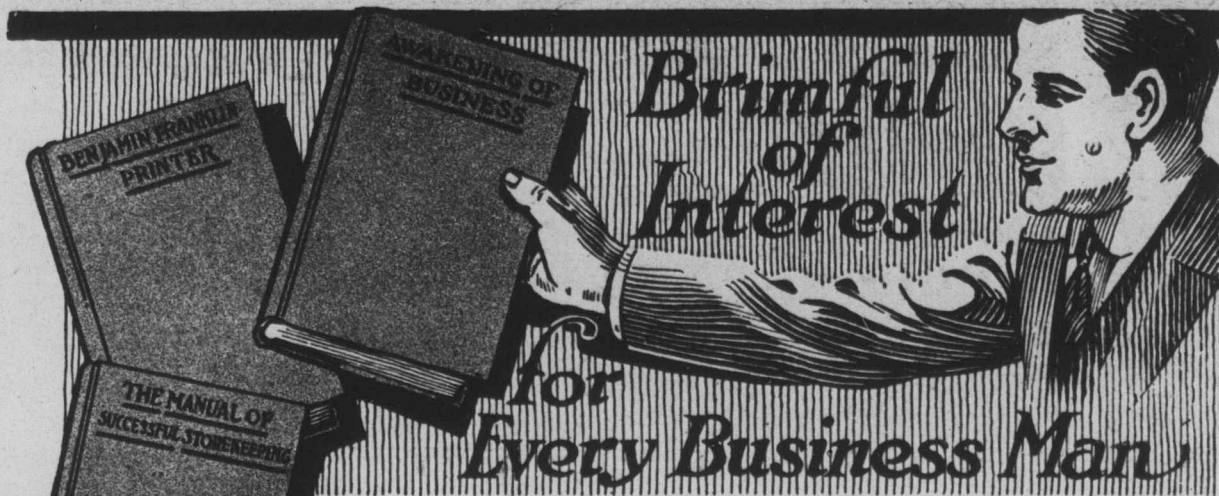
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Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

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MILK
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KLIM

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CANADIAN MILK PRODUCTS LIMITED
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ALSO STOCKED BY
W. H. Escott Co., Limited
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CANADA'S FISH EDUCATION

The war has been the means of bringing home to Canadians the value of our fisheries. The public is being educated up to fish, and never before has Canadian fish occupied so high a place in popular favor. In the fast-increasing sales of

BRUNSWICK BRAND

the Perfect Sea Foods, can be seen the first fruits of this educational effort. And now that the Food Controller has undertaken to lay before the public the many food advantages of fish it behooves every merchant to be prepared to take care of the demand that will most surely be built up.

Brunswick Brand provides fish in the most nourishing and appetizing forms, and in the most convenient packages. It solves for the housewife the difficulty of preparation and serving, and ensures the very best quality that can be had.

Push Brunswick Brand and profit thereby. Order from this list:

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

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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

ROYAL BAKING POWDER

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

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

DOMINION CANNERS, LTD.

JAMS

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

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

Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant.	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	\$1 75
½ Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	6 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14 ½
30's Tin or Wood, one pail crate, per lb.	14 ½

BLUE

Keen's Oxford, per lb.	0 17 ½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate)	.37
Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 99
Sweet Chocolate—Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
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Maple buds, 5-lb. boxes	0 39
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Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
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Almond nut bars, 24 bars, per box	0 99

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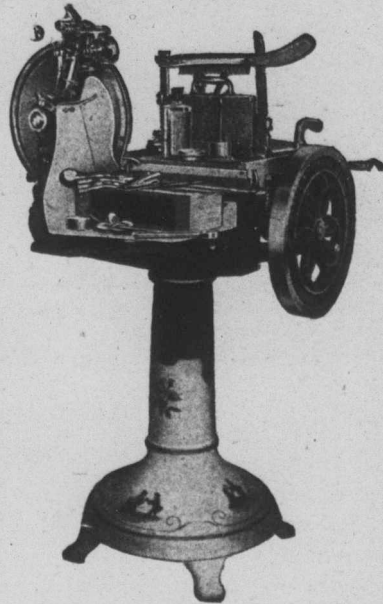
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- Peerless Brand, Hotel, each 24 cans
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- Jersey Brand, Tall, each 48 cans
- Peerless Brand, Tall, each 48 cans
- St. Charles Brand, Family, each 48 cans
- Jersey Brand, Family, each 48 cans
- Peerless Brand, Family, each 48 cans
- St. Charles Brand, small, each 48 cans
- Jersey Brand, small, each 48 cans
- Peerless Brand, small, each 48 cans

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

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- Cox's Instant Powdered Gelatine (2-qt. size), per doz.. 1 35

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- Ox Tongues, Glass, 1½s. \$13; 2s. \$15.
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- In 50 lb. Tubs, 15c lb.
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- In Glass, 1s. \$3.

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- Clark's Tomato Ketchup, 16 oz.

- Pork and Beans, Plain, Talls, 1s. \$1.15; 2s. \$1.75; 3s. \$2.75; 6s. \$9; 12s. \$16; 3s. flat, \$2.45.
- Individuals, 85c doz.

- Pork and Beans, Tomato Sauce, Talls, 1s. \$1.25; 2s. \$2; 3s. \$3.20; 6s. \$10.25; 12s. \$19.50; 3s. flat, \$2.90.
- Individuals, 95c doz.

- Pork and Beans, Chili, 1s. \$1.25; 2s. tall, \$2; 3s. flat, \$2.90.
- Individuals, 95c.
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- Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
- Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.

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

MUSTARD

COLMAN'S OR KEEN'S

- Per doz. tins
- D. S. F., ¼-lb. \$ 1 85
- D. S. F., ½-lb. 3 50
- D. S. F., 1-lb. 6 80
- F. D., ¼-lb. 1 15
- Per jar
- Durham, 4-lb. jar, each..... 1 30
- Durham, 1-lb. jar, each..... 0 37

JELL-O

GENESEE PURE FOOD CO.

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

JELL-O ICE CREAM POWDERS

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

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In view of the great importance of the crop in relation to the Empire's food supply and Canada's business prosperity, THE FINANCIAL POST will present each week a special article dealing with the developments in a broad way and as they affect the business situation as a whole. This article will be edited by F. M. Chapman, Editor of The Farmer's Magazine, who will have direct and authoritative information on the Western Canadian situation supplied regularly by Miss Cora Hind, a former member of our staff, but now Agricultural Editor of the Manitoba Free Press, a publication whose information for some years has not taken second place even to the current Government statistics. Miss Hind's service will be supplemented by reports from the Provincial Departments of Agriculture from time to time.

THE POST believes that this special on agricultural conditions as presented to the readers of THE POST will prove a very valuable guide to the manufacturers and business men, as well as to the investing public as to the developments of the crop in relation to general business and financial affairs. This is only one of the many news features that THE POST gives its readers every week. It has become so valuable that thousands of them renew year after year.

The Financial Post of Canada

143-153 University Avenue
Toronto, Ontario

KLIM

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

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Laundry Starches—	Cents
Boxes	
40 lbs. Canada Laundry ...	10½
40 lbs., 1 lb. pkg., White Gloss11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	11½
100-lb. kegs, No. 1 White...	.11
200-lb. bbls., No. 1 White...	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.12
48 lbs., Silver Gloss, in 6 lb. tin canisters	13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes	13½
100 lbs., kegs. Silver Gloss, large crystals	11½
40 lbs., Benson's Enamel, (cold water), per case ...	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.15
Celluloid, 45 cartons, case ...	4.80

Culinary Starch

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

BRANTFORD STARCH

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3-lb. canisters, cs. of 48 lbs. ...	0.11½
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Kegs, 100 lbs.	0.11
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
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Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Culinary Starches—	
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1-lb. pkts., boxes of 40 lbs. ..	0.11
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(20-lb. boxes ¼c higher than 40's)	

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

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

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10-lb. tins, ½ doz. in case..	5.75
20-lb. tins, ¼ doz. in case..	5.70

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Crystal Diamond Brand Cane Syrup	
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Barrels, per 100 lbs.	6.50
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Robinson's Patent Groats—	
1 lb.	4.00
½ lb.	2.00

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Doz.

Polish, Black, Tan, Toney	
Red and Dark Brown90
Card Outfits, Black and Tan.	3.80
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Pay Roll, thick bars, 9s, 5½ lb. boxes	0.70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies	0.70
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs. ...	0.57
Great West, pouches, 9s, 6 lb. cartons, ½ and 1 lb. boxes	0.72
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Forest and Stream, ¼s, ½s and 1-lb. tins	0.85
Forest and Stream, 1-lb. glass humidors	1.00
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Ivy, 8s, ½ butts, 9 lb. boxes	0.64
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Fig Leaf, 8s	0.64
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Short crop, buy when you can get supplies. Buy now, will not be cheap this season.

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

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Established 1861 GUELPH, ONT.

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NOW ON

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“St. Nicholas”
“Queen City”
“Kicking”

are shipped. Get these brands for the best Lemons.

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Agent
TORONTO

Let us handle your fruit requirements

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

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

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

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO



—the catsup that critical people ask for again and again.

Its pure, unadulterated goodness and delicious flavor make

STERLING TOMATO CATSUP

the choice of discriminating customers.

The standard of quality which has built up the "Sterling" reputation is very evident in Sterling Tomato Catsup.

Every drop of this delicious catsup is free from Preservative or Artificial Coloring. It's pure from beginning to end.

Put a few bottles on display to-day.

T. A. Lytle Co., Limited
STERLING ROAD, TORONTO

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Wanted

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESSES FOR SALE

FINE CHANCE FOR A GOOD MAN TO BUY a good grocery and meat business; established 25 years; parties wish to retire. Apply Box 256, Canadian Grocer.

TO RENT

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

AGENTS WANTED

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

MISCELLANEOUS

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

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

SALESMEN WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

DON'T STOP ADVERTISING.

Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife. Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

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

OAKLEY'S **KNIFE** **POLISH**

20102-77RE

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

LARGEST CANADIAN DEALER

WASTE PAPER

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

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

COCOANUT Standard Coconut Mills

E. B. Thompson, Sole Proprietor
HAMILTON CANADA

EDWARDS' Worcestershire Sauce

Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

Get the "Grocers' Encyclopedia"—

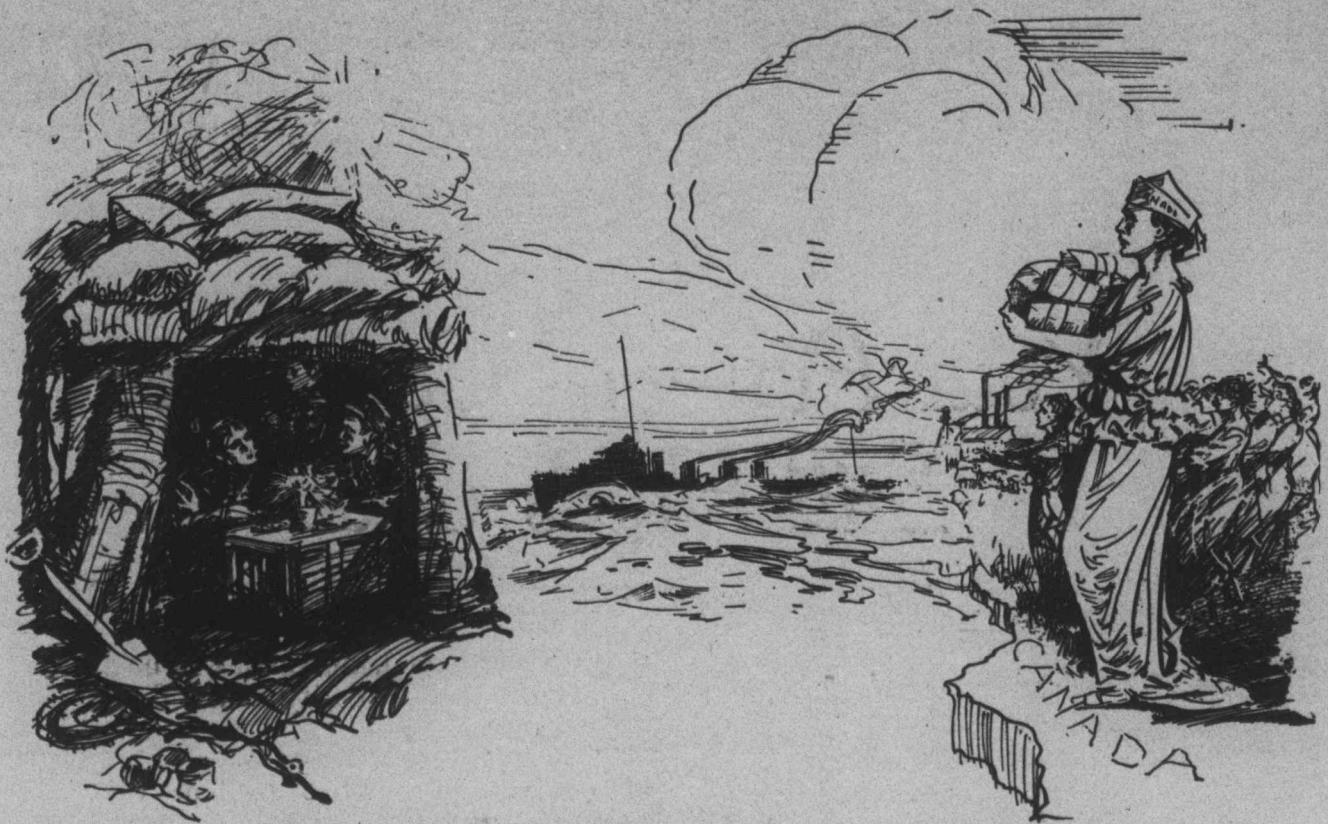
A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.

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

Price Prepaid \$10.50.

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

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



For All We Have and Are—

To-night—under the wide canopy of Heaven, trenched in a line from the North Sea to Switzerland, pacing decks of ships, peering into darkness, that holds perils such as God's omnipotence never formed, millions of men are braving death for us.

Not one among whom but holds some woman dear (even though she be only the Dream Woman of his finer moments).

And with thoughts of "her" comes that *other* thought of the German Michael loosed upon the earth.

Do you wonder why our men fight hard?

Think, then, of what a privilege it is for us women to help send sufficient of the right kinds of food for the bodies of such great souls.

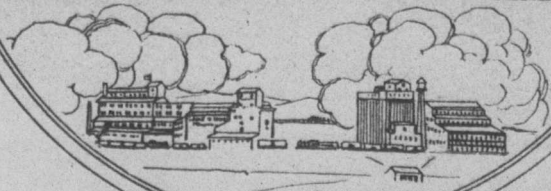
Think of this and then ask yourself whether you will forbear to substitute other foods for the white bread, beef and bacon you and your family now consume; and, in addition, prevent the waste of a single ounce of food in your home.

Your service of sacrifice is so small. The result will be so great—you surely cannot refuse.

Serve Our Heroes — Sign and Live Up to Your Food Service Pledge

Woman's Auxiliary, Organization of Resources Committee, in Co-operation with The Hon. W. J. Hanna, Food Controller.

In view of the Food Conservation Campaign now being conducted, the earnest co-operation of all grocers is desired, to make it successful.



Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

**LAKE OF THE WOODS MILLING CO.,
LIMITED**

Montreal. "The House of Character" Winnipeg
Office: in 16 Canadian Cities



Daily Capacity
27,400 Bags of 98 lbs