

**PAGES
MISSING**

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, OCTOBER 18, 1918

No. 42



Shippers and Manufacturers!

Are you looking for a
**Wholesale Grocery
Organization**
to handle your product?

We can give it to you. Throughout the West our houses handle only first quality goods. So that when you put your product in our hands you are introducing it under the proper success-making auspices, as we cover the entire field from Lake Superior to the Pacific Coast.

Annual Purchasing Power Twelve and a Half Millions

You can form an idea of our buying power by reading over the following list of wholesalers for whom we are purchasing agents:

A. Macdonald & Co. Vancouver, B.C.
A. Macdonald & Co., Nelson, B.C.
A. Macdonald & Co., Fernie, B.C.
A. Macdonald & Co. Fort William, Ont.
Macdonald-Cooper, Ltd., Edmonton, Alta.
Macdonald-Cooper, Ltd., Calgary, Alta.
Macdonald-Crawford, Ltd., Moose Jaw, Sask.

Macdonald-Crawford, Ltd., Saskatoon, Sask.
Macdonald-Crawford, Ltd., Swift Current, Sask.
Macdonald-Crawford, Ltd., Battleford, Sask.
Macdonald-Chapman, Ltd., Winnipeg, Man.
White Star Mfg. Co., Ltd., Winnipeg, Man.
Occidental Fruit & Canning Co., Limited, Kelowna, B.C.

Consolidated Purchasing Co., Limited

313-319 Pacific Ave.

:::

WINNIPEG, Manitoba

E. NICHOLSON, General Manager

WE INVITE CORRESPONDENCE FROM MANUFACTURERS AND SHIPPERS

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

CANADIAN GROCER



*"EVERY GRAIN
PURE CANE"*

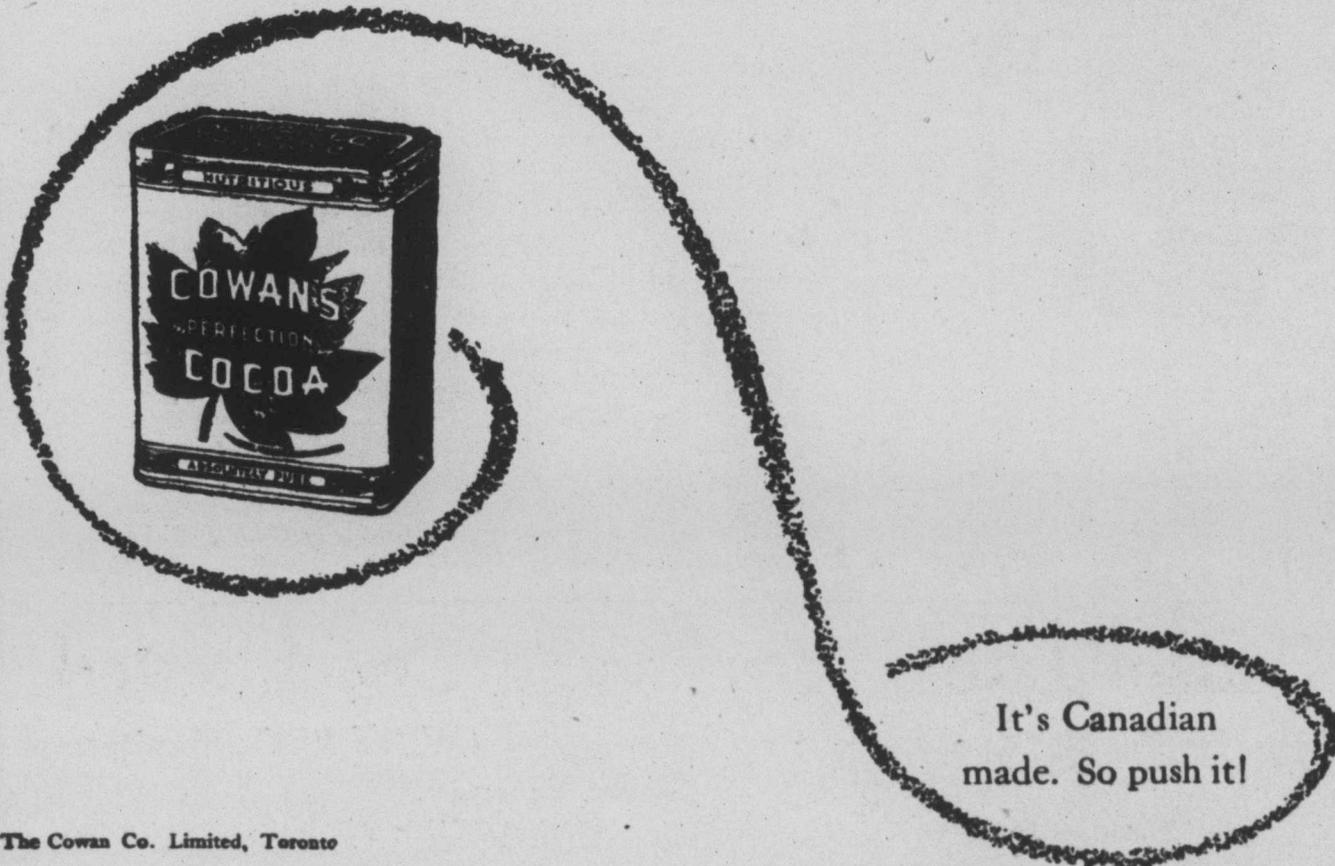
A Sugar of Peerless Quality

When you consider the uniform goodness of Royal Acadia Sugar, when you remember that "Every Grain is Pure Cane," you can readily understand the reason for its continued popularity.

Royal Acadia Sugar is put up in 2 and 5-lb. cartons, 10, 20 and 100-lb. bags, half-barrels and barrels.

The Acadia Sugar Refining Co., Limited
HALIFAX, CANADA

Canada Food Board License No. 11-608



It's Canadian
made. So push it!

The Cowan Co. Limited, Toronto

B-2



Get your share of
the demand for

Borden's



Make your window and counter displays the connecting link between Borden popularity and your cash register.



By directing a little attention to those "Leaders of Quality" you will very quickly realize the big advantages of constantly pushing lines whose merits have gained nation-wide popularity.

Borden Milk Company

Limited

"LEADERS OF QUALITY"

MONTREAL

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

License No. 14-213

Do They Know?

It may be you want to rent that store; have a business for sale; seek a partner; or perhaps wish to purchase stock in a progressive grocery business. Then again it is likely to be some fixture you want taken off your hands owing to recent improvements.

Do the grocers in all parts of Canada know what you have to offer? They don't?

Then a "*Want Ad*" in *Canadian Grocer* will tell nearly all the progressive business men, together with their staffs, just what an opportunity you have, and in the way that you want them to know.

And the cost is so reasonable, too—2 cents a word for the first insertion, and 1 cent a word for each subsequent issue. 5 cents additional per insertion if answers are to be sent in care of a box number.

Is not that a good service at a low cost? It has accounted for many rapid turn-overs.

Send in yours to-day.

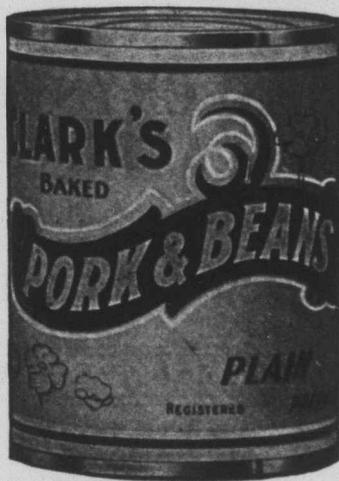
Canadian Grocer
143-153 University Avenue
Toronto

CLARK'S

You doubtless know Mr. Grocer, that "Quality" is the best *Reputation Builder*, and that the sale of quality goods is your best advertisement.



PORK AND BEANS



Clark's Pork and Beans have the quality that makes satisfied customers. The name that guarantees. The reputation which makes easy sales.

ARE SELLERS

W. CLARK, LIMITED, MONTREAL

Canada Food Board License No. 14-216

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

A KEEN BUYER AND ANCHOR CAPS

When a grocer buys food products at this time of the year and particularly when the country needs every variety of food product, whether grown or manufactured, it is essential that he take every precaution against loss.

If all products packed in glass jars are sealed with Anchor Caps, the loss arising from mold and general contamination is so greatly reduced that it is practically nothing.

If all buyers, therefore, would insist on having Anchor Caps on their glass packages, they would make a big saving for themselves as well as for the country's cause.

Write us for full particulars.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovereourt Road
TORONTO, ONTARIO



Wonderful Soap gives the housewife that overflowing measure of satisfaction that clinches her future trade in your favor.

Put up in a neat red label that gets attention quickly.

Try our
"Crystal Soap Chips"
The Best Ever

Guelph Soap Co.
Guelph, Ont.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINE

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

SOLE AGENTS FOR CANADA

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



Story for Week Dated Oct. 18, 1918.

Being No. 4 in the Series

Eddy Matches Are Made In Washed Air

ONE of the wonders of the Eddy Plant is the air-washing process, which provides for the interior of the match factory in the sultriest days, a supply of air sweet and cool as that of an October morning.

Perfect matches cannot be made in any kind of air. The humidity has to be watched many times an hour, and the slightest change noted, for millions of matches depend for their efficiency upon the air conditions under which they are made.

For Eddy match-making, cool, dry, clean air kept just below 60° F. is insisted on, and as a result the atmosphere inside the match factory is deliciously refreshing. Here nimble-fingered girls keep pace with immense machines through which the matches march at the rate of seventy million a day.

Down below a 50-ton ice plant is cooling the air from outside, and every breath of that air is sent through a gloriously exhilarating spray bath. You can peep through a double glass window at the sprays in action. There are a hundred of them, each sending a perfect Niagara of finest ice-clear, ice-cold water against the currents of air as they arrive from the pumps. The chill has the effect of squeezing the moisture out of the air, and gallons of the superfluous humidity go out with the dust and impurities which are washed out of the air before it passes on to the match factory.

In winter the process is reversed, and the cold outside air is washed and warmed to 60° F., so that for a really equable climate the proper place to go is to the E. B. Eddy Company's match factory, if you can get there. As a matter of fact you can find all varieties of "climate" from temperate to torrid amongst the various processes of making Eddy products, but Eddy matches are made in the most heavenly atmosphere of them all.



Some Eddy Matches You Know

Eddy's Silent 5 Match
 Eddy's Golden Tip Match
 Eddy's Buffalo Match
 Eddy's Home Match
 Eddy's Domestic Match
 Eddy's Red Bird Match
 Eddy's Sesqui Match
 Eddy's Safety Match
 Eddy's Comet Safety Match
 Eddy's Little Comet Match
 Eddy's Safe-Light Match
 Eddy's Telegraph Match
 Eddy's Safeguard Match
 The Eddystone Safety Match
 Eddy's Capital Safety Match
 Eddy's Gas Lighter Match
 Eddy's Silent 200 Match
 Eddy's Eagle Parlor Match
 Eddy's Royal George Match
 Eddy's Tiger Match
 Eddy's Silent Pony Match
 Eddy's Everready Match
 Eddy's Flaming Wax Vestas
 Eddy's No. 1 Wax Vestas
 Eddy's No. 2 Wax Vestas
 Eddy's No. 5 Wax Vestas
 Eddy's No. 9 Wax Vestas
 Eddy's No. 13 Silent Wax Vestas

20% RICE FLOUR

in home-made bread and cooking will immensely improve the quality---try it.

MOUNT ROYAL MILLING & MANUFACTURING CO., LIMITED

Agents :
D. W. ROSS CO., MONTREAL

Mills at :
MONTREAL AND VICTORIA

These Reprints Will Help You Sell Trench Goods

THERE will be an important "TRENCH GOODS" Section in the Annual Fall and Winter Number of CANADIAN GROCER coming out next week. A number of manufacturers are giving reasons in this section why their goods are suitable for overseas boxes.

Order some reprints of pages which are appropriate to your trade for distributing among your customers. Put them in parcels and baskets going out, with your own rubber stamp on them.

Watch for the Trench Goods Section

See that you look over this section in next week's issue very closely. Order the pages you want by sending in name of the advertiser, and number of the page. We are holding the type in these pages for a week or ten days so that on receipt of your order we can print the reprints without delay and at minimum cost.

Wire, phone or mail your order without delay as soon as you get your copy of the Fall Number, and take advantage of this economic method of advertising.

Here are the rates for retail subscribers:

100 reprints of one page	\$1.50
200 " " " "	2.00
100 " each of two pages	2.25
200 " " " " "	3.50
100 " " " five "	5.00
200 " " " " "	9.00

Other rates in proportion.

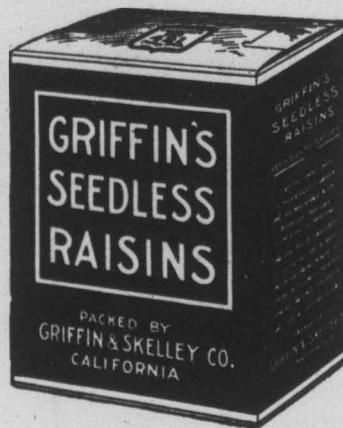
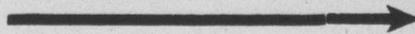
Canadian Grocer

143-153 University Avenue
TORONTO

PHONE MAIN 7324

Your customers do not need to pay extra-
 vagant prices for Fruit for their
 Christmas baking

FEATURE



ECONOMICAL

NUTRITIOUS

TASTY

Man Left You, Did He ?

And for the life of you you don't know where to find another to replace him. Well, our advice to you—and it's good advice—is: Find him by advertising—a small condensed advertisement in CANADIAN GROCER.

If you wanted a blacksmith, we wouldn't recommend CANADIAN GROCER, but when it comes to finding a man for the grocery business, honestly we don't know of a better or cheaper way of finding him than the use of CANADIAN GROCER.

The way to find the man you want is to look for him where he is likely to be found—in the grocery business.

Rate is 2 cents a word first insertion and 1 cent per word each subsequent insertion. Five cents additional per insertion when replies are to be sent to Box Number in our care.

Send your advertisement and remittance to

Canadian Grocer Want Ads.

143-153 University Avenue
 TORONTO

When Writing to Advertisers Kindly
 Mention this Paper.

A Vegetable Garden the Year round



Julienne is a mixture of evaporated potatoes, carrots, turnips, onions, peas and beans. Can be used for vegetable soup or for boiled vegetable dinners.

This will be a big seller in your town as soon as the fresh vegetables are done. It has the same flavor as fresh picked garden vegetables — but there is no waste.

Ask your jobber for **Chilliwack Brand.**

CHILLIWACK EVAPORATING & PACKING COMPANY, LIMITED
415 Dominion Bank Bldg., Vancouver

“PRIMROSE”

PILCHARDS



Strictly Prime Quality

Ocean Caught

Packed Only By Hand

Rich in flavor, and high in food value.

Defiance Packing Co., Ltd.
Head Office: **VANCOUVER, B.C.**

Canneries at West Vancouver and Port Renfrew, B.C.

Sales Agents: Balfour, Guthrie & Co. Vancouver, B.C.

Salmon Commandeered



Packed in 1 lb. Talls and 1-2 lb. Flats
Sold by Your Jobber

SNOW CAP BRAND PILCHARDS

are more delicious than **SOCKEYE** and are less than half the price.

For Salads and Sandwiches

They are More of a Dainty Than Tuna Fish

“Snow Cap”

is Hand Packed by

The Nootka Packing Co., Ltd.
NOOTKA, B.C.

THE GROCER

handling

COPELAND'S



Diamond C Brands

Corn Flour and Corn Meal

has a product he can recommend with every confidence of having a satisfied customer.

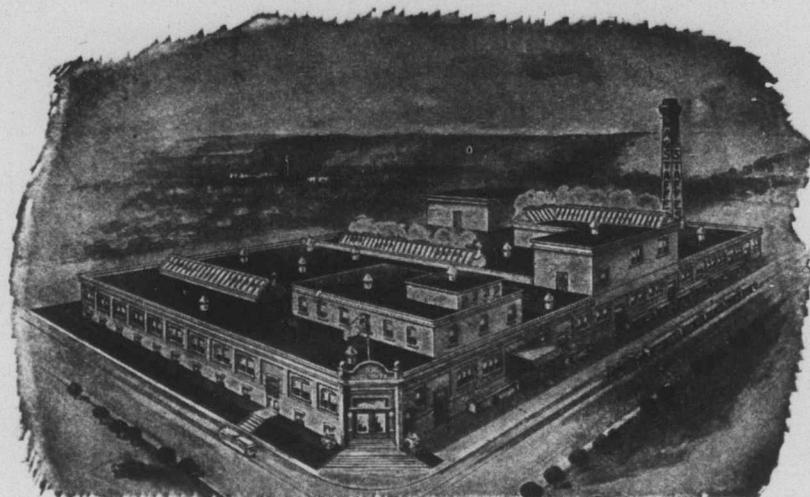
Milled from the highest grade American Corn.

G. COPELAND & SONS

MIDLAND and PENETANG, ONT.

HEAD OFFICE, MIDLAND

Canada Food Board Licenses 123, 9-382, 3-874



THE MOST MODERN AND UP-TO-DATE FRUIT
PRESERVING FACTORY IN CANADA

WAGSTAFFE'S

Celebrated Seville Orange Marmalade

containing all the essential oils that
give such a piquant zest to a Real
Orange Marmalade.

*Order from your wholesale grocer
before the advance*

WAGSTAFFE, Limited

PURE FRUIT PRESERVERS

Hamilton - Canada

CANADA FOOD BOARD LICENSE No. 14-262

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

"Always On The Job"

The H. L. Perry Co., Ltd., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE

DISTRIBUTING

FORWARDING

SIX HOUSES IN WESTERN CANADA

W. H. ESCOTT CO., LIMITED

Winnipeg, Man.

W. H. ESCOTT CO., LIMITED

Calgary, Alta.

W. H. ESCOTT CO., LIMITED

Saskatoon, Sask.

W. H. ESCOTT CO., LIMITED, Fort William, Ont.

W. H. ESCOTT CO., LIMITED

Regina, Sask.

W. H. ESCOTT CO., LIMITED, Edmonton, Alta.

WHOLESALE GROCERY BROKERS, MANUFACTURERS AGENTS, IMPORTERS

Consignments Solicited

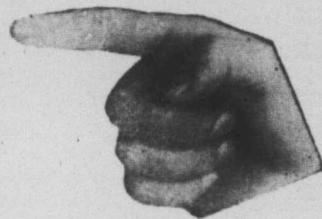
HEAD OFFICE: 181-183 Bannatyne Ave. East, WINNIPEG

Write Us

Let us connect you with the Western Markets

We cover the entire wholesale and retail trade through twelve aggressive men, nine of whom are doing retail work exclusively. Think what a success-making factor these men will be in marketing your product in the West!

May we send you full particulars?



SCOTT-BATHGATE COMPANY, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents.

149 Notre Dame Ave. E., WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

PUGSLEY, DINGMAN CO., LIMITED
JOHN TAYLOR & CO., LIMITED
ETC., ETC., ETC.

We represent some of the best manufacturers,
of whom the above are examples. We will
give your line the same attention.

F. D. COCKBURN CO.
WINNIPEG

A. M. Maclure & Co.
MALTESE CROSS BUILDING
WINNIPEG

**IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES**

Williams Storage Co.
WINNIPEG

Lessees
WINNIPEG WAREHOUSING CO.
288 Princess Street

Owners
C. S. TURNER CO.
147 Bannatyne Avenue

Prompt and Efficient SERVICE

Bonded or Free Storage
Track Facilities Steam Heating
WAREHOUSING DISTRIBUTING
STORAGE

When writing advertisers,
please mention this paper.

C. H. GRANT CO.
Wholesale Commission Brokers and
Manufacturers' Agents

1206 McArthur Bldg., Winnipeg
We have the facilities for giving manu-
facturers first-class service.

WHEN WRITING TO ADVERTISERS
KINDLY MENTION THIS PAPER

D. J. MacLeod & Co.
Manufacturers' Agents
and Grocery Brokers
EDMONTON, ALTA.

Open to negotiate for new lines in Alberta.
Our staff calls on wholesale trade and does
detail work.

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.

156 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

Donald H. Bain Co.

Wholesale Grocery Commission Agents

- A sales force of competent men.
- Ample capital—and the reliability that goes with it.
- A record of results—and the prestige that follows it.
- An energetic, result-getting organization—with satisfied clients to prove it.
- Are all at your disposal if WE represent you.
- Every branch a business in itself, directed by capable, experienced managers.
- All varieties of Food Products.
- If you want results get in touch with us.

Head Office: WINNIPEG

Branches—REGINA, SASKATOON, EDMONTON, CALGARY, VANCOUVER

Canada Food Board License No. 6-450

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

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

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

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

SAY YOU SAW IT
IN CANADIAN GROCER
WHEN WRITING TO
ADVERTISERS

**To
Manufacturers'
Agents**

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:
(payable in advance)
2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

No Other Paper Reaches All These Men.

- Is Selling a Business?
- In Buying a Business?
- In Engaging a Clerk?
- In Securing a Position?
- In Securing a Partner?
- In Disposing of Second-hand Fixtures?

Then you should use.
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
143-153 University Ave., Toronto

KINDLY MENTION THIS PAPER
WHEN WRITING ADVERTISERS

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. The Manufacturers' Agents' directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only \$1.25 per insertion. For quarter column for the same time the cost is \$2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

X-X-X
PHOSPHATE CREAM TARTAR

Formerly only sold in Bulk,
NOW offered to the Grocery
Trade in Five and Ten Pound
Cartons.

To avoid unsatisfactory substitutes
look for this label on the package.
Insist on the Genuine X-X-X.



Order from your Wholesaler,
or direct from

The Jones Packing & Provision Co.
(Chemical Department) Limited
SMITH'S FALLS, ONTARIO
License No. 13-126

KINDLY MENTION THIS PAPER
WHEN WRITING ADVERTISERS

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO
Canadian Food Control License Nos. 6-236/7/8

J. R. GENEST
CORN and CORN PRODUCTS—PEAS
Grain, Flour and Feed—Wholesale only
Grocers Specialties
BOARD OF TRADE BUILDING, MONTREAL

JOHN E TURTON
Wholesale Grocery Broker
MONTREAL

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

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.

FREEMAN and SHEELY
Wholesale Grocery Brokers
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., of Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.; F. W. Berk & Co., London, Eng.; The T. Upton Co., Ltd., Hamilton, Ont.

GAETZ & CO.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
47-49 Upper Water St., Halifax, N.S.

Just try how MacKay's will sell

You can strongly recommend this delicious wholesome Canadian-made Barley Food.

MACKAY'S PEARL BARLEY FLOUR is without any peer whatever. Gives soups and gravies a delightful flavor. Just the right food for infants and invalids.

A strong consumer publicity campaign is helping dealers to keep their sales of MacKay's going.

Recommended by Dr. McGill, Ottawa, Dominion Chemical Analyst.

John Mackay Co., Limited
BOWMANVILLE, ONT.



IT'S THE REAL MACKAY

A Customer Pleaser

Marsh's has the Pure Concord Flavor so appreciated by lovers of a quality Grape Juice.

It sells everywhere and repeats regularly.

The Marsh Grape Juice Company
Niagara Falls, Ontario

Agents:

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

Rose & Laflamme, Ltd., Montreal, Que.





**FRESH
BRITISH COLUMBIA**



PILCHARD

CLAYQUOT-SOUND CANNING CO. LTD.

Your Customers Will Like

**ALBATROSS
BRAND
PILCHARD**

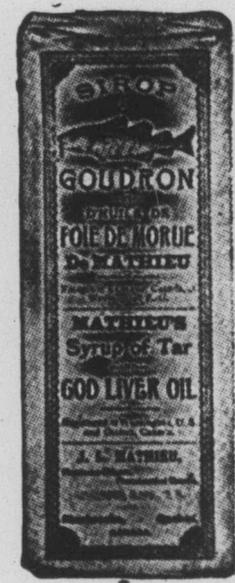
It is a wholesome and delicious Sea Food and with the prevailing big demand for fish dealers will find Albatross Brand Pilchards a quick-mover and a good money-maker, too.

Clayoquot-Sound Canning Co., Ltd.
J. L. BECKWITH, Agent
VICTORIA - B.C.

DIRECTIONS.
WHEN REQUIRED
NOT PLACE THE
CAN BEFORE BEING
OPENED INTO
BOILING WATER
FOR TEN
MINUTES

You Can Safely Recommend MATHIEU'S Syrup of Tar and Cod Liver Oil





The winter months are particularly suitable for featuring and recommending this sure remedy for winter ailments. Coughs, Colds, La Grippe, etc., yield quickly when Mathieu's Syrup of Tar and Cod Liver Oil is taken. Tell your customers about Mathieu's and keep it displayed.

J. L. Mathieu Co.
Proprietors
Sherbrooke - Quebec

Two Cars Jamaica Oranges

For This Week's Offering

We strongly advocate the buying of these oranges, especially when they are so much cheaper than Valencias. They are juicy and sweet, and all good, marketable sizes; refer to this week's price list. Book your orders early, as we do not expect these cars to last throughout the week.

We are in receipt of shipment of No. 1 White Clover Honey, put up in 5-lb. fancy lithographed pails; scarcity of honey necessitates quick buying.

- 2 cars extra fancy Jonathan Apples.
- Messina and California Lemons.
- Choice Yellow Danver Onions.
- Potatoes and various other staple lines.
- Car Winter Nellis Pears.
- Local Grapes, Plums.

**If you're not already on our list,
communicate with us.**

McBride Bros.
35 Church St., Toronto
Canada Food Control License 3-027, 3-028

"Golden Nut" PEANUT BUTTER

C. & J. JONES, WINNIPEG

Please Mention this Paper when Writing to Advertisers

For the Credit of Canada!

BUSINESS is good in Canada. More men and women are now employed than at any other period in our country's history.

Many millions of dollars are being expended annually in Canada.

A large proportion of this money is paid out in wages—large sums go to our farmers.

Our well-paid workers and our prosperous farmers turn over much of their large incomes to the merchants from whom they obtain their household and personal requirements.

But there is another side to the picture.

For four long years we have been defended by an army so brave and so well-equipped that it is called, with reason, "The most formidable weapon of its size on any fighting front."

To maintain that army costs money—and the money must con-

tinue to come from the Canadian people.

Not as a gift—but as a loan.

The merchants of Canada must subscribe their share of that loan—must provide their fair proportion of the money that is to maintain our fighting strength, our industrial activity, and our farm prosperity.

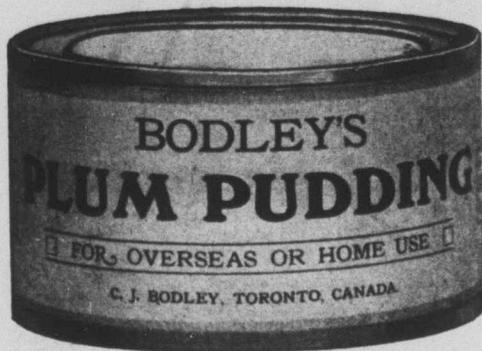
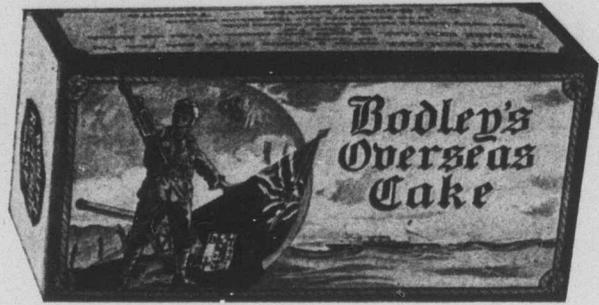
You know that Canada cannot continue her splendid effort without money, the super-weapon in this war.

You know that Canada's Victory Loan 1918 provides an opportunity of lending your money to help win the war—and it will come back to you plus a high rate of interest.

Be ready then—to buy Victory Bonds.

Buy all you possibly can.

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



Bodley's Three Favorites for Home Use or Overseas

There is nothing lacking in the quality and the flavor of these products that would tend to make them more popular with the consumer. That's why Bodley's cake and puddings sell so easily and why keen grocers find them such good feature lines.

Wire at our expense for quotations immediately

C. J. BODLEY, LIMITED, TORONTO

Food Control License No. 5-309

\$1 FOR A MAN

Perhaps you want a good man for your office, or store, or warehouse, or for the "road?" Would you pay \$1 to find a good man? Sure you would.

WHAT are you doing about it? We suggest that you advertise in CANADIAN GROCER—condensed advertisement, 2 cents a word. Make the advertisement brief as a telegram; but make it explicit. Tell all the other man wants to know—except your identity in the first instance. Use a box number to hide this.

Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you'll have to do some bidding.

This means—keep on repeating the insertion of your advertisement—"until forbid."

It's reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,300 places where men of the type you may want are likely to be found. We can't make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We're pretty much like the postman.

But we go to 5,300 and more likely places—remember that. No other single newspaper in the world gets into 5,000 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

CANADIAN GROCER WANT ADS.

153 UNIVERSITY AVENUE, TORONTO

Keen's Oxford Blue

—The Utmost in Quality

Never let your customers forget the fact that you sell and recommend Keen's—the **Blue of Blues**.

They know Keen's—Good Housewives in every community are familiar with this **first quality blue**. And it only requires a little display—a little suggestion on your part when making up orders—to keep your stock of Keen's Oxford Blue moving briskly.

We will send you a Show Card with large Square and Sailor Boy for your counter free.



MAGOR SON & CO.
LIMITED

191 St Paul St. W., Montreal
30 Church St., Toronto

CEYLON BLACK TEAS

- ☞ We have a large selection of the finest liquoring Ceylon Teas in store.
- ☞ Also some very fine Assam Teas.
- ☞ The prices are several cents per pound under present import cost.
- ☞ Prices will be higher next month.

KEARNEY BROS., LIMITED

TEA AND COFFEE MERCHANTS

33 St. Peter St.

MONTREAL

CANADIAN GROCER

Vol. XXXII.

TORONTO, OCTOBER 18, 1918

No. 42

A Radical Price Experiment

Retailers Compelled to Show Cost and Selling Prices on Goods in Plain Figures—Order Applies Only to Retail Trade—New Order in State of Arizona

EDITOR'S NOTE:—How would you like to be compelled to make known to all your customers and competitors the gross profit on each individual line sold in your store? Supposing you were ordered to mark both cost and selling price on all goods, in plain figures, thus showing your gross profit to your customers. Would you object to such procedure? Commencing Oct. 1 retail merchants in the State of Arizona are compelled, under orders from the State Council of Defence, to mark their merchandise in plain figures, with both the cost and selling price. This action is of great significance. The U.S. War Industries Board is now considering a plan to stamp the wholesale price on all merchandise sold in the United States. The Canadian Fuel Controller has just made it compulsory, through an Order-in-Council, for dealers in gasoline, who sell over 1,000 gallons a month to have posted up in a conspicuous place the cost and selling price of gasoline. The following article, outlining the Arizona plan, and some of the difficulties likely to be encountered, should be read by every merchant, both wholesale and retail. The article is reprinted almost in its entirety from "Printers' Ink," New York, and outlines in a most practical manner many of the difficulties likely to be encountered.

IT is a trait of human nature to believe things are much better way off somewhere. Merchants in Tyler, Texas, complain that their townspeople go to Dallas to spend their money when they ought to spend it at home. Dallas merchants are continually worried at the amount of Dallas money which goes to St. Louis. And in St. Louis it is a big job to keep the moneyed people from doing their trading with the storekeepers on Fifth Avenue, New York City.

Home town people everywhere seem to have an idea that merchants in other places are somehow more up-to-date than the local business men, and sell things much cheaper.

The State of Arizona is so impressed with these things that it is taking matters into its own hands. Beginning October 1 every retail merchant in Arizona must plainly mark every piece of merchandise with the retail selling price, and also the wholesale, or cost price. Arizona folks are about to learn just how much the storekeepers have been profiteering on them all these years.

Talk about retail profiteering is not confined to Arizona. It has been a burning question everywhere since the war began to send prices skyward. It is a burning question with national advertisers.

In a cantonment town in the South there had been constant complaint of high retail prices. Soldier boys said every merchant along Main street raised his prices the moment a man in uniform entered his store. Civilian customers growled among themselves that the retailers were a bunch of grafters who raised prices because the coming of the soldiers had doubled the population of the town, and they had the public at their mercy. The most well meaning storekeeper in town, returning from work on a Liberty Bond or Red Cross committee, might at any time enter his store to find things in turmoil on account of some indignant customer protesting at the prices asked, and demanding to meet the grafting proprietor face to face.

There were so many complaints that last the chamber of commerce advertised that it would welcome any charges

against local business men, and see that any irregularities were adjusted. A committee was named, composed of three leading citizens, and an equal number of army officers, to act as a jury in any case of profiteering.

Accusations of Profiteering

The complaints were varied. One charge was against a clothing firm which had asked 25 cents for a man's collar. The complainant stated that he could buy the same make of collar in any other town at exactly half that price. A soldier boy alleged that he had been charged 7 cents for a package of cigarettes which had sold for a nickel in his home town ever since he could remember. A lady appealed to the committee to make a jeweler refund the \$30 which she had paid for a wrist watch some weeks before, because a friend had told her she could get it cheaper by sending to a Chicago mail-order house. She added that she was tired of a wrist watch anyhow, and believed she would rather spend the money for a fur boa.

An army officer—yes, a real officer with gold hat cord, leather puttees and everything—made a written complaint against the proprietor of a watermelon stand, alleging that he had been charged 10 cents for a slice of watermelon which was less than two inches thick, same being carefully and accurately gauged by a tape measure which the officer carried in his pocket.

All of these complaints are on file in writing at the office of the chamber of commerce of the cantonment town in question. Of the first twenty complaints only one might have been considered a case of profiteering. A soldier had bought a plated watch chain at a pawn shop and had really been charged an exorbitant price for it. The chain, however, was of a widely advertised brand, everywhere sold in first class stores at a uniform price, so the pawnbroker, caught red handed, was compelled to refund the amount overcharged.

In spite of the fact that the vast majority of profiteering complaints proved upon investigation to be baseless, citizens felt the reputation of their town

might be impaired, and a mass meeting of citizens of all classes was held to consider the matter.

At this meeting a professional man proposed a remedy. "Most of the complaints are made by army people," he said, "and that reflects on our patriotism. Our merchants may, or way not, be charging too much for their wares. But I won't discuss that. What we are most concerned with, is the necessity of saving the reputation of our city. What I propose is that our merchants shall give a 10 per cent. discount to all persons wearing the uniform of the United States Army."

To many of those at the meeting the professional man's proposal seemed rather reasonable. But fortunately for the merchants, one of the leading bankers of the town was present. "I am in position to know a great deal about the inside of retail merchandising," said this banker, "because my institution handles the accounts of a great many retailers. The gentleman's discount plan would not work. I speak from personal knowledge when I say that **not one merchant in fifty makes 10 per cent. net profit on his total sales.** When, therefore, you propose to compel a merchant to give a 10 per cent discount to any class of people you are compelling him to sell his goods at a loss. And if carried to its logical conclusion there would come a time when there would be no storekeepers in our town at all, because every one of them would go bankrupt."

The 10 per cent. discount idea was not adopted. Instead, it was decided to appoint a vigilance committee to watch for any cases of overcharging that might occur, and enforce a stern boycott against any storekeeper guilty of such action. So far this has worked well. Frequent stories are carried in the local newspapers regarding the efforts of reputable merchants to keep down prices, and far fewer complaints are made than formerly because the public is convinced that the local people are trying to give them a square deal.

Why It Is Impossible For Merchants To Profiteer

All this has direct bearing on the plan adopted by Arizona, compelling every retail merchant to mark all merchandise with both cost and selling price, so customers may see how much profit they are paying. The writer has recently traveled throughout a large portion of the United States and has everywhere heard that retailers are taking advantage of war time conditions to advance their prices. When the complaints are simmered down it nearly always appears that the complainant believes conditions in his own town are worse than anywhere else. The man who had to pay 25 cents for a collar in the Southern cantonment town believes that the haberdasher back in Rochester N. Y., where he used to live, is still selling them two for a quarter.

Now the question arises—are retail merchants really profiteering? The writer says unhesitatingly that they are

not. And a very good reason why they are not profiteering is because they can't. This is not saying that some merchants would not like to profiteer. But the laws of the game are against them.

A Government expert who had been engaged on a campaign to rid one of our large cities of its plague of rats, recently made a very striking statement. "Rats, or any other pest," he said, "invariably increase to the utmost limit of the food supply."

This statement applies to business men as well as rats. There is no longer any frontier in the United States. Men who are thinking of going into business cannot go out West somewhere and find a town where there will be no competition in their line. Every town in the country is supporting just as many business houses as there is a living for. Some, by extra efficiency, get along well and make money. But every year some drop out of the running.

Now let us see how things would work out if merchants in every line were compelled to take the public into their confidence and tell them what their goods cost at wholesale. A line which sells very rapidly can, of course, be retailed at a very much smaller profit than a line which sells slowly. And, contrary to general belief, goods which are necessities do not always move rapidly. Crockery and furniture are two lines of necessities which not only move slowly, but from their nature are expensive to handle, and therefore must bring a large margin of profit.

A state convention of retail merchants was recently held in a middle Western city of something over a hundred thousand population. One evening after the sessions of the day were over a number of the delegates were sitting around their hotel, and one of them remarked that there was no exclusive crockery store in the city, adding that someone was evidently overlooking a good thing.

A man in the group spoke up. "I live here," he said, "and can tell you about the crockery store business, because I lost some money in that line myself. During the past seven years three retail crockery stores have started in this city, and each one of them has gone broke. And the reason they went broke was because they did not have the nerve to charge enough profit.

"You gentlemen doubtless know," the speaker continued, "that the retail crockery dealer must get a long profit on account of breakage, heavy freight charges and similar expenses connected with the line. But you will probably be surprised at the actual figures.

Customers Would Be Up In Arms If They Knew This

"A retail crockery dealer to come out whole must add 20 per cent. to the invoice cost of an article and then double that sum for his retail price. For example, a set of dishes comes into his store, costing wholesale \$10. He adds 20 per cent. to that, which make \$12. He doubles that amount, which comes

to \$24. And he has absolutely got to get \$24 for that set of dishes or he will be doing business at a loss.

"As I said, three crockery stores have gone broke in this town because they did not realize how much it cost them to do business. Very likely some other man will tackle the proposition, and it can be made to pay if he charges a living profit. But meanwhile the local people have to pay even more than the figures I have quoted, because whenever they want to buy a piece of nice china they have to send out of town for it, and pay heavy express charges."

It may be presumed that this man knew what he was talking about, and that a margin of more than 100 per cent. is necessary in the retail crockery business. But what chance would a storekeeper have with a frugal woman customer when his sales talk had to run something like this: "Here is a beautiful dinner set, Ma'am, in the very latest decoration. It actually cost us \$10; but I can let you have it to-day for the very low price of \$24?" Would the lady tell the neighbors that the crockery man was a grafter? She would.

If the plan of marking wholesale cost were to be carried out thoroughly it should of course apply to every one who sells anything for money. Take the case of a lawyer, for instance, who does a piece of legal work and renders a bill of a hundred dollars for it. His cost would probably be something like \$5.35, which he would have expended for typewriting and buying a lunch for a good witness. But it might be contended that there is no similarity between the business of lawyering and that of storekeeping. One sells service and the other sells merchandise.

In some lines of retailing, however, the dealer sells both merchandise and service. There is a high grade American gentleman's watch which costs the dealer \$50 and retails at \$75. That looks like a pretty nice profit on an article which is not expensive to handle, like crockery or furniture. But when the dealer sells one of these watches he is not through with it by any means. He must give service on it for a year. During that time if the mainspring breaks he must replace it without charge. He must spend his time every few days in regulating the timepiece, because it takes months to get a watch adjusted to the owner's habits. And so, at the end of a year, the \$25 profit which the dealer apparently made has dwindled down to \$5 or \$6. But it would be hard to make a customer see it that way who was getting ready to spend his hard earned money.

Predicted That Agitation Will Be Widespread In Arizona

The plan adopted by Arizona, the newspapers say, is being watched by the Washington Government with interest. It is hoped that the measure will "allay agitation and restore public confidence in retail merchandising."

But won't it work just the other way?

Continued on page 26

Tomato and Corn Prices Announced

Tomatoes Slightly Higher Than Hoped For—Very Fair Pack—
Light Pack Corn—Plums, Pears, Peach
Prices Being Worked Out

NEW prices have been announced on tomatoes and corn, both of which range fairly high. Tomatoes are lower than last year, of course, but not as low as had been expected early in the season. Corn is also slightly easier than last year, but not a great difference is noticeable. Prices on plums, pears and peaches are being worked out and an estimate of what these may be is given below.

Quotations on Tomatoes

Early crop reports on tomatoes were most encouraging and the outlook was for a big pack. The season started fairly early and for about two weeks factories operated at a high production level. Then the weather man stepped in with rain, cold, and no sunshine—the result was obvious. The pack suffered, the period of operation extended over a much longer period than expected and instead of a 100 per cent. pack in record time at comparatively low prices, the result will be about an 85 per cent. delivery and an increased cost which shaves the margin on a 20c retail basis down pretty fine. Booked orders are being taken care of at as low as \$1.92½ per dozen for 2½s, and this is likely to be about as low a figure as will prevail.

Light Pack Corn

The output of corn was about equal to earliest reports, it being estimated delivery will be about 35 per cent. Here again the weather man played pranks. June and July gave little promise of a corn crop, but favorable August weather showed a phenomenal improvement in the condition of the field crop with the result that optimistic reports were heard on all sides. But it was not to be, rain, cold and no sunshine proving factors to put a crimp in operations on corn. Earliest quotations available show \$2.20 per dozen for 2s as figure likely to rule.

Beans and Succotash

Prices were given out on beans recently and range for the Golden Wax, Midget, 2s at about \$2.40; Golden Wax, 2s, about \$2.00 to \$2.10; and Green Refugee, 2s, about \$2.00 to \$2.10 per dozen; the delivery will run about 25 per cent. Succotash, 2s, will probably range round \$2.20 to \$2.25 per dozen.

Plums, Pears, Peach Prices Being Worked Out

Definite figures are not yet available on plums, pears and peaches, but these are now being worked. What the delivery will be on these has not yet been ascertained. Indications are that Lombard plums, 2s, L.S. will range around \$1.95 to \$2.05 per dozen; 2s H.S. around \$2.15 to \$2.25. Tse L.S. Damson plums,

2s, will likely figure out at around \$1.95 to \$2.05 per dozen, and the H.S., 2s, at \$2.15 to \$2.25. Greengage plums are slightly higher, indications being that 2s L.S. will sell at about \$2.10 to \$2.20 and H.S., 2s, at \$2.35 to \$2.45 per dozen. Pears are very strong, too, the outlook for the Bartlett 2s being on a \$2.75 to \$2.85 per dozen basis and 2½s at around \$3.50. Yellow peaches, 2s, seem likely to be up around \$2.75 to \$2.90 per dozen, 2½s around \$3.50, while the 2½s pie peaches will not run much, if any less, than about \$2.75 to \$2.90.

These prices all show substantial increases over last year's figures, but were generally expected owing to high

prices of the fresh fruit, the comparatively small crop and increased manufacturing costs, including labor, containers, labels, boxing, etc.

WILSON MILLS, FERGUS, REOPEN

The Wilson mills, Fergus, Ont., which were burned about a year ago, have been rebuilt and equipped with new and improved machinery for the manufacture of oatmeal and other cereals. They will be in operation immediately.

John Simpson, sales manager for Chase and Sanborn, is confined to his house through illness.

F. G. O'Grady, general manager of the Atlantic Sugar Refinery Ltd., is this week away from his desk through illness.

S. T. Nishimura, Vice-President and a Director of the Meiji Trading Co., Ltd., arrived at New York. It is expected that Mr. Nishimura will visit several Canadian points before his return.

New Regulations Govern Sale of Flour by Millers

Millers Are Responsible For Seeing That All Sales of Flour Must be Accompanied by 25% of Substitute Flours—These Substitutes Enumerated—When Order Becomes Effective

Order No. 67 just promulgated by the Canada Food Board imposes a number of new conditions on the sale of flour and cereals by the mills. This regulation makes it imperative for the mill to provide substitutes with every sale of flour made. Mills not manufacturing substitutes are required to order and to assure themselves of the delivery of sufficient quantities of substitutes from some other source to cover the Food Board requirements.

The regulation is as follows:

Wheat Flour Substitutes

1. This Order shall become effective:
 - In the Province of Ontario and Quebec on the 12th October, 1918.
 - In the Provinces of Manitoba, Nova Scotia, New Brunswick and Prince Edward Island on the 14th October, 1918.
 - In the Provinces of Alberta and Saskatchewan on the 16th October, 1918.
 - In the Province of British Columbia on the 17th October, 1918.
2. In this Order—
 - "Substitutes" when sold to bakers for use in their bakeries shall mean pure and wholesome barley, rye and corn flour and oat products; and when sold to wholesalers, retailers and consumers shall mean pure and wholesome barley, rye, oat and corn flour.
 - "Consumers" shall include any person buying for consumption but who does not sell the flour or the product thereof and without restricting the generality of the foregoing shall include hospitals, public and religious institutions, farmers' clubs, and co-operative societies, where the purchase is made direct for distribution to the members of the club or society.
 - "Wheat flour" shall mean Government Standard wheat flour.

3. No miller shall sell wheat flour to any person who does not, at the same time, purchase from him substitutes in the proportion of one pound of substitutes to every four pounds of wheat flour.

Provided that a miller may deliver wheat flour without substitutes to wholesale dealers who have received permission from this Board to purchase wheat flour without substitutes, and to manufacturers of bread, biscuits and alimentary pastes for use in their factory only.

4. No dealer shall purchase any wheat flour who does not at the same time purchase substitutes in the proportion of one pound of substitutes to every four pounds of wheat flour, except such dealer holding a permit and such manufacturer for use in his factory only.

5. No miller shall in gristing deliver the grist to, or exchange flour for wheat with, any person who does not, at the same time, purchase or take from such miller one pound of substitutes to every four pounds of wheat flour received as grist or in exchange.

6. A wholesale dealer whose sales of flour during the year 1917 amounted to 100,000 barrels or more may make application for a special permit to purchase wheat flour without at the same time purchasing substitutes if such dealer furnish the Canada Food Board with invoices showing purchases of substitutes.

7. Millers will be deemed to have fulfilled the conditions of Clause 3 if with each shipment of wheat flour they ship the required amount of substitutes or if they order from a manufacturer of, or dealer in, substitutes and ensure delivery to the purchaser of the required amount of substitutes that otherwise should have been included with the shipment of flour.

8. No miller shall manufacture substitutes without first having obtained a permit from the Canada Food Board.

On and after 15th November, 1918, no miller shall offer for sale and no dealer shall deal in substitutes unless the package containing the same is plainly marked with the permit number of the manufacturer.

9. Anybody violating any of the provisions of this Order is guilty of an offence, and shall be liable on summary conviction before Police Magistrate or two Justices of the Peace to a penalty not exceeding one thousand dollars and not less than one hundred dollars; or to imprisonment for a period not exceeding three months, or to both fine and imprisonment.

Where the proceedings in any case in which a fine is imposed under the authority of these regulations are instituted at the instance of any municipality, or any other officer of a municipality, the fine shall be paid to the treasurer of such municipality, to be disposed of as the municipality may direct from time to time. And where such proceedings are instituted at the instance of, or by any provincial officer, such fine shall be paid to the provincial treasurer, to be disposed of as such treasurer may direct from time to time.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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

THE MACLEAN PUBLISHING COMPANY, Limited

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

OFFICES

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

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 900, Lytton Bldg., 14 E. Jackson St., Telephone Harrison 1147. Boston—C. L. Morton, Room 733, Old South Bldg.; Telephone Main 1024.

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

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

PUBLISHED EVERY FRIDAY

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

Vol. XXXII. TORONTO, OCTOBER 18, 1918 No. 42

NO WEAKNESS

NOW that President Wilson's reply to the German peace proposals has been made public, it becomes evident that the Allies stand united in their peace demands, and that no patched up peace is within the realms of possibility. Now that the war has gone so far, it must be fought to a conclusion that can only come with a change of heart and not merely a change of terms on the part of the enemy.

Much as the world desires peace, it can be purchased at too great a price. Peace now must be built on so sure a foundation that no power-crazy monarch or people can ever again bring about so bitter a calamity.

Whether the German peace proposals were intended to result in peace, or were merely another form of Teutonic diplomacy we cannot know; probably failing the acceptance of the terms of the proposal, they hoped at least to gain by a slowing up in allied activities.

If there is any slackening in allied efforts, something at least they will have attained. Everyone, who is a little more careless about the food restrictions, or who is a little less enthusiastic over the coming Victory Loan, because they think the end is near, is playing the Kaiser's game. We are in this thing to a finish. Let us be sure to finish strong.

NOW IS THE TIME.

THE campaign to limit the consumption of tin grows in volume and enthusiasm among our neighbors across the line. Manufacturers and wholesalers seem to be vying with one another to help in this important movement. They are uniting with the Food Control Board to meet a situation before

it becomes so desperate as to require desperate remedies.

Canadian manufacturers may as well face the situation. Canada is dependent on the United States for supplies, and it would be more than humanly generous if they would give to Canada supplies sufficient to meet our present needs while limiting themselves so rigidly. Some changes are bound to come, and it will be better to make them now as a matter of free will than to make them later when it has become a necessity.

THE MERCHANT CAN HELP THE VICTORY LOAN

MR. MERCHANT, the success of your business in the coming months in a large measure is dependent on the success of the Victory Loan. If this loan should prove a failure, such a failure will unquestionably have a depressing effect on business, and a depression in general financial business will assuredly react on the retail merchant.

We do not feel that there is need to call this loan to the attention of the wide awake merchant himself. If he is worthy of the name of merchant, he must realize that this untaxable loan, yielding 5½ per cent. interest, and guaranteed by the government of the country to which he belongs, is the best investment he could possibly make. We are confident that the retail merchants of the country will, in their own interests, buy as heavily as their resources permit of this splendid security.

But the merchant can do more than that. He can aid the sale of bonds among those who are not so well qualified as he to realize the value of these securities. He can arrange window displays with cards calling attention to the Victory Loan. He can decorate his store with campaign posters. He can sell the Victory Loan idea to his own clerks, pointing out to them the value of the securities, and suggesting the Loan as a wise investment. More than all he can urge upon the clerks that they keep this matter to the fore in talking to customers. The store decorated with Victory Loan literature makes it easy for any clerk to introduce this subject in conversation. And these conversations may be the result of drawing it to the attention of some people who might otherwise not be brought under the influence of this campaign.

This is a way in which you can help, Mr. Merchant. Help your country, help your customer and help yourself.

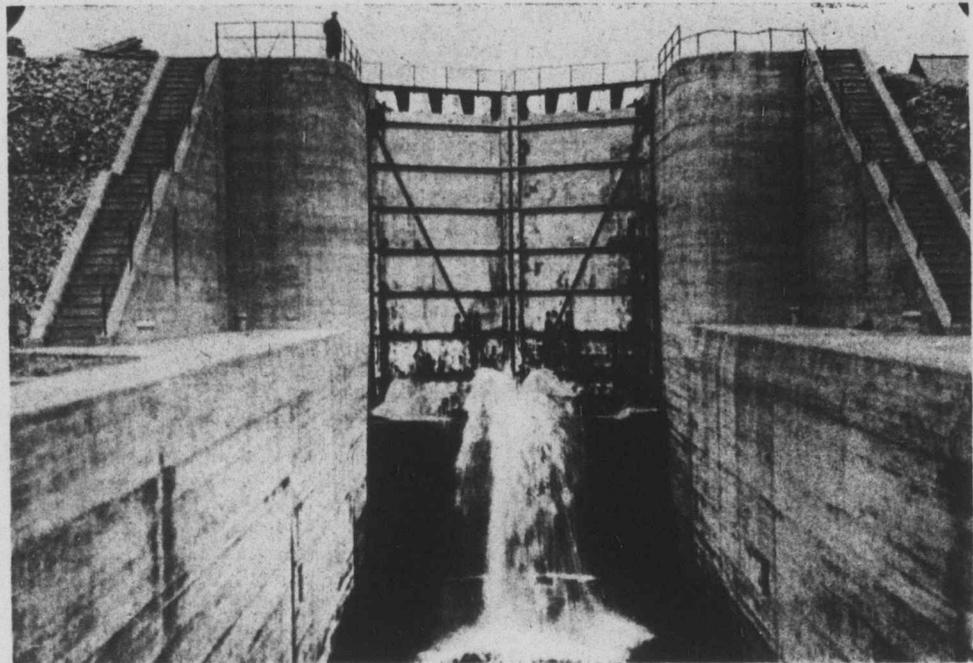
OFTEN the race is to the rank outsider, on whom the victims somehow neglected to place their coin.

U. S. has placed soft drinks, pianos, corsets and coffins on the non-essential list. Well, as a matter of fact, there's a lot of folks around who have got along without any of this stuff.

Current Events in Photograph

LOCKS ON THE TRENT CANAL

Picture shows the upper lock of the Trent Canal at Hailey's Falls, Ont. The lift here is 27 feet. The canal has only recently been placed in operation, and connects Peterboro and Trenton. Further work is in progress which will make it one of Canada's most important waterways.



TRAGIC DEATH OF MARSH BROTHERS

John and Henry Marsh, members of the Stamford Park Winery Company, met a tragic death last week in seeking to rescue two workers who were overcome with fumes while cleaning out an empty vat at the company's plant at Stamford. The vat, which is 25 feet deep, was being cleaned out to allow of it being filled with new wine, and the two Russian workmen were sent down to work. Joseph Marsh noticed the men were acting strangely, and descended into the vat to see what was the matter. A little later Henry Marsh, wondering at his brother not coming up, looked into the vat and saw the three men at the bottom of the vat had been overcome. He jumped in to rescue his brother, and immediately the fumes caught him and he was soon as helpless as the rest. Men nearby were powerless to help the doomed men, and had to see them slowly die. Their bodies were recovered with difficulty. Both the Marshes were married and leave wives and children.

RESTRICTIONS ON EXPORT SHIPMENTS OF MILK AND CREAM

"The Food Board has instructed the Custom's collectors by authority of the department, to restrict export of milk and cream to the maximum shipped during the week of Sept. 30, and to refuse exports to non-regular shippers during that period. All shippers must apply to the board for export permit through the Customs Collector."



THE LATE W. H. ESCOTT.

PROMINENT WESTERN BANKER DIES SUDDENLY

WINNIPEG, Oct. 16.—By wire.—W. H. Escott, a well known figure in the Western grocery trade, died Tuesday of this week. Mr. Escott was attacked by influenza, which developed into pneumonia which ended fatally after a week's illness. The late Mr. Escott has been associated with the grocery business practically all his life. He was born in Ontario in 1870 and started in his business career as a clerk with J. H. Bogart, Chatham, Ont. Following that he became a traveller for T. B. Escott and Co., London, Ont. He came to Manitoba some years ago and started a brokerage business with Joseph Carman, later Escott and Harmer. The

firm was incorporated as W. H. Escott Co., Ltd., in 1913. The firm has branches in several different cities of the west. T. B. Escott of London was at his bedside at the time of his death.

AN ERROR CORRECTED

In the advertisement of the Clayoquot Sound Canning Co., Limited, on page 46 of the British Columbia number, October 4, an error appeared. The words "Hand picked" should, of course, have been "Hand packed." The trade would no doubt recognize this error immediately. CANADIAN GROCER regrets its occurrence.

CUSTOMS LICENSE SUFFICIENT FOR IMPORTS

The Department of Customs for Canada has just issued the following memorandum on restricted imports.

To Collectors of Customs:

Referring to Memo. 2238-B, concerning restricted imports into Canada, it will be sufficient for importers to procure a license from the Customs to import the following liquors when containing more than two and a half per cent. of proof spirits, without a permit from the Canada Food Board, viz.:

- Amylic alcohol or fusel oil.
- Ale, porter, lager and other beverages.
- Lime juice and other fruit juices.
- Liquors, malt or other.
- Wines.

John McDougald,
Commissioner of Customs

Wanted: Schedule of Normal Margins

The Science of Retailing Needs This Forward Step—No Such Schedule Available, Merchant Must Develop One For Himself—A Word on How to do This

By Henry Johnson, Jr.

I HAVE received the following pertinent inquiry from a Western Province, with its pointed suggestion of the need of more science in our methods of fixing margins.

Gentlemen:—I have just received and read with interest Mr. Johnson's article which covers the ground of figuring margins and profits by a method in which I concur—the only reasonable and safe method as I see it. But the point of what margin to each item, in order to get the desired result for the year—or rather to get the right and just price level for each item, based upon its ratio of turnover—has been a matter of guess rather than a definite basis on which to figure our margin.

"For instance, if we sell twenty cases of corn a month average, for the year, what might be the expected turnover or rather amount of tomatoes, corn starch, ketchup, etc., on an average grocery stock? Has such a figure been gathered, and is such a list of figures available from any source? If so, I would like to get in touch with it. Mr. Johnson's statement that canned corn "should show 22% to 25%" gross margin infers that the figures are available as applied to the grocery list generally. I would be much pleased to be put in touch with such information."

No! so far in my travels and readings I have found nothing such as my friend asks for; but now that he has brought up the question, I see no reason why a start should not be made. My method was the result of experience and detailed study, just as it is with other grocers, based, however, on the one knowledge of certain fundamentals. For example:

Must Offset Average Expense

We know the average expense in our several businesses; or, if we are beginners, we can ascertain that expense averages about 16-17%. Next we know that a considerable proportion of what we handle bears a total gross margin insufficient to cover that expense, the total of such "non-profit" goods varying, according to locality and kind of business, from perhaps 30% of the total turnover to 45%. Hence, we must get pretty much "all the traffic will bear" on the 55% to 70% of our turnover on which a margin wide enough to cover expense and leave a profit, can be obtained.

What, then, is the thought ever uppermost in the intelligent retailer's mind? This: What margin can I hope to get on this article—whatever it may be—and yet not slow up or stop its sale beyond a wholesome degree?

I put it that way for the very important reason, that we always are in danger of the error that we must sell as cheaply as our neighbors—that, if our prices be higher, he will get the business and we shall lose it. Hardly anything could be

further from the truth because merchants sell a lot of things besides merchandise, and those things are classed together generally as "service." Whether I can get more for an article than you can will depend on whether I deliver more acceptable service with the article or not, and the line of distinction is one difficult to draw between merchant and merchant. It is so impalpable, sometimes, that the customer, asked for her reason for trading with Smith instead of Brown says: "Oh, I just like it better at Smith's."

Two Grocers "Side-by-Each"

Here is an example from real life, every detail literally true: Two grocers operated adjoining stores. Their back doors and front entrances were side by side. They operated in perfect harmony though one ran a high-grade, maximum service store and knew his business like an instinct, while the other operated just a better-than-ordinary store. They interchanged stock freely. Smith was the high-grade man, Brown the ordinary grocer.

Both carried Black Diamond salmon, which was a staple seller in that town. Prices got up where 15c no longer yielded a normal margin, according to Smith's ideas, so he made the price 18c on halves. Brown came in to buy some, noted the price and said: "How can you do that—I cannot." Smith was polite about it—but what better exemplar could one find? Here was a free-selling staple; two stores side by side; one getting 16 2-3% more than the other; and incidentally, selling five times or over as much as the other.

There must have been something about Smith's "ways" that customers liked.

Food Administration's Experience

There is something very apposite and interesting in the attitude of the United States Food Administration as just announced by Mr. Hoover. He says that grocers must so gauge their margins that the poor shall be able to obtain the staples of their diet—sugar, potatoes, onions, wheat and other flours—at the lowest possible cost. Beyond that, grocers can charge their normal customary margins; and, for the high grade products, the idea is to "go as far as you like," on the theory that consumers who demand high grade, fancy products, have the wherewithal to pay—and should pay.

This attitude is peculiarly interesting since it shows clearly that what study those men have given to the problem of food distribution has led them to conclude that the grocery trade already has automatically arrived at a just estimate of its value to the various committees served; for that is precisely the plan we have operated on all along.

If the more advanced idea, that grocers should be trained and that only those should be permitted to serve the

community who are able to pass certain rigid examinations as to knowledge and minimum financial ability to promise successful service; and that true conservation demands that grocers' hours of business be limited to nine daily, with none on Sundays and legal holidays—great good must come from it; also the community will be served better and more cheaply—all things considered.

In the absence of the kind of data my friend asks for, the only thing the grocer can do is something like what I have always done. I have fixed my minimum margin, on any staple article aside from those which custom has decreed must be handled below cost-margin, at 20%, for that, I figured, yielded me the minimum net profit of 3 1/3% over expenses. Then, on every other kind of article, I have considered several factors. There is the general question of bearing a share of the deficit on the low-end merchandise, say 3%; the question of its semi-perishable character, or its seasonal limitations, anywhere from 2% to 5% more; then whether it is of such character as makes it a slow seller to a limited range of consumers, 3% to 5%; next, what that kind of customer will be willing to pay—"all the traffic will bear"—another 2% to 5%; lastly, whether the sum of previous computations lands us on a psychologically unfortunate price, and the needful adjustment.

Take canned white cherries costing \$2.65 the dozen, and we find that 35c is the correct selling price by this method, on this schedule:

Basic margin, 20%; off-setting margin, 3%; perishable character is limited to soiled labels and shelf-damage because otherwise non-perishable, hence 2% on this count; slow seller, maximum, because only a comparatively few want it—so 5%; then consumers of canned white cherries of such grade are able to pay—also willing, indeed, would suspect inferiority if not charged enough—hence 5%, so 35%, which will yield a trifle over \$4.00 the dozen, and then 35c is a better psychological price than would be 34c, so we get it, and then we make very nearly 37%.

Peeled apricots are similar, but in lesser degree, and a 34c price would probably induce so much heavier a turnover as to justify the concession, 34c being so much cheaper looking than 35c as well as conveying the suggestion that you have figured closely. There is value in suggestion that is not so palpable as to show the machinery.

All these things are the result of thought; study and experience, and each merchant must derive his own experience from his own store; but soon such things become mechanical and one knows intuitively about what a suitable margin in his own business, applied to certain lines, can be.

CURRENT NEWS OF THE WEEK

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

Maritime

Apparently as a result of the advice given by Frank Stockdale at the Business Men's Institute last week, the retail advertising in the St. John papers showed a considerable increase in volume this week.

Business throughout New Brunswick has been affected but little by the influenza situation. As a preventative measure, rather than because the disease has secured any serious hold on the province, the Department of Public Health has ordered the closing of all churches, schools, theatres and other places of amusement, and has passed other restrictive regulations. There has been no panic over the possibility of an epidemic and business continues as usual.

Application has been made to the city of St. John by a New York concern which seeks a harbor site for a molasses distributing depot. Their plan is to bring molasses to St. John from the West Indies in tank steamers, pump it from the steamers into storage tanks, and from the tanks fill suitable packages for rail distribution throughout the country. It is said that this method of transportation would effect a considerable economy in freight charges and also eliminate the waste from leakage during the sea voyage. The city has offered a suitable site with wharf, warehouse and railway accommodation.

T. H. Estabrooks, of Red Rose Tea, who is acting as chairman of the provincial Victory Loan committee believes in applying business methods to any project in which he is interested. He argued that commercial travellers as trained salesmen would make the best salesmen for Victory bonds. In order to enlist their help he had extended invitations to several hundred commercial men to meet him in St. John to lay out a campaign in which they could take part. The health regulations prohibiting meetings on account of the influenza epidemic made it necessary to cancel this arrangement but other plans are being arranged to secure the fullest co-operation of the travellers.

The advantages of the co-operative delivery system were laid before the members of the St. John Retail Merchants' Association, at a meeting held this week, by J. A. O'Donnell, Cleveland, Ohio, of the National Delivery Men's Association, who is regarded as an expert in this work. Mr. O'Donnell explained the system as worked out in other places and told of the success attained, not only in effecting a saving of from twenty-five to fifty per cent. in delivery costs but also in actually giving



Edmund Le Roy Arnold, who was a member of the staff of the G. E. Barbour Co., Ltd., before going overseas with an artillery unit, has been killed in action.

Herbert Walter Wright, a valued employee of Jones Brothers store in Apohaqui, N. B., before enlisting in June, 1916, was killed in action on September 14.

Percy L. Wheaton, a clerk in Harry Smith's grocery store, West St. John, before enlisting, is reported dangerously ill in a hospital in France.

better service, as the result of co-operation and systematization. At the close of his address several members spoke strongly in favor of the establishment of such a system and it was decided that the matter be given serious and detailed consideration at the next meeting of the association. The thanks of the merchants present were extended to the speaker by F. W. Daniel, president of the association.

Quebec

Mrs. Cyrille Larose, Quebec city, has sold her assets.

J. R. Biron, general store, Notre Dame Des Anges, assets sold.

J. A. H. Chevrier & Co., general store, Regaud, have dissolved partnership.

Beland & Veillet, general store, St. Thecle, have dissolved partnership.

Ontario

Gubb Bros., Toronto, have dissolved partnership.

Sheppard & Co., grocers of Clinton, has suffered fire loss.

J. W. Collier, Sarnia, has been succeeded by Cook & Meryshall.

Mrs. John McRoe, Mooretown, has sold her general store business to Nyal & White.

Hugh Fraser & Son, general store, Winchester, have been succeeded by C. A. Coons.

Ross & McQueen, grocers and butchers, Port Dover, have been succeeded by McQueen & Cromwell.

R. H. Brown & Co., general merchants, Latchford, Ont., have sold their store building and business to Ira D. Bradley.

A provincial charter has been granted to the Alliston Milling & Manufacturing Co., to deal in all kinds of grain and foodstuffs, and for the manufacture of flour and cereals. The head office of the company will be in Toronto.

Vandervoort Bros., who for some time have conducted a general store business in Eldorado, have purchased the business of C. E. Redden & Son, Harrowsmith, and are now doing business in the latter town, having discontinued their business in Eldorado.

Western

Geo. Clayton, butcher, Austin, Man., has discontinued business.

Ferguson & Miller, butchers, Melville, Sask., are discontinuing business.

P. Ellis, Rockhaven, Alta., has sold his branch store to L. Schaffer.

S. Whitewell, butcher, Conquest, Sask., has been succeeded by Proctor Bros.

G. Finnbogasson, grocer, Winnipeg, has sold his stock to J. S. Gillies.

John A. Cheyne is now calling on the Winnipeg trade for Tees and Perse, Ltd.

J. F. Crosby, general store, Darlington, Man., has been succeeded by A. H. Pye.

There has been a change in the partnership of the Central Grocery, Winnipeg.

J. S. Castle, butcher, of Delisle, Sask., has been succeeded by the Empire Meat Market.

Morrow & Ellis, general store, Mikado, Sask., has been succeeded by W. H. Morrow.

S. W. Brunt, general store, Bladworth, Sask., has been succeeded by M. Marquson.

Eugene Mousset, general store, Laurier, Sask., has been succeeded by C. R. Terrillon.

A Manitoba license has been granted to Gordon Ironsides & Fares, packers Ltd., Winnipeg, Man.

The Stanley Cash Stores, grocers, Winnipeg, has sold their Weston branch to John R. Gardner.

The Hague Trading Co., general store, Hague, Sask., have dissolved partnership, Jacob Karasov continuing.

H. C. Leggo, Keddlstone, Sask., is renting his store at that place to the Park Lumber Company. This company has also purchased his grocery stocks. The balance of the stock of the store, along with the stock of the Bethune, Sask., branch he is moving to Kenaston, Sask., where he has rented the store at present occupied by Haas and Manning. These changes become effective Nov. 1. Maycock & Toms, Ltd., wholesale fruit dealers, Winnipeg, are quitting the small fruit business, but intend to handle

fruit in carload lots from the grower to the merchant. They are giving up their warehouse at 137 Bannatyne ave., and will open an office at 141 Bannatyne ave., under the same name. Following their recent fire, it was decided to suspend the small fruit trade till after the war. A. T. Maycock is at present at Vinemount, Ont. He is president of this company. H. E. Toms will remain in Winnipeg for a while, but will later go to Ontario.

HALIFAX MERCHANT PASSES AWAY

George Richardson, grocery and provision merchant of 811 Barrington street, Halifax, N.S., died recently after a long illness. Mr. Richardson was another victim of the explosion of December 6th last. He lost a son in that disaster and has been ailing ever since. He was a very active member of St. Patrick's parish, where his death will be deeply regretted. He was a man of genial disposition, good qualities, and well liked by all with whom he came in contact. In politics he was a staunch Conservative and a leading worker in Ward 5, and always took a deep interest in politics in the city. He leaves a widow and one daughter, Mrs. Clifford Paul.

B. D. ROGERS, PROMINENT MERCHANT AND MAYOR OF STELLARTON, N.S., DIES

B. D. Rogers, mayor of Stellarton, N.S. and wholesale manufacturer of biscuits and confectioner, died at that place after being ill for some time past. No man could be more intensely loyal to his town than was the late B. D. Rogers. He served repeatedly as mayor and always improved the condition of Stellarton from a civic and financial standpoint, and through his efforts earned the gratitude of his fellow citizens. He was always an enthusiastic worker for the cause of temperance and was an organizer for teetotal societies. He also carried on a wholesale and retail grocery business in Stellarton.

JAMES MCLAUCHLAN HONORED BY MANUFACTURERS

At a recent meeting of the biscuit and candy producers branch of the Manufacturers' Association held recently in Toronto, James McLaughlan of Owen Sound, Ont., was elected life president of the branch and at the same time presented with a handsome oil painting of himself, as an indication of the esteem in which he was held by the Association.

GRAND RIVER MUNICIPALITIES UNITE BOARDS OF TRADE

Following a luncheon to the Minister of Labor at Brantford, Ont., recently Board of Trade representatives from several Grand River municipalities adopted a resolution, moved by John Harold, M.P., Paris, and seconded by John Bain, Woodstock, calling for the organization of a united Grand River

trade board organization. The officers elected were: president, J. H. Hancock, Galt; vice-president, J. S. Martin, Port Dover; secretary, Wm. Debus, Kitchener. The purpose of the new organization will be action in regard to Port Dover and other harbors, pure gas, Grand River improvement, and better transportation.

A RADICAL PRICE EXPERIMENT

Continued from page 20

Any man who has ever sold goods at retail can imagine what real, sure enough agitation will take place when a customer looks at the tag on a wardrobe trunk and sees the wide gap between cost and selling price. And to look at a similar tag on a dining room table would certainly destroy any confidence in retail merchandising that such a person ever possessed.

But such margins have to be maintained if a storekeeper is to stay in business. There is an average profit on every line of merchandise which has been found correct by years of experience, and the success or bankruptcy of ten thousand merchants.

Retail profits adjust themselves automatically. All the storekeepers in a town might illegally get together and raise their prices 5 per cent. But before the end of the month some merchant in a nearby town, hearing of it, would open a branch store in their midst with prices at the proper level and take all their business away.

The laws of the Medes and Persians have nothing on the laws which inexorably dictate the percentage of profit which a merchant may put on his goods.

If he puts on too long a profit his competitors cut under him and he goes broke from lack of patronage.

If he puts on too short a profit he goes broke through the activities of his creditors.

Will Plan Work?

The Arizona State Council of Defense is very hopeful that the measure will check profiteering, restore "public confidence in retail merchandising" and allay agitation. Business men, however, are not so enthusiastic about the plan. They can't see how it can be equitably enforced, but if it is enforced they are afraid it will play havoc with business.

As simple as the Arizona plan may seem to its projectors, it is very likely that human nature will nullify it. The public is not a competent judge of how much profit a business man should make. Not possessing all the facts, it is not in a position to give an unprejudiced opinion.

On many products retailers aim to make a gross profit of 33 1/3 per cent on the selling price. That means a gross of fifty cents on a \$1.50 article. But if a retailer were to state openly what his profit is, he would be waving a red flag in the face of his customers. Most of them would not believe that his net out of that fifty cents was only five cents or perhaps less. In many

cases, despite the large gross, the transaction may show an actual loss.

People as a whole, have no conception of how much it costs to do business. That a merchant needs 30 to 40 per cent. gross on many products in order to come out even taxes the credulity of people who are inexperienced in running a business. Among farmers there was at one time a widespread belief that if a merchant got 10 per cent. above the delivered cost of his goods, it ought to have been ample.

Another objection to the Arizona plan is that people will expect to find uniform profit margins marked on goods. They won't be able to understand why one thing must bear a higher margin than something else. As a matter of fact, though, merchandise has to be priced according to its salability. Goods that turn slowly must bear a higher margin than those that turn rapidly. A number of other factors influence mark-ups. As at present conducted, successful merchandising consists in being able to strike a happy average.

Having a merchant's profit appear on the goods will incline many persons to haggle with him to get it reduced. If the margin appears ample, people will have a good excuse to ask for a cheaper price. Knowing the seller's profit they will shop for a low margin as well as for a low price. This will inevitably lead to price cutting. Each merchant will want to have the profit that he asks lower than that of his competitors. The further fact that retailers do not always buy their goods at uniform prices would lead to other unpleasant complications.

Theoretically, of course, there is much to recommend this ruling of Arizona's War Council. It will be a fine arrangement for showing up the fellow who cuts the prices of well-advertised products and then makes up his loss by charging enormous prices for unfamiliar goods. The scheme will expose the shortcomings of the careless buyer and the indifferent manager. But the chances are that if the ruling is strictly enforced it will in some respects hit the efficient as well as inefficient.

If we were living in an age of absolute standardization this Arizona plan might work smoothly. If prices, qualities and everything else about a product were completely standardized retailers would have to operate on a uniform margin, and then of course there would be no harm in making it known to the public. But as it is there is still too much individualism in business despite the wide socialization that the war has caused to permit this Arizona idea to function easily.

If these dilettante economists insist on enforcing their ruling there is one way the Arizona merchants can lighten the blow, and that is to advertise steadily to their customers what their cost of doing business is. Let them explain their service and tell what it costs them to support it. If it is necessary to make public the gross profit, why not make public the many expenses that eat up that profit,

Enquiry Department

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

RE GRAHAM FLOUR

Is it necessary for me to sell substitutes with Graham flour?

J. H. REID,
Howarden, Ont.

Answer—No. The part of the Act bearing on this point reads: "No licensed dealer shall sell to any person for private consumption . . . any white or standard flour who does not purchase from him substitutes in the proportion of not less than one pound of substitutes to four pounds of white or standard flour." Graham flour is neither white nor standard flour and consequently does not come under the operation of the Act.

* * *

COAL OIL AND KEROSENE

Is there, or has there ever been any difference, either commercially, chemically or in any other way between coal oil and kerosene?

Coal oil is, I believe, still called kerosene in the States, but I have been informed that true kerosene to-day differs in density in the flash test, and is more explosive than the coal oil in general use in America to-day.—Sawyer Bros., Marden, Ont.

Answer.—Commercially there is no difference between kerosene and coal oil. The term kerosene is used altogether in the United States. One firm when establishing their brand in Canada some years ago used the term but found the people as a whole didn't appreciate what kerosene was. The result was they adopted the name coal oil and have used it ever since. There are some "lighter" grades of kerosene sold on the other side which might show a difference in density or flash test such as you mention.

However, commercially, which is the main factor for Canadian trade, there is no difference between coal oil and kerosene.

* * *

NO LIMIT TO SELLING PRICE OF FLOUR

Is there any limit to the retail selling price of flour, and if so, what is it?—W. R. Wood, Turriff, Ont.

Answer.—There is no limit on the selling price. The only limit on the sale of flour, is that no merchant shall sell more than 14 days' supply except in cases where the purchaser is living at a considerable distance from the store, and that he shall sell one pound of substitute with every four pounds of flour.

* * *

MANUFACTURERS OF CROCKERY

Will you kindly give me the names of some firms where I can get a general supply of crockery and delft ware.—H. Pushinsky, Shallow Lake, Ont.

Answer.—Toronto Pottery Co., Toronto; Belleville Pottery Co., Belleville; Foster Pottery Co., Hamilton; R. Campbell's Sons, Hamilton; John Davis & Son, Toronto; J. W. Foley & Co., St. John, N.B.

* * *

TORONTO RUBBER STAMP DEALERS

Where can we obtain rubber stamps in Toronto? ———, Chicago, Ill.

Answer.—The following is a list of manufacturers of rubber stamps in Toronto: Bernard Cairns, 77 Queen St. E.; Canada Stamp & Stencil Co., Ltd., 68 Dundas St. E.; Patterson & Heward, 319 King St. W.; Superior Mfg. Co., 93 Church St.; Toronto Stamp & Stencil Works, Ltd., 137 Church St.; W. E. Irons & Co., 30-32 Temperance St.; C. W. Mack, 46 Adelaide St. W.; Wilson Stationery & Printing Co., 118 King St. W.

* * *

WHERE TO OBTAIN APPLES

Where can I obtain one or two carloads of apples at a reasonable price?—Emile Julien, Baie Shawenegan, Que.

Answer.—The United Fruit Co. of Nova Scotia, Berwick, N.S.; Nova Scotia Shipping Co., Berwick, N.S.; Herbert Oyler, Kemptville, N.S.; H. Blight and Sons, Halifax, N.S.; W. H. Chase and Sons, Wolfville, N.S.

* * *

Kindly give us the names of some manufacturers of dry yeast cakes other than the E. W. Gillett Co. ———, St. John, N.B.

Answer.—White Swan Spices and Cereal Company, Ltd., 156 Pearl St., Toronto, and A. MacDonald and Co., Winnipeg, are manufacturers of these goods.

MANUFACTURERS CAN ONLY DEAL WITH LICENSED PARTIES

Has the manufacturer of pickles, sauces, etc., the right to sell anyone who has not a wholesale or a retail license.—D. A. Hill, Waterford, Ont.

Answer.—Our understanding of the regulations is that he has not the right to sell to anyone not having a license.

* * *

MAGAZINE DEALING WITH JAMS AND MARMALADES

Where can I find a magazine that takes up the manufacture of jams, marmalade, jellies and pickles?—M. H. Low, Edmonton, Alta.

Answer.—Some suggestions were given relative to this matter in last week's column. Further investigations have assured us that there is no magazine published on this continent that deals entirely with the subjects mentioned. The editor of *The Canner*, 140 North Dearborn Street, Chicago, writes:

"We are sure there is not a journal published in the United States that prints as much about these lines of goods as does *The Canner*."

"The manufacture of jellies and jams is not with us an industry of sufficient magnitude to support a trade journal; however, we maintain a department in *The Canner*, which, though concerning itself largely with pickles, vinegar, and sauerkraut, manages to get in a little smattering of matter about jellies and preserves, lines which do not yield a great amount of trade talk and news."

This magazine, and *The Canning Trade*, Baltimore, Md., come the nearest of anything available to meeting your requirements.

* * *

A MARKET FOR COOKING ONIONS

Kindly give us the names of Canadian and American firms that buy domestic cooking onions.—W. L. Querengesser, Brodhagen, Ont.

Answer.—Practically all the fruit and produce wholesalers handle these goods. We believe that if you have any quantity to sell you would be well advised to deal through a fruit and produce broker who knows the conditions of the market and could probably do better for you than you could do for yourself. Either of the following firms could handle this business for you. J. J. McCabe, 32 Church Street, Toronto; or Fred J. White, Board of Trade Building, Toronto.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:

.....

Name

Address

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FEW prices have been announced on canned tomatoes, which show a slightly higher range of cost than had been hoped for early in the season. Crop reports were encouraging, the outlook bright and early operations satisfactory, but the elements combined to overcome all optimistic feelings. The result has been smaller production, higher operating cost, and whereas the retail price will probably range around 20c per tin, there is little chance of many offerings of 2 for 35c. Corn prices are also out, and range about the same as last year, with the delivery estimated at around 35 per cent. Quotations on plums, peaches and pears are now being worked out, and figures will run much higher than last year.

Latest regulations issued by the Food Board provide that the mills must supply or arrange to have supplied substitutes to the percentage of one to four with all orders for wheat flour. Rye flour, corn flour, barley flour and oat flour are now mentioned as the only substitutes to consumers. This means dealers will have to take into stock the proper proportion of substitutes, and they, in turn, will pass these on to the consumer. This is probably the reason for the Food Board's action, and has been taken, it is thought, when visible supply of substitutes seems likely to more nearly meet these requirements.

MONTREAL—Advances of price are this week made in canned peaches and pears, and also for corn, canned and on the cob. Soap chips and caustic moved up.

Declines were made for cornmeal, corn flour and package rolled oats, split peas, beans and feed oats. Bananas are also easier, while lemons and oranges are firm. New pack tomato prices are announced.

An advance may be looked for in mustards. The difficulty of securing supplies from overseas is great, and all materials have increased in price. The cocoa and spice markets are steady and firm, while coffee and tea are ruling with the tendencies heretofore reported.

Tapioca will not be permitted through, jobbers having received intimation from the Food Board that stocks are ample in the country to

meet requirements, and that they will, therefore, be unable to permit importation, freight space being short.

The influenza epidemic has somewhat handicapped trading.

TORONTO—Much higher prices are the prospect for canned plums, pears and peaches, from advices now at hand. Production has been limited owing to comparatively small crop, it is estimated, and high prices paid for the fruit, along with enhanced manufacturing costs, have brought about greatly increased prices to the trade.

Quotations are out on tomatoes and corn. These are lower than last year, but it had been hoped that tomatoes would show a much lower level than they do. Delivery of tomatoes will be about 85 per cent., and of corn about 35 per cent.

Between 40 and 50 per cent. delivery of orders placed for dried peaches seems now possible since Government requirements have been provided for. The orders amounted to about 25 per cent. normal, so the present outlook is for about one-eighth usual shipments.

An unprecedented demand for lemons and oranges has developed all over the continent since the epidemic of Spanish influenza started. The result has been that with the light supplies available, prices have soared to record levels. So far this has been more noticeable in United States points than in Canada, but local prices have attained a pretty figure, particularly with oranges.

Quotations on barrel apples show an advance of from 50c to \$1 per barrel for some kinds on the No. 1 grade over opening prices given out two or three weeks ago. Sweet potatoes have declined, and onions hold unchanged at what may be termed a comparative level.

Coffee is very strong at primary points, and indications point to a further advance of from two to three cents per pound over increase of two cents made just a couple of weeks ago. Supplies are none too plentiful, though requirements of the trade to date have been very well looked after.

QUEBEC MARKETS

MONTREAL, Oct. 16.—The epidemic of influenza has had a great deal of real effect on the grocery jobbing trade this week. Staffs have been much interfered with and it is awkward to work on short staffs. Changes have been made in several lines, reference to this being made in the market summary.

Soap Chips, Caustic Soda Marked Up

Montreal.
SOAP CHIPS, CAUSTIC.—Advances are made by one jobber for caustic soda. This is for broken lots which are selling now at \$9.50 per 100 lbs.

Soap chips of St. Croix make are selling in one quarter at 9c per pound, this being an increased price by half a cent per lb.

Sugar Holds Firm; Supplies No Better

Montreal.
SUGAR.—Nothing has occurred during the week to change the local situation and prices on the various refineries' output are held. Delivery of raws has been ruling with little change. Some feel that a slight improvement is probable, with preserving needs pretty well supplied, but there is no likelihood of extensive improvement in the matter of requisite stocks.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	9 50
Acadia Sugar Refinery, extra granulated	9 50
St. Lawrence Sugar Refinery	9 50
Canada Sugar Refinery	8 75
Dominion Sugar Co., Ltd., crystal granulated	9 50
Special icing, barrels	9 30-9 40
Icing (25-lb. boxes)	9 60-9 80
Icing (50-lb. boxes)	9 50-9 60
Diamond icing	9 10
Yellow, No. 1	8 90-9 20
Yellow, No. 2 (Golden)	8 70-9 00
Yellow, No. 3	8 60-8 90
Powdered, barrels	9 20-9 30
Paris lumps, barrels	9 85-10 20
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	10 25
Crystal diamonds (boxes 100 lbs.)	10 50
Cut loaf (50-lb. boxes)	10 50-10 60
Cut loaf (25-lb. boxes)	10 70-10 80

NOTE.—Some are not refining icing or powdered sugars in view of Food Controller's wishes.

Tomatoes Lower; Other Lines Up

Montreal.
CANNED GOODS.—Prices have been announced to the trade on tomatoes and corn, new pack. These, in the case of tomatoes are lower. One pound tomatoes are selling at 95c per doz.; 2 lbs., \$1.40 to \$1.50; 2½ lbs., \$1.90-\$1.92½ and 3 lbs., \$2 to \$2.02½. Gallons are selling at \$7.00 to \$7.05. Some of the groups are selling at a better price than others, while what is known as group "B" has 2½c per doz. added to the price, with a rebate of 5c for those placing orders early. Pears No. 2 are quoted at \$2.75 and in gallons (pie grade) at \$7. San-

dard grade peaches are \$3.60 in 2½ lb. size and yellow pie grade in gallons are \$7.60 to \$7.75. Greengage plums are quoted at \$2.25.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	2 45	
Sovereign, 1-lb. flats	4 50	
Do., ½-lb. flats	2 30	
1 lb. flats	4 62½	
1 lb. talls, cases 4 doz., per doz.	4 50	
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	2 25	
Do., ½, flat	1 20	
Pinks, 1-lb. talls	2 60	
Cohoes, 1-lb. talls	3 40	
Red Springs, 1-lb. talls	2 70	
Red Springs, ½ lb.	2 10	
Salmon, Gaspe, Niobe Brand		
(case of 4 doz.), per doz.	2 25	
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	20 00	
Lobsters, ½-lb. tins, doz.	3 60	3 65
Canned Vegetables and Fruits—		
Asparagus (Amer.) mammoth green, doz.	4 00	
Tomatoes, 1s	0 95	
Tomatoes, 3s	2 00	2 02½
Tomatoes, U.S. pack, 2s	1 40	1 50
Tomatoes, 2½s	1 90	1 92½
Tomatoes, Canadian pack, 2 lb.	2 10	
Tomatoes, gallons	7 00	7 05
Peas, standards	1 45	1 47½
Peas, early June	1 57½	1 60
Peas, extra fine, 2s	2 35	
Do., fancy, 20 oz.	1 57½	
Peas, Morens Ex fine	2 25	
Beans, golden wax	1 95	1 97½
Beans, Refugee	1 95	2 00
Do., old pack	1 80	1 95
Do., new pack	2 00	
Corn, 2s, doz.	2 15	2 27½
Spinach (U.S.), 3s	3 00	
Do., (U.S.), gallons	10 00	
Corn (on cob, gal. cans), doz.	7 80	8 30
Red raspberries, 2s	4 00	
Simcoes	2 75	
Red cherries, 2s	2 60	2 90
Strawberries, 2s	3 00	
Strawberries, 1918 pack (2s)	4 00	
Rhubarb, 2½s	2 60	
Blueberries, 2s, doz.	1 85	
Blueberries, gallons	7 00	
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	
Pumpkins (gallon), doz.	6 00	
Potatoes, Can. Sweet, 2½-lb. tins	2 10	
Potatoes, Cal. Sweet, 2-lb. tins	2 75	
Carrots, sliced, 2s	1 45	
Apples (gallons)	5 00	
Peaches, 2s (heavy syrup)	2 00	2 40
Peaches, standard grade, 2½ lb.	3 60	
Peaches, gallon pie (peeled)	7 60	7 75
Peaches, 2s (heavy syrup)	2 00	2 90
Pears, No. 2	2 75	
Pears, gallon (pie peeled)	7 00	7 05
Pineapples, 1½s	2 25	
Pineapples, 2s	3 10	
Pineapples (grated), 2s	2 90	
Greengage plums (light syrup), No. 2	2 25	
Lombard plums (heavy syrup), 2s	1 70	

Corn Syrups Active; Molasses is Firm

Montreal.
MOLASSES AND SYRUPS.—A very firm market still obtains for molasses. Shipments into Montreal have been heavy of late but these stocks do not last long, as the booked orders in importers' hands absorb these readily. It is not at all improbable that prices will be even higher than they are to-day.

Corn and cane syrups have been selling well, the shortage of sugar and the scarcity and high prices for molasses being assigned as contributing factors in this activity.

Corn Syrup—		
Barrels, about 700 lbs.	0 07¼	
Half bbls.	0 07½	
Kegs	0 07¾	

2-lb. tins, 2 doz. in case, case	4 80
5-lb. tins, 1 doz. in case, case	5 40
10-lb. tins, ½ doz. in case, case	5 10
20-lb. tins, ¼ doz. in case, case	5 05
2-gal. 25-lb. pails, each	2 25
3-gal. 38½-lb. pails, each	3 40
5-gal. 65-lb. pails, each	5 50
White Corn Syrup—	
2-lb. tins, 2 doz. in case, case	5 30
5-lb. tins, 1 doz. in case, case	5 90
10-lb. tins, ½ doz. in case, case	5 60
20-lb. tins, ¼ doz. in case, case	5 55
Cane Syrup (Crystal Diamond)—	
2-lb. tins, 2 doz. in case, per case	7 00
Barrels, per 100 lbs.	9 75
Half barrels, per 100 lbs.	10 00

	Island of Montreal
Barbadoes Molasses—	
Puncheons	1 13
Barrels	1 16
Half barrels	1 18

For outside territories prices range about 3c lower.

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

No Tapioca Allowed; Rice is Steady

Montreal.
RICE, TAPIOCA.—It is stated that tapioca supplies are so heavy in Canada that they will take care of the demand for some time. This has been the reason for the new ruling from Ottawa regarding its import, and this, it is understood, will prevent the import for the time being of any tapioca whatever.

Rice is moving freely, and the trade is supplied promptly with its wants, stocks being ample. Prices have been somewhat readjusted in various quarters within the past ten days.

Rice, fancy, per 100 lbs.	9 75	10 25
Ice Drips—Japan	11 25	
Carolina	12 50	15 00
"Texas"		9 50
Siam, No. 2	9 50	9 75
Siam (fancy)	10 25	11 00
Rangoon "B"	9 25	9 50
Rangoon CC	9 10	9 50
Mandarin		10 00
Special pickling		9 50
Tapioca, per lb. (seed)	0 14¼	0 16
Tapioca (Pearl)	0 15	0 16

Walnut Tendencies Up; Markets Active

Montreal.
NUTS.—Advances are being made for shelled walnuts in New York. This was as much as four cents per pound. Locally, the market conditions are firm, but changes have not been effected in the trade. There is every reason to look for further increase on this line, however.

A feature of the trade is that of local brokers trading in New York and Chicago and selling supplies f.o.b. these points. A lot of trading is being done in a general importing and jobbing way, and from now on the latter activity will be stimulated.

Almonds (Tara), per lb.	0 27	0 30
Almonds (shelled)		0 55
Almonds (Jordan)		0 70
Almonds, Valencia, shelled	0 48	0 55
Almonds, soft shelled Tarragonas	0 22½	0 23½
Brazil nuts (new)	0 20	0 25
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 20	0 24
Brazilian in bags		0 26
Filberts, Barcelona	0 19	0 21
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts (roasted)—		
Bon Tons		0 25
Jumbo	0 25	0 26
Fancys, per lb.	0 24	0 25

Extras, per lb.	0 19	0 20
Shelled, No. 1 Spanish	0 18½	0 19
Shelled, No. 1 Virginia	0 19½	0 20½
Do., No. 2	0 14	
Peanuts (salted)—		
Fancy wholes, per lb.	0 40	
Fancy splits, per lb.	0 35	
Salted Spanish, per lb.	0 25	0 27
Pecans (new Jumbo), per lb.	0 28	0 32
Pecans, large, No. 2, polished	0 28	0 28
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large		
Jumbo	0 60	
Walnuts (Grenoble)	0 20	0 29
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 85	0 95
Walnuts (Spanish)	0 30	0 33

Note—Jobbers sometimes make an added charge to above prices for broken lots.

**Dried Peaches Firmed;
Package Dates 20-22c**

Montreal.
DRIED FRUITS.—A firming tendency surrounds dried peaches and apricots. Now that the season for the more active movement of dried fruits is approaching, supplies are being checked up. These are fairly good of some lines, while prunes and figs and dates too are none too plentiful.

Raisins are in active request, and it would seem that these are counted upon as a table commodity in some quarters, judging from the volume of trading. Prunes are still to be had in fair quantities.

Apricots—		
Choice	0 26	0 27
Slabs		0 24
Fancy		0 39
Apples (evaporated)	0 18	0 20
Peaches (fancy)		
Faced	0 21	0 23
Choice	0 19	0 19
Extra choice	0 20	0 21
12 oz., per pkge.	0 21	0 22
12 oz., per pkge.	0 16	0 16
Pears		0 18½
Drained Peels (old)—		
Citron		0 46
Lemon		0 40
Orange		0 41
Drained Peels (new)—		
Lemon	0 40	0 41
Orange	0 42	0 43
Citron	0 47	0 48

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25-\$4.00; 4-crown cluster, \$5.00; 5-crown cluster, \$6.00.		
Muscateis, loose, 2-crown	0 10½	0 11½
Muscateis, loose, 3-crown, lb.	0 12½	0 12½
Muscateis, 4-crown, lb.	0 13	
Cal. Seedless, 15 oz.	0 15½	0 15½
Cal. seedless, loose	0 14½	0 16
Fancy seeded, 16 oz. pkgs.	0 14	0 14
Choice seeded, 16 oz. pkgs.	0 13	0 13
Valencias, selected	0 11½	0 11½
Valencias, 4-crown layers	0 11½	0 11½
Currents, old	0 24	0 29
Cartons		0 32
80 lb. Ainslia		0 28
12 oz.		0 26
Do., new		0 32
Dates, Excelsior, per case	6 84	7 02
Do., Dromedary	7 92	
Packages only, Excelsior	0 20	0 20
Packages only	0 19	0 20
Do., Dromedary		0 22
Figs (new), 100 to case		11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (mats)		0 12
Figs, Portuguese (mats)		0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	1 75	
Pkgs. 10 oz. (12 pkgs.)	1 45	
Pkgs. 8 oz. (20 pkgs.)	2 60	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
California, 40-50s	0 19	
50-lb. boxes, 80-90s	0 14½	
90-100s	0 13	
20-30s	0 25	
30-40s	0 20	
25-lb. cases, 50-60s	0 18	
60-70s	0 17	
70-80s	0 15	0 16
80-90s	0 14	0 15

90-100s	0 13	0 13½
Oregon, 30-40s	0 15½	0 15½
40-50s	0 15½	0 15½
50-60s	0 12½	0 12½

**White Beans \$7.20;
Split Peas \$8.25**

Montreal.
BEANS, PEAS.—Declines are registered for Canadian white beans and these may be had as low as \$7.20 per bushel. It depends of course upon the condition of these, as to what price shall be asked. This condition is in definite accord with the tendencies of the local market already referred to in the columns of CANADIAN GROCER.

New split peas are easier too, \$8.25 per bag of 98 pounds being quoted in one quarter. The markets are easier with supplies good.

Beans—		
Canadian, hand-picked, bush	7 20	8 10
Ontario, new crop, 3 to 4 lbs.	8 00	9 00
British Columbia		9 00
Brown Beans		7 50
Canadian, 4-5 lb. pickers	7 75	8 00
Japanese	8 00	8 40
Yellow Eyes	8 00	8 50
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel	4 25	4 50
Peas, split, new crop, bag 98 lbs.	8 25	10 50
Harvey (pot), per bag 98 lbs.		6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

**Pacific Tea Shipment
Quick; Markets Steady**

Montreal.
TEA.—Little new has developed, the markets ruling steady and firm and the trading operations somewhat improved. This change is a gradual one, indicating that the retailer is cleaning up well on his stocks before replacing them.

In speaking with the representative of a large Japan tea importing firm, it was stated that shipments via the Pacific were very prompt and even quick. This promptness was somewhat interfered with when the tea reached the coast, for rail transportation was such that the necessity of carrying grain precluded prompter shipments of other commodities.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 47	0 49
Pekoes, per lb.	0 51	0 54
Orange Pekoes	0 55	0 57
Japan Teas—		
Choice	0 65	0 70
Early Picking	0 53	0 58
Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

**Active Sales Honey
Keep Market Firm**

Montreal.
HONEY, MAPLE PRODUCTS.—Honey has been ruling high. This condition will very probably continue, for there is an active market, large quantities already having changed hands and a good consumptive demand obtaining. In view of this, prices are likely to hold or even to advance somewhat.

Maple products are scarce and for this

reason the undertone is firm. Prices are higher than for some time and supplies are usually considered small.

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.		
Syrup, 5-gal. tins, per gal.		
8½-lb. tins		
Sugar, in blocks, per lb.		
Honey, Clover—		
Comb (fancy)		0 30
Comb (No. 1)		0 28
In tins, 60 lbs.		0 26
30-lb. pails		0 27
10-lb. pails		0 28
5-lb. pails		0 28
Honey—Buckwheat, tins or bbls.		0 23

**More Coffee Moving;
Market Holds Firm**

Montreal.
COFFEE, COCOA.—Coffee has been moving freely and the demand will be greater for some weeks to come, as is usually the case. Stocks have been well maintained, for while some sources have been interfered with more or less, new markets have been able to take care of the requirements. The undertone is firm.

Cocoa sales have been better all around and the undertone on this too, has been strong. It is not improbable that there will be an advance in some quarters if supplies should be curtailed in any way.

Coffee, Roasted—		
Bogotas, lb.	0 29½	0 33
Jamaica, lb.	0 25	0 29
Java, lb.	0 39	0 42
Maracaibo, lb.	0 28½	0 31
Mocha, lb.	0 34	0 38
Mexican, lb.	0 23	0 27
Rio, lb.	0 24	0 28
Santos, Bourbon, lb.	0 28	0 31
Santos, lb.	0 27	0 30
Cocoa—		
Bulk cocoa (sweet)		0 25
Bulk cocoa (sweet)		

**Firmness Feature
in Spice Market**

Montreal.
SPICES—There is a firmness of undertone, such as has characterized the market for some time. This applies to the list throughout and peppers in particular. A good deal of business is reported by the spice men and this will apply to the city trade and that of the country as well.

5 and 10-lb. boxes		
Allspice	0 20	0 22
Cassia (pure)	0 35	0 37
Cloves	0 75	0 77
Cream of tartar	0 95	1 00
Ginger	0 30	0 40
Ginger (Cochin or Jamaica)		0 30
Mace	0 80	1 00
Mixed spice	0 30	0 32
Nutmegs	0 45	0 50
Pepper, black	0 42	0 45
Pepper, white	0 48	0 50
Pepper (Cayenne)	0 35	0 37
Pickling spice	0 25	0 27
Paprika	0 65	0 70
Turmeric	0 28	0 30
Tartaric acid, per lb. (crystals or powdered)		1 30
Cardamon seed, per lb., bulk		2 00
Caraway, Dutch, nominal	0 80	0 90
Cinnamon, China, lb.		0 30
Cinnamon, per lb.		0 35
Mustard seed, bulk	0 35	0 40
Celery seed, bulk		0 70
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 20	0 22

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

**Apples Moved to \$7;
Bananas Down \$1**

Montreal.

FRUITS.—Apple prices have not only been firmer but for No. 1 stock \$7 per barrel is being asked. These prices apply to the best St. Lawrence and Wealthys. Other grades have advanced also and the general tendency is upward.

Bananas are somewhat freer and the quotations are now from \$4 to \$4.50 per bunch, this being \$1 less than previous prices at \$4. Apricots. Cantaloupes and pineapples are off the market. Trading is active.

Apples—		
No. 1 Alexanders, bbl.	5 50	6 00
No. 2 Alexanders, bbl.		5 00
St. Lawrence (in bbls.), No. 1.		7 00
Do., Do., No. 2.		5 00
Wealthy (in bbls.), No. 1.		7 00
Do., Do., No. 2.		5 50
Greenings.		6 50
McIntosh Reds.		6 50
Gravensteins, No. 1.	5 00	6 00
Do., No. 2.		5 50
Fameuse, No. 1.		7 50
Do., No. 2.		6 50
Bananas (fancy large), bunch.	4 00	4 50
Grapes (California fancy), 4 bask		3 00
Grapes—		
Blue (6-qt.)		0 45
Tokays.		3 00
Malagas.		2 50
Grape fruit (fancy Jamaica).	3 75	4 75
Grape fruit (fancy Porto Rico)		
80, 96, 112.		5 00
Grape fruit (fancy Porto Rico)		
54, 46.		4 75
Lemons (fancy new Messina) ...	8 00	9 00
Lemons, California.		5 00
Lemons, new Verdellis, 300 size..		4 50
Lemons (chole).		7 00
Lemons (California seedless)		8 00
Oranges, Valencia lates.	10 50	11 00
Oranges, California navels.		10 00
Oranges (bitter).	4 00	5 00
Oranges, Jamaica.		4 75
Plums (Cal.), crates.		3 00
Do., basket.	1 75	2 00
Do., 11-qt. baskets.	1 25	1 50
Do., 6-qt. baskets.	0 75	1 00
Do., 11-qt. Pears.		1 25
Pears, Cal., eating, small box.		4 00
Pears, basket (11-qt.)		1 25
Do., Bartlett's.	4 00	5 00
Do., basket.		1 25
Peaches—		
No. 1. Canadian—		
11-qt. baskets.	1 00	1 25
6-qt. baskets.	0 65	0 90

**Cauliflower Up;
Vegetables Active**

Montreal.

VEGETABLES.—Little change from the quotations of last week has been made, cauliflower registering an advance to \$3 per doz. These are scarce and this accounts for the increase in price. In a general way, the price of vegetables is high enough, even coarse roots holding on a steady basis. A great deal of trading is being effected and this will doubtless continue. Potatoes are steady and unchanged.

Beans, new string (American)		
basket.	2 50	
Beets, new, bag.	0 75	1 00
Cauliflower (Montreal), doz.	2 00	2 50
Corn (sweet), doz.	0 20	0 25
Cabbage (Montreal), doz.	0 50	1 00
Carrots, bag.	0 85	1 00
Citron.		2 00
Celery (Montreal), doz.		1 00
Cauliflower (Montreal), doz.		3 00
Egg plant, doz.	1 00	2 00
Gherkins, box.		3 00
Lettuce, curly (doz.)	0 40	0 50
Lettuce, head.		1 00
Leeks.	1 00	1 50
Mint.		0 20

Mushrooms, lb.	0 90	
Onion, spring doz.	0 25	
Onions, Can., bag (70 lbs.)	2 00	
No. 1 Yellow (70 lbs.)	2 50	
No. 1, Red (70 lbs.), crate.	2 50	
Oyster Plant.	0 50	
Parsnips, new, bag.	1 50	
Parsnips, new, doz. bunches.	1 00	
Parsley (Canadian).	0 20	
Potatoes, Montreal new (90-lb. bag)	2 25	
Potatoes (New Brunswick), bag.	2 40	2 50
Potatoes (sweet), hamper.	2 75	3 00
Pumpkins (doz.)	2 00	
Romane.	0 50	
Rhubarb, doz.	0 25	0 35
Spinach, box.	0 75	
Squash (Huber), doz.	2 50	
Turnips, new, per bag.	1 00	
Tomatoes (hothouse), lb.	0 25	
Do., Red, per box.	1 25	
Tomatoes, Montreal (box)	2 00	
Do., Rose.	2 00	
Vegetable Marrow (doz.)	1 00	
Watercress (Can.)	0 40	

**Cornmeal Declined;
Corn, Oat Flours, Too**

Montreal.

CEREALS.—Interest in the cereal markets centred around cornmeal, corn flour, oat, flour and rolled oats in packages. These all registered decline and this movement is in definite accord with lowering grain prices. It is stated that there is not a big surplus of some grains and that oat products, for instance, are oversold in some instances. Revisions downward may also be made for barley flours, though these remain unchanged for the week.

Self-raising flour—		
8-lb. pkgs., doz.	2 90	
6-lb. pkgs., doz.	5 70	
Cornmeal, Pure Gold.	6 00	6 25
Cornmeal.	5 75	6 40
Cornmeal (boltd).	4 25	4 50
Barley, pearl.	6 50	7 00
Barley, pot, 98 lbs.	5 25	5 50
Barley (roasted).	7 50	
Barley flour, 98 lbs.	5 75	6 75
Buckwheat flour, 98 lbs.	9 50	
Cornflour, white (2 bags)	10 35	

ONTARIO MARKETS

TORONTO, October 16.—Opening prices on tomatoes and corn have been announced in addition to many lines of fruits. Beans are a light pack as well as corn, though tomatoes show a very good percentage. Sugar is still scarce, but the heavy consuming demand seems to have eased off somewhat. Markets generally are somewhat quiet during the week.

**Conditions About
Same on Sugar**

Toronto.

SUGAR.—The situation shows little, if any, change. The heavy consuming demand shows some falling off and for this reason the strain on refiners and wholesalers is not quite so great. However, there is no surplus of sugar as yet and it is thought some time will elapse before the conditions surrounding supplies can be termed easy. Prices have held firm and unchanged at following levels.

Corn flour (standard) (2 bags)....		9 35
Do., (bbl.)		9 30
Rice flour.	8 75	9 00
Oat flour. (2 bags)		11 00
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	8 00
Graham flour.	5 90	6 40
Oatmeal (standard-granulated and fine)	5 70	6 40
Peas, Canadian, boiling, bush.	4 80	5 50
Split peas.	9 00	11 25
Rolled oats, 90-lb. bags.	5 30	5 50
Rolled oats (family pack.), case.	5 50	5 75
5 60.	5 60	5 80
Oatmeal (packages) fine cut.		5 70
Rolled oats (small size), case.	2 00	2 12½
2 05.	2 05	2 12½
Rolled wheat (100-lb. bbls.) ...	6 75	8 00
Rye flour (Can.), 98 lbs.	6 00	7 00
Do. (American), 98 lbs.		6 85
Tapioca flour, lb.		0 15

**Flour Trade Active;
Feed Oats Lower**

Montreal.

FLOUR AND FEEDS.—A steady and active sale obtains for flour, millers being busy on the new crop supplies. There is a steady and unchanged condition with regard to price basis.

Feeds are in active demand all the while, the demand for the standard feeds, bran and shorts, absorbing stocks readily. Special feeds too, are actively selling, for the needs of farmers and milk producers are insistent. Feed oats are easier at \$1.03 per bushel.

Wheat Standard, Graham and Whole		
Wheat Flours—		
Car lots (on track)		11 50
Car lots (delivered), Bakers.		11 65
Small lots (delivered)		11 75
Bran, per ton, car lots on track.		37 25
Shorts, car lots on track.		42 25
Crushed oats.	61 00	70 00
Barley meal.	60 00	67 00
Barley chop.	60 00	67 00
Gluten feed (23% protein)—		
F.O.B. Cardinal.		62 00
F.O.B. Ft. William.		60 00
Feed oats, per bushel.		1 03
Shorts and brand delivered in Montreal	\$2 per	
ton extra.		

Atlantic, extra granulated.	9 79
St. Lawrence, extra granulated.	9 79
Acadia Sugar Refinery, extra granulated.	9 79
Can. Sugar Refinery, extra granulated.	9 04
Dom. Sugar Refinery, extra granulated.	9 79

Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb. gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic differentials: 20-lb. bags, 40c advance over 100 lb.; 10-lb. gunnies, 50c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 70c advance. Acadia sugar differentials: 20-lb. bags, 35c advance over 100 lbs.; 10-lb. gunnies, 45c advance; 5-lb. cartons, 45c advance; 2-lb. cartons, 50c advance. 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. 1 yellow is 30 to 40c per 100 lbs. under granulated. No. 2 yellow is 10 to 20c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c to 30c less than No. 1

**Stove Polish Changes;
Other Lines Higher**

Toronto.

STOVE POLISH, OTHER LINES.—Higher prices have been named in some quarters on Nonsuch liquid stove polish,

the 15c size now being quoted at \$1.40 per dozen; Nonsuch stove enamel No. 1 is also up to 85c dozen. X-Ray stove polish, 10c size, is now quoted at 95c dozen. Advanced figures are also noticeable on household lubricant, which is now selling at \$10.80 gross. Jobbers report a great scarcity of Keen's D.S.F. mustard, all sizes being sold out from some stocks.

Demand For Molasses Good; Syrups

Toronto.
MOLASSES, SYRUPS.—The demand for molasses keeps up splendidly and whereas stocks are not considered heavy, orders generally are being filled. Latest advices would indicate that manufacturers in the United States had very small stocks of containers smaller than 2½s, so orders will be adjusted to include this size. Cane and corn syrups are in very good demand and prices unchanged as follows:

Corn Syrups—	
Barrels, Crown or Bee Hive, per lb.	0 07¼
Cases, 2-lb. tins, Crown or Bee Hive, 2 doz. in case	4 80
Cases, 5-lb. tins, Crown or Bee Hive, 1 doz. in case	5 40
Cases, 10-lb. tins, Crown or Bee Hive, ½ doz. in case	5 10
Cases, 2-lb. tins, Lily White or White Clover, 2 doz. in case	5 30
Cases, 5-lb. tins, Lily White or White Clover, 1 doz. in case	5 90
Cases, 10-lb. tins, Lily White or White Clover, ½ doz. in case	5 60
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	
Cane Syrups—	
Barrels and half barrels, lb.	0 07½ 0 08
Cases, 2-lb. tins, 2 doz. in case	7 00
Molasses—	
Fancy, Barbadoes, barrels	1 05 1 10
Choice Barbadoes, barrels	0 95 1 00
West India, ½ bbls., gal.	0 56
West India, No. 10, kegs	6 50
West India, No. 5, kegs	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 90
Tins, 3-lb. table grade, case 2 doz., Barbadoes	6 75
Tins, 5-lb., 1 doz. to case, Barbadoes	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	5 20
Tins, 2-lb., baking grade, case 2 doz.	5 50
Tins, 3-lb., baking grade, case of 2 doz.	7 40
Tins, 5-lb., baking grade, case of 1 doz.	
Tins, 10-lb., baking grade, case of ¼ doz.	
West Indies, 1½, 48s	6 95

New Prices on Tomatoes, Corn, etc.

Toronto.
CANNED GOODS.—Prices have been named on new pack corn and tomatoes and both range fairly high. Tomatoes, which gave promise of a heavy pack, good quality and early completion, dropped off owing to unfavorable weather with the result that slightly higher prices than had been hoped for prevail; the pack shows a very fair percentage. Corn is a small pack. Tomatoes are quoted for 2½s at \$1.92½, and corn, 2s, at \$2.20. New prices on plums, pears and peaches are also out and full details appear in special article elsewhere in this issue.

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

Salmon—	
Sockeye, 1s, doz.	4 00 4 50
Sockeye, ½s, doz.	2 40 2 50
Alaska reds, 1s, doz.	3 75 3 85
Chums, 1-lb. talls	2 25 2 60
Do., ½s, doz.	1 25 1 45
Pinks, 1-lb. talls	2 25 2 60
Do., ½s, doz.	1 25 1 50
Cohoos, ½-lb. tins	1 85 1 90
Cohoos, 1-lb. tins	3 45 3 75
Red springs, 1-lb. talls	3 65 3 95
White springs, 1s, dozen	2 30 2 35
Lobsters, ½-lb., doz.	3 75
Pitchards, 1-lb. talls, doz.	2 15
Canned Vegetables—	
Beets, 3s	1 50 2 30
Tomatoes, 2½s	1 92½ 2 10
Peas, standard	1 55 1 95
Peas, early June	1 67½ 2 25
Beans, golden wax, doz.	2 00 2 10
Asparagus tips, doz.	3 42½ 3 45
Asparagus butts	2 00 2 02½
Corn, 2s, doz.	2 20 2 65
Pumpkins, 2½s	1 80 2 00
Spinach, 2s, doz.	1 90
Do., 2½s, doz.	2 52½ 2 55
Do., 10s, doz.	7 55 7 57½
Succotash, No. 1, doz.	2 00 2 35
Pineapples, sliced, 2s, doz.	3 20 3 50
Do., shredded, 2s, doz.	3 00 3 02½
Rhubarb, preserved, 2s, doz.	2 07½ 2 10
Do., preserved, 2½s, doz.	2 65 2 67½
Do., standard, 10s, doz.	4 50 4 52½
Cherries, 2s	2 75 2 90
Peaches, 2s	2 10 2 40
Pears, 2s	1 85 2 00
Plums, Lombard, 2s	1 75
Plums, Green Gage	1 80 1 95
Raspberries, 2s, H.S.	4 50
Strawberries, 2s, H.S.	4 50
Blueberries, 2s	2 10 2 35
Preserved Fruits, Pint Sealers—	
Peaches, pint sealers, doz.	3 40 3 45
Jams—	
Apricot, 4s, each	0 84
Black currants, 16 oz., doz.	3 40 3 90
Do., 4s, each	0 98
Gooseberry, 4s, each	0 84
Peach, 4s, each	0 82
Red currants, 16 oz., doz.	3 45
Raspberries, 16 oz., doz.	3 40 4 25
Do., 4s, each	0 98 1 10
Strawberries, 16 oz., doz.	3 90 4 25
Do., 4s, each	1 08 1 10

May be Some Peaches; Raisins

Toronto.
DRIED FRUITS.—Estimates given out indicate that after government requirements have been fulfilled 40 to 50 per cent. of orders placed for peaches may be shipped. Orders placed were about 25 per cent. normal amount, it is estimated, so about one-eighth usual quantity is now hoped for. The extent of damage through rain to the raisins is still unknown. Part of the crop was already safe and remainder may show some effects of exposure to the elements. Indications are, however, that good production will be well up to estimates.

Apples, evaporated, Ontario	0 18 0 20
Do., do., Nova Scotia	0 17
Apricots, unpitted	0 16¼
Do., fancy, 25s	0 30
Do., choice, 25s	0 25 0 27
Do., standard, 25s	0 24 0 26
Candied Peels, American—	
Lemon	0 43½
Orange	0 45½
Citron	0 53
Currants—	
Grecian, per lb.	0 26 0 28
Australians, lb.	0 30 0 35
Dates—	
Excelsior, kgs., 3 doz. in case	6 50 6 75
Dromedary dates, 3 doz. in case	7 50 7 75
Figs—	
Taps, lb.	
Malagas, lb.	
Comadre figs, mats, lb.	0 13 0 14
Cal., 4 oz. pkgs., 70s, case	3 50
Cal., 8 oz., 20s, case	2 00
Prunes—	
30-40s, per lb., 25s, faced	0 18
40-50s, per lb., 25s, faced	0 16½ 0 19
50-60s, per lb., 25s, faced	0 16 0 16½
60-70s, per lb., 25s, faced	0 13½ 0 14

70-80s, per lb., 25s, faced	0 14¼
80-90s, per lb., 25s, unfaced	0 18½
90-100s, per lb., 25s, faced	0 12¼
100-120s, 25s	0 10½
Peaches—	
Standard, 25-lb. box	0 15¼ 0 17
Choice, 25-lb. boxes	0 18½ 0 19
Fancy, 25-lb. boxes	0 22
Practically peeled, 25-lb. boxes	0 22
Extra fancy	0 23
Raisins—	
California bleached, lb.	0 15 0 15
Valencia, Cal.,	0 10½ 0 11
Valencia, Spanish	
Seeded, fancy, 1-lb. packets	0 12¼ 0 13¼
Seedless, 12-oz. packets	0 12 0 12¼
Seedless, 16-oz. packets	0 14 0 15
Seedless, bakers, Thompsons, 50s	0 13¼ 0 15¼

Teas Hold Firm Without Change

Toronto.
TEAS.—The market remains firm without any change being recorded in the matter of price. Supplies generally are very good, though fine teas are reported none too plentiful.

Ceylon and Indias—	
Pekoe Souchongs	0 46 0 48
Pekoes	0 48 0 56
Broken Pekoes	0 56 0 58
Orange Pekoes	0 58 0 60
Broken Orange Pekoes	0 60 0 62
Javas—	
Broken Pekoes	0 45 0 48
Japans and Chinas—	
Early pickings, Japans	0 50
Second pickings	0 40 0 48
Hyson Thirds, lb.	0 40 0 48
Do., Seconds	0 50 0 55
Do., sifted	0 50 0 62

Outlook For Higher Coffee

Toronto.
COFFEE.—The outlook seems to be for higher coffee. Primary points have gained in strength and present prices on some lines which showed a recent advance of two cents per pound are very likely to be superseded by an additional increase of another two or three cents per pound. Stocks so far have largely met the demand, but generally may be termed low. Improvement in the matter of supply is not looked for—materially so at any rate.

Coffee—	
Bogotas, lb.	0 33 0 36
Guatemala, lb.	0 29 0 31
Maracaibo, lb.	0 30 0 35
Mexican, lb.	0 32 0 36
Jamaica, lb.	0 31 0 36
Blue Mountain Jamaica	0 46
Mocha, Arabian, lb.	
Rio, lb.	0 26 0 32
Santos, Bourbon, lb.	0 32 0 35
Chicory, lb.	0 25
Cocoa—	
Pure, lb.	0 25 0 30
Sweet, lb.	0 18 0 20

Spices Show Continued Strength

Toronto.
SPICES.—Continued strength features the spice markets. This applies practically throughout the list and a decided improvement in the demand is noticeable. Favorable war news has not excited any downward influence on the markets and it is felt in some quarters that even with the cessation of hostilities it would be many months before any appreciable change in the prices would be felt.

Allspice	0 18 0 25
Cassia	0 33 0 45

Cinnamon	0 45	0 60
Cayenne	0 30	0 35
Cloves	0 75	0 85
Ginger	0 30	0 45
Herbs — sage, thyme, parsley, mint, savory, marjoram	0 40	0 70
Pastry	0 28	0 40
Pickling spice	0 22	0 30
Mace	0 90	1 10
Peppers, black	0 44	0 46
Peppers, white	0 50	0 55
Paprika, lb.	0 60	0 65
Nutmegs, selects, whole, 100s	0 45	0 50
Do., 80s	0 55	0 55
Do., 64s	0 60	0 65
Mustard seed, whole	0 35	0 45
Celery seed, whole	0 75	0 75
Coriander, whole	0 25	0 35
Carraway seed, whole	0 90	1 00
Tumeric	0 30	0 30
Cream of Tartar— French, pure	1 00	1 10
American high test
2-oz. packages, doz.	2 00	2 00
4-oz. packages, doz.	3 50	3 50
8 oz. tins, doz.	6 75	6 85
Tartarine, barrels, lb.	0 21	0 21
Do., kegs, lb.	0 23	0 23
Do., pails, lb.	0 25	0 25
Do., 4 oz., doz.	0 90	0 90
Do., 8 oz., doz.	1 75	1 75
Do., 16 oz., doz.	3 25	3 25

**Firm Tendencies
Still Evident**

Toronto.
NUTS.—Firm tendencies in all lines mark the situation in nuts. Shipments continue to go forward in good volume and the trade generally shows a healthy condition.

**Lima Beans
May Not Come**

Toronto.
BEANS.—A report current in the trade this week is that no shipment of new crop limas may be expected. It is indicated a tight embargo exists and this is rather unexpected in view of good crop reports and fact that surplus from last year's production is reported. The situation otherwise is without change.

Ontario, 1-lb. to 2-lb. pickers, bu.	6 50	6 75
Do., hand-picked	8 00	8 00
Can. White Kidney Beans, bush.	8 40	9 00
Japanese Kotosashi, per bush.	8 00	8 00
Rangoons, per bush.	6 00	6 50
Limas, per pound	0 17½	0 19

**Rices Firm;
Demand Good**

Toronto.
RICES.—The market holds firm at unchanged levels. The demand is good and the situation generally considered satisfactory. Range of prices follows:

Texas, fancy, per 100 lbs.	12 50	13 00
Blue Rose Texas, per 100 lbs.	12 75	13 00
Honduras, fancy, per 100 lbs.	13 00	13 50
Siam, fancy, per 100 lbs.	10 50	11 50
Siam, second, per 100 lbs.	10 00	11 00
Japans, fancy, per 100 lbs.	11 00	12 00
Japans, second, per 100 lbs.	10 00	11 00
Chinese XX, per 100 lbs.	9 50	10 50
Do., Simiu	13 00	13 00
Do., Mujin, No. 1	12 00	12 00
Do., Pakling	11 50	11 50
Tapioca, per lb.	0 14	0 15
White Sago	0 14½	0 16

**Situation Steady
in Package Goods**

Toronto.
PACKAGE GOODS.—A steady feeling prevails in all package goods. Prices are firm, the demand generally con-

sidered normal and altogether the situation without feature.

**Honey Sells Well;
Maple Syrup**

Toronto.
HONEY, MAPLE SYRUP.—Sales of honey continue along very good lines and the market is holding steadily at unchanged levels. Maple syrup is quiet though trade is considered normal.

Honey—		
Clover, 2½-lb. tins	0 29	0 29
5-lb. tins	0 28	0 28½
10-lb. tins	0 28	0 28
Buckwheat, 60-lb. tins	0 27½	0 28
Comb, No. 1, fancy, doz.	3 75	4 25
Do., No. 2, doz.	3 00	3 00
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case	15 10	15 10
No. 2, 5-lb. tins, 12 to case	17 10	17 10
No. 3, 2½-lb. tins, 24 to case	18 50	18 50
No. 3, 32-oz. bottles, 24 to case	16 70	16 70
Gallon tins, Imperial, per gal.	2 25	2 25
5-gallon tins, Imperial, per tin	10 50	10 50
Barrels, 25 or 40 Imp. gals.	2 00	2 00

**Apples Higher;
Oranges Soaring**

Toronto.
FRUIT.—Higher prices are already in evidence on some lines of barreled apples and an advance of \$1.00 on No. 1 Kings and 50c on No. 1 Greenings, No. 1 Blenheims, and No. 1 Cranberry Pippins is shown in quotations issued this week. Oranges show a sharp advance, prices ranging up to \$12.00-\$14.00 per box. The epidemic of influenza has created a very heavy demand for oranges and lemons and with limited supplies only available prices are at record levels.

Apples—			
Early, 11-qt. basket	0 30	0 30	0 30
Do., B.C. Crab, box	2 25	2 25	2 25
Do., Crab, 11-qt. basket	0 65	0 75	0 75
Do., B.C. McIntosh Reds, box	3 25	3 50	3 50
Do., B.C. Jonathans, box	3 25	3 50	3 50
Do., in Barrels.	No. 1	No. 2	No. 3
Kings	6 00	5 00	4 50
Greenings	5 50	5 00	4 25
Wealthy's	5 00	4 50	4 00
Colvert's	4 50	4 25	3 50
Blenheims	5 50	5 00	4 00
Ribstons	5 00	4 50	4 00
Alexanders	5 00	4 50	4 00
Wolf River	5 00	4 50	4 00
St. Lawrence	5 00	4 50	4 00
Snows	6 00	5 50	5 00
C. Pippin	5 50	5 00	4 25
Bananas, per lb.	0 06	0 06	0 06
Cranberries, bbls.	13 00	13 00	13 00
Do., ½ bbls.	6 50	6 50	6 50
Grapes—			
Do., Cal., Tokays, crate	4 00	4 00	4 00
Do., Canadian, basket	0 38	0 40	0 40
Grapefruit—			
Florida, 36s, 46s	6 25	6 25	6 25
Do., 54s, 64s, 72s, 80s	6 50	7 00	7 00
Do., 96s	6 50	7 00	7 00
Oranges—			
Valencias—			
100s, 126s, 150s	12 00	14 00	14 00
176s, 200s, 216s, 250s, 288s	12 00	14 00	14 00
Lemons, Cal., case	8 00	8 00	8 00
Do., Messina Verdellis, box	7 50	7 50	7 50
Pineapples—			
Florida, 30s, 36s, case	5 50	6 00	6 00
Pears, Cal., winter varieties	5 00	5 00	5 00
Do., Can., basket	0 75	1 00	1 00

**Sweet Potatoes
Easier; Peppers, Too**

Toronto.
VEGETABLES.—A decline has been noted in sweet potatoes, hampers now being quoted at \$2.50. Green peppers are also easier at 40 to 50c. Celery, Fancy Thedford, in large crates, is ar-

riving, being quoted at \$4.50 crate. Tomatoes are pretty well cleaned up.

Cabbage, Can., crate	1 35	1 35
Do., do., doz.	0 75	0 90
Cantaloupes—		
Do., Can., 16s	0 50	0 75
Celery, Fancy Thedford, crates	4 50	4 50
Corn, doz.	0 25	0 25
Cucumbers, Can., basket	0 35	0 50
Gherkins, 6-qt. basket	1 00	1 25
Do., 11-qt. basket	1 50	2 00
Onions, Can. Yellow, 100-lb. bag	2 50	2 50
Do., Pickling, 11-qt. basket	1 25	1 75
Parsley, basket	0 40	0 50
Peppers, green, basket	0 40	0 50
Potatoes, New Jersey sweet, ham- per	2 50	2 50
Potatoes, Canadian, bag	2 25	2 25
Quinces, 11s	1 00	1 00
Tomatoes, basket	0 50	0 75

**Mills to Ship
Substitute Flours**

Toronto.
FLOUR.—The latest Food Board regulation provides that mills must make shipment of substitute flours with orders of wheat flour. Those mills which do not mill or carry substitutes are required to secure and ship with their orders or place orders with mills able to supply for direct shipment to the dealer. The list of substitutes now covers rye flour, barley flour, corn flour and oat flour only, which must be represented in shipments to the proportion of one to four.

**Demand Continues
in Big Volume**

Toronto.
MILL FEEDS.—The demand shows no signs of letting up and all available supplies are readily shipped out at set prices.

MILL FEEDS—		
Bran, per ton	\$37 00	In carlots, track
Shorts, per ton	42 00	

**Markets Hold Steady;
Corn Firmer**

Toronto.
CEREALS.—The markets seem much steadier, corn, which has been on the downward move, having stiffened again and prices hold unchanged on the various products for the week. Two new products are being offered. Cornlets, in 98 lb. sacks, at \$6.50 sack and Cornaline, in 98 lb. sacks, at \$6.50 sack. Rye flour is being quoted at around \$6.50 and oat flour at \$6.00, somewhat easier figures.

		Single Bag Lots
		F.o.b. Toronto
Barley, pearl, 98s	6 50	7 00
Barley, pot, 98s	5 00	6 00
Barley Flour, 98s	6 50	6 75
Buckwheat Flour, 98s
Cornmeal, Golden, 98s	5 50	6 50
Do., fancy yellow, 98s	5 00	5 40
Corn flour, white, bbl.	11 00	11 15
Do., Government standard, bbl.	10 00	10 15
Graham flour, 98s	6 00	7 00
Hominy grits, 98s	6 25	6 60
Hominy, pearl, 98s	6 00	6 60
Rolled oats, 90s	5 25	5 50
Oatmeal, 98s	5 80	6 50
Potato Flour, lb.	0 18
Ost Flour	6 00	6 20
Rolled wheat, 100-lb. bbl.	6 75	7 00
Rye Flour, per 100 lbs.	9 50	12 00
Rye Flour, 98s	6 50	7 25
Peas, split	8 50	9 00
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

VANCOUVER, B.C., Oct. 15.—The local millers are taking the Government price of \$10.80 per barrel limited as the cash price for carload lots, hauled away by purrchaser; 10 cents barrel is added for delivery in the city and 10 cents per barrel for credit. Highland long keeping potatoes are now coming in freely and warehouses are filling up, but prices remain very firm. Other root vegetables are plentiful and are being more largely consumed than last year. Doctors urging free use as prophylatic against grippe and being between seasons there are few to ship out. Lard and butter easy and unchanged. Eggs are extremely scarce. Great quantities of Alberta eggs are being used. Cheese continues firm. Siam rice stocks again low. Oranges have gone up to \$11 a box. Lemons hard to get.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 80
Rice, Siam, No. 1, per ton	4 20
Do., Siam, No. 2	1 85 1 90
Rice, China, 44 lb. mats, No. 1 ..	1 90 1 95
Do., No. 2	1 75 1 80
Beans, Japanese, per lb.	0 10 0 12
Beans, B.C., white	0 14½ 0 15
Potatoes, per ton	32 00 35 00
Potatoes, lowland	42 00 45 00
Potatoes, ashcroft	0 32½
Lard, pure, in 400-lb. tierces, lb.	0 26¼
Lard compound	0 52
Butter, fresh made creamery, lb.	0 26½
Cheese, Canadian	0 32½
Margarine	0 74
Eggs, new-laid, in cartons, doz.	11 00
Oranges, box	8 50
Lemons	5 25
New Cal. figs, 70 4-oz. pkgs.	0 30
Almonds	0 30
Brazils	0 30
Filberts	0 30
Cal. Walnuts	0 25
Cal. Walnuts, No. 2	0 25
Walnuts, Manchurian	0 25
Peanuts	0 25
Charge for roasting, per sack	1 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Oct. 15.—Large Ontario cheese is quoted at \$26.75 to \$27.50. Storage eggs, \$14.00 and \$15.00 a case, the latter price being asked for some April extras. Pickles in all sizes of containers offering at less money for some brands. Dingman's blue, dried salt fish, seedless raisins in packages, and some lines of cigars are slightly higher this week. New candied peels for immediate

shipment are quoted as follows: Lemon, \$34.50; orange, \$36.50; citron, \$39.50; Siam rice is quoted \$9.75 to \$11.00. Lemons, \$8.50 case.

CALGARY:

Beans, small, lb.	0 09	0 11
Beans, small white, per cwt.	8 75	8 75
Flour, 98s, per bbl.	10 95	10 95
Rye flour, 49s, per bbl.	12 20	12 20
Cornmeal, 24s, per bbl.	12 30	12 30
Molasses, extra fancy, gal.	1 15	1 15
Rolled oats, 80s	4 80	4 80
Rice, Siam, cwt.	9 75	11 00
Rice, Japan	11 00	12 00
Rice, China, per mat, No. 1	5 10	5 10
Do., No. 2	4 70	4 70
Tapioca, lb.	0 14	0 14
Sago, lb.	0 14	0 14
Sugar, pure cane, granulated, cwt.	10 87	10 87
Cheese, No. 1, Ontario, large ...	0 26¼	0 27½
Butter, creamery, lb.	0 49	0 49
Do., dairy, lb.	0 35	0 40
Lard, pure, 3s, per case	18 60	18 60
Eggs, new-laid, case	14 00	15 00
Eggs, No. 1 storage, case	14 00	14 20
Candied peel, lemon, lb.	0 34½	0 34½
Do., orange, lb.	0 36½	0 36½
Do., citron, lb.	0 39½	0 39½
Tomatoes, 2½s, stand. case, spot ..	4 10	4 20
Corn, 2s, standard, case	5 40	5 90
Do., new	3 35	3 60
Peas, 2s, standard case	3 60	3 60
Apples, gal., Ontario, case	2 20	2 85
Strawberries, 2s, Ontario, case ..	7 50	8 10
Do., new pack	8 50	8 50
Raspberries, 2s, Ontario, case ..	8 50	8 75
Do., new pack	6 40	6 40
Cherries, 2s, red, pitted	0 21	0 21
Apples, evaporated, 50s, lb.	0 26	0 29
Apricots, evaporated, lb.	0 18	0 20
Peaches, evaporated, lb.	4 75	4 75
Peaches, 2s, Ontario, case	9 00	10 25
Salmon, pink, tall, case	17 75	17 75
Do., sockeye, tall, case	18 25	18 25
Do., halves	29 00	29 00
Potatoes, per ton	10 00	10 00
Oranges, Valencia, case	8 50	8 50
Lemons, case	8 50	8 50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., Oct. 15.—Threshing operations are nearing completion with the continuance of fine weather. Milk in Regina advanced one cent a quart on Thanksgiving Day. Price is now 15 cents per quart. A ton and a half of milk is now being brought in from Edmonton to meet the local demand and this product laid down here costs sixteen and a half cents, dealers claim. No prunes are in prospect from California to meet local requirements, a result of recent destruction through rains. Cheese has advanced two cents per pound and is now 29 cents. Quite a shortage of pork is evident at present time. The price is also considerably advanced, packers asking 26 cents per pound by the carcass as compared with 20 cents same time last year. There is plenty beef and lamb.

REGINA—

Beans, small white Japans, bu.	7 50
Beans, Lima, per lb.	5 65
Flour, standard, 98s	5 65
Molasses, New Orleans, gal.	0 75

Rolled oats, balls	4 85
Rice, Siam, cwt.	9 25
Sago, lb.	0 12½
Tapioca, lb.	0 14
Sugar, pure cane, gran., cwt.	10 69
Cheese, No. 1 Ontario, large	0 29
Butter, creamery	0 50
Lard, pure, 3s, per case	18 00
Bacon, lb.	0 47½
Eggs, new-laid	0 45
Pineapples, case	5 75
Tomatoes, 3s, standard case	4 75
Corn, 2s, standard case	4 85
Peas, 2s, standard case	3 60
Apples, gal., Ontario	2 40
Apples, evaporated, per lb.	0 19½
Strawberries, 2s, Ont., case	8 50
Raspberries, 2s, Ont., case	8 70
Peaches, 2s, Ontario, case	4 65
Plums, 2s, case	3 40
Salmon, finest Sockeye, tall, case ..	18 00
Salmon, pink, tall, case	9 25
Pork, American clear, per bbl.	40 75
Potatoes, bushel	0 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Oct. 15.—New pack canned goods are now arriving. The new prices show a dollar reduction in tomatoes which are now quoted at \$4.40, but there has been an even bigger increase in peaches which are now \$6.00, with corn slightly lower at \$4.90. Case eggs are firmer at 48c to 50c. Lard is higher again. Pure 35c to 35½c, compound 28c to 28½c. Potato quotation shows effects of reduced crops reaching \$4.00. Lemons advanced, now \$10. Plums off market. Nova Scotia apples \$2 to \$5 barrel.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	12 70
Cornmeal, gran., bags	7 00
Cornmeal, ordinary, bags	3 75
Sugar—	
Standard, granulated	9 85
No. 1, yellow	9 35
Cheese, N.B., twins	0 27
Eggs, fresh, doz.	0 50
Eggs, case	0 48
Breakfast bacon	0 35
Butter, creamery, per lb.	0 48
Butter, dairy, per lb.	0 45
Butter, tub	0 42
Margarine	0 30
Lard, pure, lb.	0 35
Lard, compound	0 28
American clear pork	56 00
Beef, corned, 1s	4 90
Tomatoes, 3s, standard, case	4 40
Raspberries, 2s, Ont. case	6 20
Peaches, 2s, standard case	6 00
Corn, 2s, standard case	4 90
Peas, standard case	3 20
Apples, gal., N.B., doz.	4 00
Strawberries, 2s, Ont., case	8 20
Salmon, Red, spring, cases	15 00
Pinks	11 00
Cohoos	14 00
Chums	8 50
Evaporated apples, per lb.	0 18
Peaches, per lb.	0 22
Potatoes—	
Natives, per bbl.	3 50
Onions, Can., 75-lb. bags	2 10
Lemons, Cal., Messina	10 60
Oranges, Cal., case	10 00
Grapefruit, case	7 50
Bananas, per lb.	0 07
Peaches, Cal., crate	3 00
Apples, N.S.	2 00

PRODUCE and PROVISIONS

Importance of Equipment in Business

Modernized Store Display and Sanitary Devices One of the Great Factors in Building Business—Giving Salesmen an Interest in Sales a Way to Stimulate Business

EQUIPMENT is one of the important factors in business to-day. People have come to look for it and to go where it can be found, so that it has become one of the important elements in building business.

W. L. Hogarth, 74 Bathgate Ave., Toronto, has foreseen the advantage of installing modern equipment. For instance he has a complete mechanical refrigeration system for keeping his stock of fresh, cured and cooked meats in the best condition. This meant considerable outlay. But it has served to protect him against loss in this department always, especially so in the hot weather. An added advantage of this refrigeration plant is that of display. The refrigerating pipes at the rear of the refrigerator counter in no way interfere with the frozen air or ammonia and lend themselves to a

backing for the display of meats on platters, etc., immediately in front of them. A neat case, enclosed with glass in front and on top, and with nickelled division strips, makes an attractive fixture, and is a silent salesman in itself.

Meat and Grocery Sales.

This store has maintained from its opening about three years ago a splendid trade in meats, quite in keeping with the sales of the grocery department. Not only has this been possible, but plans are under consideration now for the further development of this side of the business, so that a larger demand may be served. It is very probable that the equipment of the store will enable the firm to handle a certain amount of jobbing trade with other stores in the vicinity, or within a few

miles. Thus, notwithstanding the war and its attendant effect upon the meat business everywhere, there will really be an increase in turnover the present season.

Handling Fresh Fish.

The Hogarth store has handled fish along with its other lines. It is now proposed to instal a larger and more complete refrigerator to take care of fresh fish and maintain them in prime condition. When this case is completed it will be possible to keep fish in even better condition than before and to carry it on the premises in larger quantities than formely. The advantage of this will be that of maintaining a stock to handle a steady trade from the store's patrons.

Giving Salesmen an Interest in Sales.

Mr. Hogarth is solving the help problem by giving his salesmen a direct in-



Interior of a Prince Albert, Sask., store, showing well-arranged provision department in the rear.

terest in his business. This advantage immediately appealed to the men and has served to retain the most desirable class of help engaged by the store. An incentive to better work and more of it, the privilege of sharing in the accruing profits of earnest effort has so appealed to the staff that this plan bids fair to prove its worth from the very outset.

The retail grocer figuring matters out on this basis has made an important innovation, and one which will probably become a far-reaching factor in his future development. In many enterprises it has already proven to be a large contributing factor in measuring progress and development. The proprietor has, in the first instance, taken the salesmen into his confidence and there exists from that moment a real intimate connection which must make for the expansion of the business generally. For a satisfied employee is an important asset.

To know that he is to share in the results of his expended effort is likely to make an employee more earnest and more painstaking than if he were receiving only a moderate, definite return for his work. Therefore, from the proprietor's standpoint as well as that of the employee, there are mutual advantages in this profit-sharing policy.

Details of the plan at this store are still being worked out, but knowing that there will be an inauguration of this plan, the men already are taking an increased interest in the selling end of the business.

PIONEER CANNER DIES

Matthew Moore, Who Has Devoted the Most of His Life to the Canning Business, Called by Death At a Ripe Old Age

Matthew Moore for many years a prominent figure in the canning trade, died recently at the home of his son-in-law, L. R. Tobey, 360 Aberdeen ave., Hamilton. The late Mr. Moore retired from active business about eight years ago, and had since made his home with his son-in-law, Roy Tobey. Mr. Moore was a member of Court Transportation, Canadian Order of Foresters, joining the order the 25th of November, 1879, Court Frederick, Delhi. Mr. Moore was born in Burford, Brant County, 82 years ago, and was the son of the late Colonel Moore, who was a magistrate of Scotland, and who was granted a considerable amount of land in the township of Moore, Lambton County, for his valuable services in the rebellion. He started the first canning factory in Ontario at Grimsby, and has since made it his business to organize canning factories. He learned the canning business in Baltimore, Md., and for some time packed beef and turtle in Texas. Among the many factories he has organized are those at Simcoe, Aylmer, Delhi, Waterford, West Lorne and other places. Mr. Moore and Capt. Howell started the oil refinery at Sarnia, which is now owned by the Standard Oil Company.

Mr. Moore spent nineteen years in Chatham in charge of the processing of

Gasoline Dealers to be Licensed

All Sellers of Gasoline Are Required to Have License—License Fee Will be Imposed on a Basis of Yearly Volume of Business

AS of recent date many grocery and general stores have installed gasoline pumps and have made the selling of gasoline an important item in their business the government regulations requiring the licensing of all dealers in gasoline in Canada will be of considerable interest.

This will place the control of the entire wholesale and retail gasoline trade under the direction of Fuel Controller Magrath. Forms of application for licenses will be mailed from the Fuel Controller's office in Ottawa and the license fees will range from \$2 to \$600 per annum, based entirely on the volume of dealers' sales of gasoline during the previous year.

Must Keep Records

Provision is also made for the keeping of certain sales records, and all retailers of gasoline are called upon to post in their places of business the wholesale as well as the retail cost of gasoline handled by them. One important pro-

vision of the regulations is that for the duration of the war the sale of gasoline on Sundays is absolutely prohibited.

Prices are Fixed

Retail maximum prices are prescribed for establishments selling gasoline in quantities over a thousand gallons a month. Profits are based on a 10 per cent. advance over the wholesale cost delivered. These regulations mark the first step toward bringing the control of the sale of gasoline under the same sort of supervision as is now extended to the sale of coal and other fuels.

Liability to Fines

In cases where dealers fail to obey the provisions of the law the Fuel Controller has absolute power to cancel or suspend licenses without notice. All persons who continue to deal in gasoline without making application for a permit to do so will be subject to a penalty of \$50 for each day such business is conducted in contravention of the regulations.

the Kent Canning Co. The last factory he organized was at Jordan. Mr. Moore was one of the pioneers of the gold mining excitement in California about 1855. He sailed from New York to Panama, went across to the Pacific side and into the California gold field. He is survived by his widow, Frances Moore, a daughter, Mrs. Le Roy Tobey, and one son William S. Moore, of St. Bartholemi, Que.

SOME INTERESTING INFORMATION REGARDING EGG CANDLING

Although the candling method of determining the quality of eggs in the shell is the best known for commercial grading, one group of eggs of inferior quality can not be detected by this system and it is inadequate in grading still another group. The investigations, reported in the United States Department of Agriculture Bulletin 702, show that experienced candlers and those using extreme care do not make many mistakes in grading eggs. Eggs with green whites and those having a normal appearance but bad odors are not recognizable by candling. White rots, more particularly mixed rots, eggs with yolks slightly stuck to the shell, blood rings and eggs with bloody whites are not always detected and are included in the group most frequently miscandled by inexperienced or careless workmen. Eggs with brown shells or light-colored yolks make detection between good and bad specimens more difficult.

In the studies with skilled candlers, who candled a number of cases of 30 dozen eggs each, the average proportion of bad eggs miscandled per case varied from 0.2 in spring firsts to 10.77 in very

low-grade cold-storage eggs. The percentage of bad eggs which could not be found by recandling ranged from none to 6.93 per cent. per case and depended on the grade of eggs examined. In the commercial candling of 128,587 eggs, 5,985 bad eggs were found, of which 71.65 per cent. were recognized by candling and the balance, or 28.35 per cent. were not found until the eggs were opened and examined individually. Then it was observed that the 28.35 per cent. was divided between a group of 17.02 per cent. bad eggs, which in many instances are distinguishable by candling and a second group of 11.33 per cent. consisting of types of bad eggs which can not be discovered until the eggs are broken.

The accuracy of candling depends upon the quality of the eggs and the skill of the candler, according to the bulletin. In plants having poor management and poor candlers the number of good eggs in the discards sometimes reached 11 dozen to the case. The enforcement of a system of checking the work of individual candlers, particularly in plants employing inexperienced help, was found to be the best way to maintain high efficiency and thus eliminate waste by grading marketable eggs as rejects.

PROHIBITS USE OF PREMIUMS

Two American coffee concerns, doing business in interstate commerce, have been ordered by the Federal Trade Commission to discontinue the distribution with their products of premium coupons redeemable for articles of unequal value based on chance.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

LIVE hogs are again the feature of markets which seem to be generally fairly quiet this week. A further decline of 50c has been made, and it is thought this will carry through for the week's buying. The run has been very good, and improved receipts are looked for during the next few weeks.

The better arrivals of hogs has had an effect on the lard situation as well. Supplies are better in spite of increased demand, and there is a tendency on the part of some to accept business for November delivery on a firm basis about a half cent below spot deliveries.

Production of eggs has fallen off very materially, with the result that demand is being largely met from storage stocks. Sales have kept up at a good level.

Butter is in big demand, and dealers are hard pressed to cut butter fast enough to meet the heavy calls on storage supplies. Little dairy butter is coming in, it being thought production is being absorbed largely at local centers. Cheese is scarce, and dealers are having difficulty in meeting the demands of the trade.

Poultry has been arriving in good quantities. Some sources intimate a poor grade coming along, whereas others report quality generally a little above the average.

Fish continues to sell freely. A scarcity of fresh cod is reported, and some indications of a light supply of oysters have been given.

Bacon, Ham Move; Hogs Easy

Montreal.

PROVISIONS.—There is a steady and good trade for bacon and hams and some other cured meats, which hold unchanged notwithstanding the easier position of live and dressed hogs that has recently developed. It is probable that some slight reductions may be made in these lines, although the good demand has been keeping prices steady.

Live and dressed hogs are quiet and the tendencies are downward, but have not yet manifested themselves. Factions are working to maintain prices, while buyers are trying to pull these down. Markets for barrel pork are very quiet and dull.

Hogs, Dressed—		
Abattoir killed, small	27 50	28 00
Do., heavy, 225-275 lbs.		26 00
Hogs, live	19 00	19 50
Hams—		
Medium, smoked, per lb.—		
(Weights) 16-25 lbs.	0 35	0 36
Large, per lb. (wgh.) 25-35 lbs.	0 32	0 33
Backs—		
Plain	0 43	0 44
Boneless, per lb.	0 46	0 47
Bacon—		
Breakfast, per lb.	0 43½	0 44
Roll, per lb.	0 33½	0 34½
Dry Salt Meats—		
Long clear bacon, ton lots....	0 29	0 29½
Long clear bacon, small lots..	0 29½	0 30
Fat backs, lb.	0 29½	0 30
Cooked Meats—		
hams, boiled, per lb	0 53	0 54
Hams, roast, per lb.		0 54
Shoulders, boiled, per lb.		0 46
Shoulders, roast, per lb.		0 48
Barrel Pork—		
Canadian short cut (bbl.)	\$58 00	
Clear fat backs (bbl.)	60 00	
Short cut clear pork (bbl.)	58 00	
Heavy mess pork (bbl.)	55 00	
Bean pork (bbl.)	54 00	

Lard Holds Strong On Good Demand

Montreal.

LARD.—There is much strength to the market undertone but no quotable changes are made. Stocks are still very fair and the trade from both city and country districts bids fair to continue active.

Lard, pure—		
Tierces, 400 lbs., per lb.	0 32	
Tubs, 60 lbs.	0 32½	
Pails	0 32¾	
Bricks, 1 lb., per lb.	0 34	

On Light Supplies Shortening Is Firm

Montreal.

SHORTENING.—Trade keeps brisk and prices firm. The fact is that if supplies are not augmented, the present heavy sales will tend to enhance prices ere long. Heavy demand for fats of all kinds has the effect of preventing much accumulation.

Shortening—		
Tierces, 400 lbs., per lb.	0 26¼	
Tubs, 50 lbs.	0 26¾	
Pails, 20 lbs., per lb.	0 27	
Bricks, 1 lb., per lb.	0 28	

Margarine Firm, Improved Demand

Montreal.

MARGARINE.—The better grades of margarine are very firm. In view of the high butter prices, this condition is likely to continue and it is probable prices will further increase on this line. For the week prices hold firmly without change.

Margarine—			
Prints, according to			
quality, lb.	0 30	0 32	0 34
Tubs, according to			
quality, lb.	0 29	0 31	0 33

Butter Is Firm At Held Prices

Montreal.

BUTTER.—Markets are still decidedly firm, and this under heavy and steady demand. Receipts have been fairly good, but there has been so little abatement in consumption that much stock is continually being used up, and none seem inclined to defer buying.

Butter—	
Creamery prints (fresh made)	0 50
Creamery solids (fresh made)	0 49
Dairy prints, choice	0 44
Dairy, in tubs, choice	0 42

Cheese Firmer Buying Prices High

Montreal.

CHEESE.—In accordance with the higher prices demanded by the various country boards, cheese has firmed during the week. Some are asking 27c now for large cheese, twins and triplets. Sales at country points ruled around 24¾c and there is quite an active market for lots coming forward. The retail trade is absorbing a considerable amount, but it develops that frequency in buying is characteristic of many dealers. The recent increase of price made for lots wanted by the Dairy Produce Commission, has been a leading factor in the increased price asked of the trade.

Cheese—		
Large, per lb.	0 26	0 27
Twins, per lb.	0 26	0 27
Triplets, per lb.		0 27
Stilton, per lb.		0 29
Fancy, old cheese, per lb.		0 29

Eggs Hold Firm, Many For Export

Montreal.

EGGS.—Prices for eggs have ruled firm, but there has been no actual change from last week. New-laid are scarce and the farmers are not sending forward a great quantity. Storage stocks are consequently being used freely and while storage eggs are still in good supply, the present demand will absorb a great many of these in a short time.

Eggs—	
New laid	0 60
Selects	0 53
No. 1	0 49
No. 2	0 47

Poultry Sold Well For Thanksgiving

Montreal.

POULTRY.—The position is unchanged, and sales for Thanksgiving business were very good. This was probably less, owing to the "Flu" epidemic, although telephone business was heavy. The same condition is still reported re-

garding the grade of fowl coming forward. Large numbers are poorly-conditioned and this is a fault the produce men would like remedied. Prices for the better grades are good, while those for the inferior grades have a tendency to soften.

	Live	Dressed
Chickens, roast (3-5 lbs.)		\$0 38
Chickens, roast (milk fed)		0 43
Broilers (3-4 lb. pr.)		0 40
DUCKS—		Dressed
Brome Lake	\$0 46	\$0 47
Young Domestic	0 35	0 38
Turkeys (old toms), lb.	0 38	0 40
Turkeys (young)		0 40
Geese		0 30
Old fowls	0 34	0 36

Scarcity Halibut, Salmon; Oysters Active

Montreal.

FISH.—There is little change in the price basis of the fish market, and sales have been maintained through the week on a satisfactory basis.

Bulk oysters are in freer supply, the producers being better able to take care of the demand. Locally they are increasing in sale and will as the weather becomes cooler.

Among those lines which are short, halibut and salmon are important. The favor with which these are received makes a shortage apparent very promptly, once production has decreased.

Salt and pickled fish are in demand, and booking business is reported active. The general retail demand has been excellent with many.

SMOKED FISH.

Haddies (fresh cured)	0 14	0 16
Haddies, fillet	0 18	0 20
Smoked herrings med.) per box	0 23	0 24
Smoked cod		0 15
Bloaters, per box 60/100	1 50	2 25
Kippers, per box 40/50	2 25	2 50

SALTED AND PICKLED FISH.

Haddock (per bbl.), 200 lbs.		16 00
Herring (Labrador), per bbl.	14 50	15 00
Herring (Labrador), 1/2 bbls.	7 50	7 75
Herrings, No. 1 lake (100-lb. keg)		6 00
Salmon (Labrador) per bbl.	27 00	28 00
Do., tierces		38 00
Salmon (B.C. Red)		26 00
Sea Trout, red and pale, per bbl.	20 00	22 00
Sea Trout (1/2 bbls.)	10 50	13 00
Green Cod, No. 1, per bbl. (med.)		21 00
Green Cod (large bbl.)		22 00
Mackerel, No. 1, per bbl.		32 00
Mackerel (1/2 bbl.)		16 50
Codfish (skinless), 100-lb. box		16 00
Codfish, 2-lb. blocks (24-lb. case)		0 18
Codfish (skinless), blks. "Ivory" Brand, lb.		0 16
Codfish, boneless, lb. (according to package)	0 16	0 20
Codfish, shredded, 12-lb. oox		2 50
Eels, salted	0 11	0 12
Pickled turbot, new, bbls.	16 00	17 00
Do., half barrels	7 50	8 50
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)		0 18
Cod, strip (bundles)		16 00

SHRIMPS, LOBSTERS, OYSTERS

Lobsters, medium and large, lb.		0 60
Prawns, lb.		0 40
Shrimps, lb.		0 38
Scallops, per gallon		4 00
Oysters—		
Ordinary, No. 1, gal.		2 75
Cape Cod shell oysters, bbl.	14 00	16 00
5 gal. (wine) cans		13 75
1 gal. (wine) cans		2 60
3 gal. (wine) cans		7 50
Oyster pails (pints), 100		1 50
Oyster pails (quarts), 100		2 10
Clams, med., bbl.		9 00

FRESH FROZEN SEA FISH

Herring, large sea, lb.	0 09	0 10
Herring, frozen, lake, lb.	0 07	0 09

Halibut	0 23	0 24
Halibut (medium)		0 24
Haddock	0 08	0 09
Mackerel	0 15	0 16
Cod—Toms, bbl.		4 00
Cod Steak, fancy, lb.	0 11	0 12
Salmon, red	0 20	0 23
Salmon, pale	0 15	0 16
Salmon, Gaspe	0 26	0 28
Swordfish	0 21	0 22

FRESH FROZEN LAKE FISH

Pike, lb.	0 10 1/2	0 12
Perch	0 12 1/2	0 13
Whitefish, lb.	0 15	0 16
Whitefish (small)	0 09 1/2	0 12 1/2
Lake trout	0 19	0 20
Eels, lb.		0 12
Dorset	0 15	0 16

FRESH FISH

Haddock	0 09	0 10
Steak cod	0 11	0 13
Market cod	0 07	0 08
Carp	0 09	0 10
Dore	0 18	0 20
Lake trout	0 19	0 20
Brook trout		0 45
Pike	0 12	0 13
H.C. Salmon	0 26	0 27
Salmon (Gaspe)	0 27	0 28
Gaspereaux, lb.		0 06
Western Halibut	0 24	0 25
Eastern Halibut (chicken)		0 23
Eastern Halibut (med.)		0 26
Flounders	0 08	0 10
Perch		0 09
Bullheads		0 12
Whitefish	0 19	0 20
Whitefish (small)	0 09 1/2	0 12
Eels		0 15
Mackerel, lb.	0 15	0 16
Smelts, No. 1	0 19	0 20
Smelts, No. 2	0 11	0 12
Smelts, No. 2	0 12	0 13
Shad	0 15	0 16
Swordfish		0 25

Better Receipts of Live Hogs

Toronto.

PROVISIONS.—A decided improvement in receipts of live hogs was noticeable last week, and it is thought supplies will continue better for the next month or six weeks. Prices declined early in the week to \$18.25 per cwt. fed and watered, and it was thought this quotation would hold.

All dressed meats are firm and in very good demand. The undertone to the market is just a little easier owing to larger run of hogs, with tendency towards lowering prices.

Hams—		
Medium	0 38	0 39
Large, per lb.	0 34	0 35
Backs—		
Plain	0 46	0 48
Trimmed, with rib in		0 48
Boneless, per lb.	0 50	0 52
Bacon—		
Breakfast, per lb.	0 41	0 46
Roll, per lb.	0 35	0 36
Wiltshire (smoked sides), lb.	0 37 1/2	0 40
Dry Salt Meats—		
Long, clear bacon, av. 50-70, lb.	0 31	0 32
Do., aver. 70-100, lb.		0 30
Fat backs	0 32 1/2	0 34
Cooked Meats—		
Hams, boiled, per lb.	0 53	0 55
Hams, roast, without dressing, per lb.	0 53	0 55
Shoulders, roast, without dressing, per lb.	0 50	0 52
Barrel Pork—		
Mess pork 200 lbs.	50 00	54 00
Short cut backs, bbl., 100 lbs.	58 00	60 00
Pickled rolls, bbl., 200 lbs.	56 00	61 00
Hogs—		
Dressed, 70-100 lbs. weight		29 00
Live, off cars		18 50
Live, fed and watered		18 25
Live, f.o.b.		17 50

Lard Supply Better; Outlook Fair

Toronto.

LARD.—Supplies seem to be improved in view of the larger run of hogs, and whereas the demand is increasing it is now thought this will be pretty well taken care of. Some business is being accepted, November delivery, at easier prices than spot shipments. The outlook seems to be quite satisfactory at the present time. Quotations range as follows:

Lard, pure, tierces, 400 lbs., lb. \$0 30 1/2 \$0 31 1/2
In 60-lb. tubs, 1/4-1/2c higher than tierces.
pails 1/2-3/4c higher than tierces, and 1-lb. prints.
1 1/2-1 3/4c higher than tierces.

Shortening Holds Firm, Unchanged

Toronto.

SHORTENING.—The situation is without change. Demand is good, and being met from ample though not heavy stocks. Price rules firm and with steady undertone.

Shortening, tierces, 400 lbs., lb. \$0 26
In 60-lb. tubs, 1/4-1/2c per lb. higher than tierces; pails, 1/2-3/4c higher than tierces, and 1-lb. prints, 1 1/2-1 3/4c higher than tierces.

Demand For Margarine Better

Toronto.

MARGARINE.—The demand shows continued improvement from week to week. Shipments are coming along freely, and there is no indication at present of a shortage developing. Prices hold firm and without change.

Margarine—		
1-lb. prints, No. 1	\$0 33	\$0 34
Do., No. 2	0 31	0 32
Do., No. 3	0 27	0 28
Solids, 1c per lb. less than prints.		

Butter Moves Freely; Little Dairy Coming

Toronto.

BUTTER.—Dealers report very heavy sales creamery butter from storage, and the greatest difficulty seems to be in cutting up rapidly enough to make prompt shipments. There is little dairy butter arriving, supplies being absorbed generally at point of production without shipping to larger centres. Prices are steady for the week.

Creamery prints	0 51	0 52
Creamery solids		0 51
Dairy prints, fresh separator, lb.	0 49	0 50
Dairy prints, No. 1, lb.		0 46

Production Eggs Grows Smaller

Toronto.

EGGS.—Production has fallen to an almost negligible factor as far as taking care of the trade is concerned. The demand is being very largely met from storage stocks and sales have been maintained at a very satisfactory level.

Eggs—

New-laid, in cartons, doz.	0 60	0 65
Do., extras	0 59	0 59
Do., No. 1, doz.	0 54	0 55
Storage, No. 1, doz.	0 51	0 52
Splits and No. 2, doz.	0 45	0 47

**Cheese a Scarce
Commodity; Firm**

Toronto.

CHEESE—Cheese is a very scarce commodity and there seems to be great difficulty in securing sufficient to take care of orders coming to hand. This condition seems largely general among the trade here. Prices hold without change at new levels recently established.

Cheese—

New, large	0 26	0 27
Stilton (new)	0 29	0 30
Twins, ¼c lb. higher than large cheese. Trip-lets ¼c lb. higher than large cheese.		

**Poultry Coming
Along Freely**

Toronto.

POULTRY—The supply of poultry coming in has been very heavy during the past couple of weeks. Generally the case of poultry received has been good, in fact, it is said this year's receipts seem somewhat above the average. Prices are unchanged for the week.

	Prices paid by commission men at Toronto:	
	Live	Dressed
Ducks	\$...-\$0 15	\$...-\$...
Ducklings	0 20	0 20
Turkeys	0 30	0 30
Roosters	0 18	0 18
Hens, over 4 lbs.	0 23-0 24	0 23-0 24
Hens, under 4 lbs.	0 18-0 20	0 18-0 20
Chickens, Spring, 2 lbs. or over	0 24	0 24
Squabs, dozen	4 50	4 50

	Prices quoted to retail trade:	
	Live	Dressed
Hens, light	0 30	0 34
Do., heavy	0 30	0 37
Chickens, spring	0 35	0 42
Ducklings	0 30	0 33
Turkeys	0 36	0 40

**Oysters and Fresh
Cod Very Scarce**

Toronto.

FISH—Indications are that oysters are in light supply, and heavy receipts seem to be questionable with some sources. Fresh cod is also scarce, shipments going through to the State; it is thought. Other lines are in good supply and a good demand for all lines is in evidence.

FRESH SEA FISH

Brills, dressed, lb.	0 10	0 11
Cod Steak, lb.	0 10	0 12
Do., market, lb.	0 09	0 10
Do., Scrod, lb.	0 08	0 08½
Flounders, lb.	0 08	0 11
Flukes	0 15	0 15
Gaspereau, lb.	0 08	0 08½
Halibut, medium, lb.	0 22½	0 23
Do., chicken, lb.	0 21½	0 22
Do., large	0 21½	0 22
Haddock, heads on, lb.	0 09	0 10
Do., headless, lb.	0 10	0 11
Do., Scrod, lb.	0 08	0 08½
Herring, lb.	0 08	0 09
Mackerel, lb.	0 14	0 16
Plaice, dressed, lb.	0 10	0 11
Smelts, lb.	0 10	0 15½
Tomcods, lb.	0 05	0 05½

FRESH LAKE FISH

Herring, dressed, lb.	0 11	0 12½
Trout, lb.	0 15	0 16
Whitefish, lb.	0 16	0 17

SMOKED FISH

Bloaters, 50 Count, box	2 25
Ciscoes, lb.	0 18
Haddies, box	2 50
Do., fillets, lb.	0 17
Do., Finnan, lb.	0 15
Herring, Kippered, box	1 75
Shrimps, can	2 75

FROZEN SEA FISH

Cod Steak, lb.	0 09½	0 10
Do., market, lb.	0 08½	0 09
Flat Fish, B.C., lb.	0 10	0 11
Haddock, lb.	0 08½	0 09
Mackerel, lb.	0 15	0 15
Halibut, lb.	0 22	0 23
Salmon, Cohoe, lb.	0 20	0 21
Do., Qualla, lb.	0 14	0 15
Do., Red Spring, lb.	0 24	0 25

FROZEN LAKE FISH

Mullets, lb.	0 06	0 06½
Pike, round, lb.	0 09	0 09½
Tullbees, lb.	0 09	0 09½
Whitefish, lb.	0 15	0 15½

DRY AND PICKLED FISH

Bloaters, 50 count, box	2 25
Cod, Acadia Strip, box	\$6 00
Do., Halifax Shredded, box	2 20
Herring, Labrador, bbl.	14 00
Do., Do., keg	7 25
Do., Do., No. 4 size	5 60
Do., Do., No. 2 size	2 90
Imperial, 25 lbs., loose, lb.	0 13
Quail on Toast, 24 1-lb. tablets, lb.	0 14
Shrimps, headless, No. 1 size, tin 1 50	1 50
Do., Do., No. 3 size, tin	4 20
Skinless Fish, 50s & 100s, lb.	0 15
Sea Trout, keg	12 00
OYSTERS, No. 3 size package	8 85
Do., No. 5 size package	14 50
Do., per gallon	3 10

SERIOUS DECLINE IN STORAGE HOLDINGS OF EGGS IN MONTREAL

Statistics issued by the Department of Agriculture on stocks of eggs in storage in Montreal of recent dates as compared with holdings of a year ago give some interesting figures. The withdrawal from storage between August 31 and Sept. 30 left the storage supply poorer by nearly 8,000 cases. Moreover, the figures given show how very far available stocks in storage in this city, which is fairly representative of conditions in other cities of the Dominion, have fallen below the holdings of the previous year.

Montreal Stocks, Sept. 30th, 1918

EGGS:	Sept. 29, 1917		Aug. 31, 1918		Sept. 30, 1918	
	c/s	1917	c/s	1918	c/s	1918
Fresh	4,015	3,933	4,751	4,751	4,751	4,751
Cold storage	106,284	93,758	86,040	86,040	86,040	86,040
Sept. decrease—7,718 c/s.						

CANADA THIRD IN POULTRY EXPORT

In the export of poultry in 1916 to the United Kingdom, Ireland ranks first with a value of \$8,745,000 the United States second, \$1,310,000; and Canada fifth, \$60,025.

DANISH EGG EXPORTS

The value of the eggs exported from Denmark in the year 1917 amounted to between \$18,300,000 and \$20,000,000. The exports took place to Great Britain, Sweden, Norway and Germany.

SPAGHETTI MANUFACTURERS ALSO AGREE TO CONSERVE TIN

Packing of spaghetti and macaroni in cans will be discontinued in the United States after October 15. This action, in the form of a unanimous resolution, was taken by a committee representing

practically every large American canner of alimentary pastes, in conference with the United States Food Administration. The manufacturers declared that they were willing to take any measures that might be suggested by the Food Administration for the conservation of tin.

Willing to Shut Down

"We shut down upon recommendation about 4 months last year," the representatives of one company declared, "and if the Food Administration says the word, we will shut down to-day."

In order to allow the manufacturers to make use of the tins already in stock, and which are not suited for other purposes, it was finally decided that packing should be continued until present stocks of cans are exhausted, with October 15 as a limit.

PROTEST AGAINST NEW SHIPPING ORDER

A new order was issued by Canadian Freight Association as to rules of shipment. The order states that "Effective Oct. 1, freight, when to be delivered in less than carload lots, must be plainly, legibly and durably marked, showing the name (not initials only) of only one consignee and the address to which consigned."

So great a storm was raised among shippers by this order that it was agreed to make the order effective from Oct. 7. The grievance is that insufficient time has been given shippers to comply with the new regulations.

The Canadian Freight Association represents all railways operating in Canada, including American railways doing business in the Dominion. A joint meeting of the Wholesale Grocers' Guild, the Wholesale Dry Goods Merchants' Association and the Wholesale Metal and Dry Goods Merchants, will be held to-morrow at the Board of Trade to consider the whole effect and working of the new regulations. facilities.

U. S. REVISES SALMON AND TOMATO ORDERS

The United States Food Administration has notified the wholesale grocers that the following modifications in the Government requirements have been made for canned salmon and canned tomatoes for the army and navy (No. 1 cans):—

- 80 per cent. tall and flat Alaska reds.
- 65 per cent. tall and flat pinks.
- 60 per cent. tall and flat Alaska chums.
- 100 per cent. all sizes Puget Sound and Sockeyes.

All medium reds, Cohoes and Silver-sides are released except such quantities as are already designated to be held by the Government.

The Government now reserves 45 per cent. of the total 1918 pack of all grades of tomatoes. Delivery to be of standard grade. If packer does not have sufficient quantity of standards he should make adjustment with buyer before tendering other grades.



Recommend Brunswick Brand to your hard-to-please customer

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

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

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

Get in a supply to-day.

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



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

WHY NOT SELL FISH ?

**It's Easy to Do—And
Profitable, Too**

The small space occupied by a Freeman Fish Box can easily be made one of the most profitable departments of your store, for the Government is urging housewives to use more fish and less meat and the demand for fish is growing in leaps and bounds.

FREEMAN'S FISH BOX is attractive, well made and thoroughly sanitary. Complies with all Government requirements. Choice of white enamel or mission finish. Plate glass display top. Built on the same standard as our large meat refrigerators.



Get your share of this good business. Write to-day for illustrated catalogue and price list of Freeman's Fish Boxes. Mailed free.

Write To-day for Catalogue
FREEMAN'S FISH BOXES

Manufactured by

**The W. A. Freeman Co., Limited
HAMILTON, ONT.**

MONTREAL — David H. H. Neil, 16 Notre Dame St. E.
Uptown 8547
TORONTO—114 York Street, near King



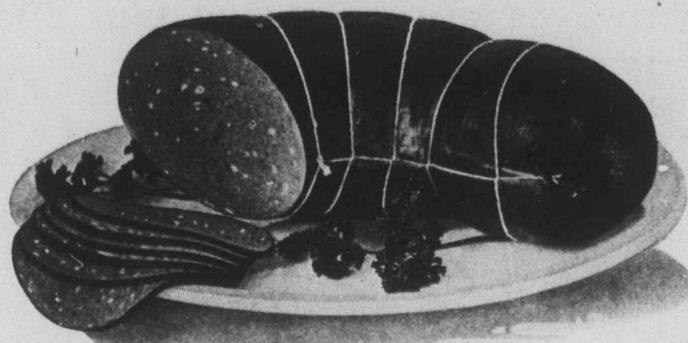
RELEG

- Pronounced "Real Egg."
- A grand Egg Substitute.
- In packages of four different sizes.
- Sell easily to every economical housewife.
- You should display Releg.
- It's a good money maker.

**RELEG CO. Regd.
34 King Street
QUEBEC CANADA**

AGENTS: Loggie Sons & Co., Toronto—Angevine & McLaughlin, St. John, N.B.
—W. H. Escott Co., Ltd., Winnipeg, Canada.





Here's a popular line for the Present Season
—a product that EVERYBODY likes!

MAKES you hungry to look at it—doesn't it? And it tastes every bit as good as it looks. A few thin slices with fresh vegetable salad make a light, appetizing repast—and it's equally good for sandwiches.

Davies Quality Bologna is prepared in our own sanitary kitchens from choice pork and beef—tastily seasoned—then smoked over hardwood fires. *It contains no artificial coloring of any kind.*

Moderately priced, too. Each sausage weighs from five to eight pounds.

If you want to feature a good, quick selling line on your provision counter—order *Davies Bologna* and see how well it takes with your customers.

Other excellent lines include *Davies Ham Bologna*—*Davies "Lakeside" Bologna*—*Davies Belforts*—*Davies Wieners*—all *quality* products, and dandy sellers.

Our Traveller will take your order—or we shall be pleased to have you drop us a postal card.

THE **DAVIES** COMPANY
 WILLIAM LIMITED

MONTREAL

TORONTO

HAMILTON

Canada Food Board Packer's License No. 13-50



Help Conserve Our Meat Supplies

“INDIAN CHIEF” BRAND CLAMS

offer your customers a dandy substitute—a sweet, pure, wholesome fish food that represents sensible meat substitution in its most economical and practical form.

You cannot recommend a better sea food than Indian Chief Brand Clams. They will open up on your customer's table just as sweet and just as fresh as the day they were taken from the clam beds.

Remind your trade, too, that Indian Chief Brand Clams are ready cooked. Heating to a simmer makes them ready to serve—a fact that will appeal to both the restaurant trade as well as to the housewife.

**Make Indian Chief Brand Clams a leader
in your fish department. It will pay you.**

Shaw and Ellis, Pocologan, ^{Charlotte} Co. N. B.

HEINZ Tomato Chutney

One of the 57 Varieties

Here is a highly seasoned and carefully blended tomato relish which will give zest to meats, game, fish and oysters. It is prepared from ripe, red tomatoes, skilfully cooked and seasoned to bring out its pungent flavor, and is filled, while hot, into bottles.

Heinz Tomato Chutney will be specially desired as a relish for cold weather dinners. Stock it.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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

Canada Food Board License No. 4-517

Our Advertising Makes Money For The Merchant



MCCORMICK advertisements are to be found in the best and most widely circulated Canadian Magazines and newspapers. The demand is therefore created for the merchant.

THE McCormick lines have an international reputation. They are the result of the strictest adherence to the highest standards of quality. They are made in the newest, finest biscuit plant in America.

THE McCormick lines are second to none. They are highly recommended. There-

fore the merchant who has a stock on hand satisfies the largest number of customers and correspondingly increases his own returns.

The McCormick Mfg. Co., Limited London, Canada

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

OYSTERS AND FISH

Get in touch with me for

XXX Oysters
Smelts
Frozen Herring
Frozen Mackerel

Fish is the food of the moment.

EMILE PATUREL

SHEDIAC, N.B.

License No. 1-748.



OAKLEY'S "WELLINGTON" KNIFE POLISH

The original and only reliable preparation for Cleaning and Polishing Cutlery, etc.

John Oakley & Sons, Ltd.

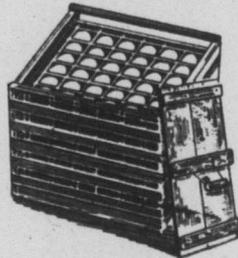
Manufacturers of Emery Cloth,
Black Lead, Glass Paper, &c.
LONDON, S.E., ENGLAND

AGENTS:

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

EGG CASE FILLERS and EXTRA FLATS

For
30 Doz.
Egg
Cases



And
12 Doz.
Egg
Crates

The 12 Dozen Crate

THE MILLER BROS. CO., LTD. 20-38 Dewd St.
Montreal, Que.

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

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 15	
4-oz.	1 65	
6-oz.	2 45	
8-oz.	3 10	
12-oz.	4 65	
16-oz.	5 90	
2 1/2-lb.	14 60	
5-lb.	27 35	

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.

JAMS

DOMINION CANNERS, LTD.
"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	\$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts., Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Ots., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKED BEANS WITH PORK

Brands—Canada First, Simcoe, Quaker.

	Per doz.
Individual Baked Beans, Plain	
85s, or with Sauce, 4 doz. to case	\$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1 1/2's (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
1 1/2's Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass, Tall, Vacuum, 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 65

5's Tin, 8 pails in crate, per pail

7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb.	\$0 22
In cases 12—12 lb. boxes to case	0 21 1/2

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA—	
Perfection Cocoa, lbs., 1 & 2 doz. in box, per doz.	\$4 60
Perfection, 1/2-lb. tins, doz.	2 45
Perfection, 1/4-lb. tins, doz.	1 35
Perfection, 10c size, doz.	0 95
Perfection, 5-lb. tins, per lb.	0 37
Supreme Breakfast Cocoa, 1/2-lb. jars, 1 & 2 doz. in box, doz.	2 75

(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	0 36
Supreme Chocolate, 10c size, 2 doz. in box, per box	1 80
Perfection chocolate, 10c size, 2 doz. in box, per doz.	0 90

SWEET CHOCOLATE—	
Eagle Chocolate, 1/2s, 6-lb. boxes 28 boxes in case	0 33
Diamond Chocolate, 1/4s, 6 and 12-lb. boxes, 144 lbs. in case	0 35
Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case	0 35
Diamond Chocolate, 7s, 6 and 12-lb. boxes, 144 lbs. in case	0 34
Diamond Chocolate, 7s, 4-lb. boxes, 50 boxes in case, per box	1 35

CHOCOLATE CONFECTIONS	
Maple Buds, 5-lb. boxes, 30 boxes in case, per lb.	0 42
Milk Medallions, 5-lb. boxes in case, per lb.	0 42
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 45
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 45

6c. LINES

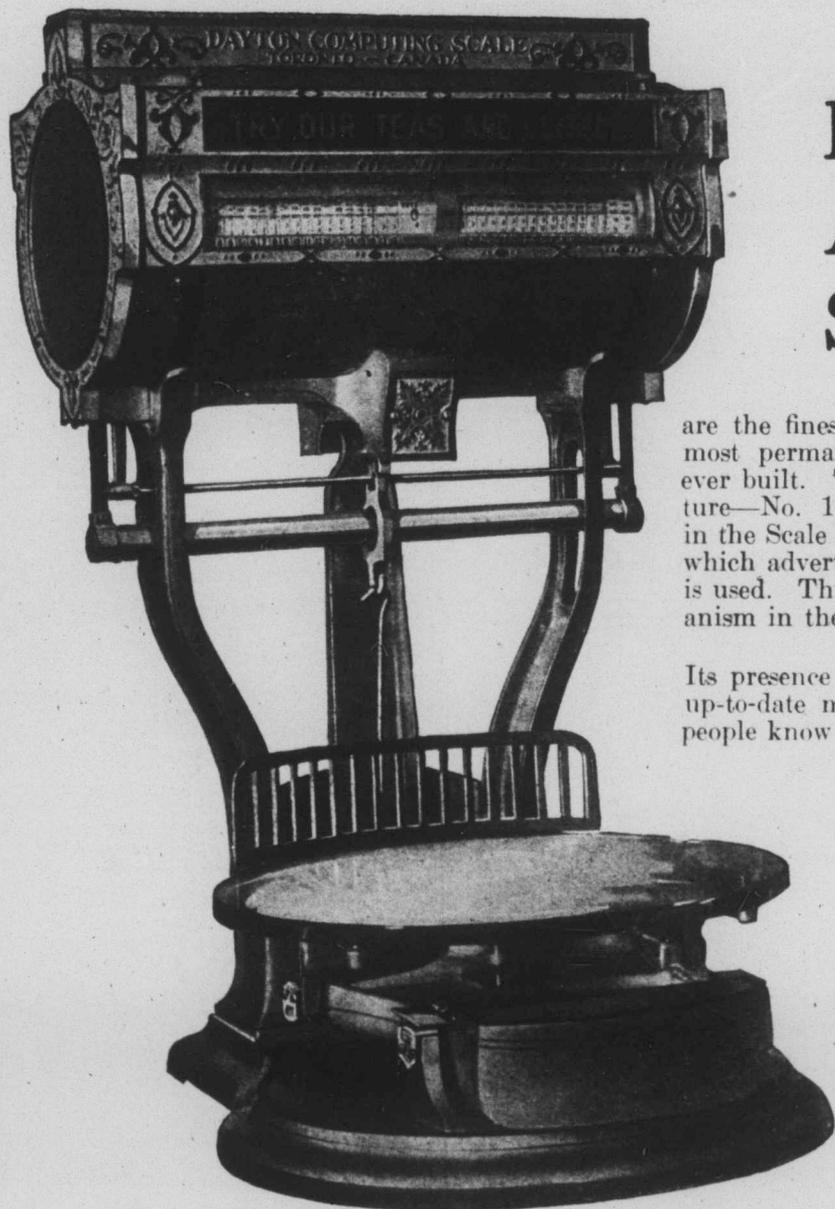
Toronto Prices	
Filbert Nut Bars, 24 in box, 60 boxes in case	\$1 05
Almond Nut Bars, 24 in box, 50 boxes in case	1 05
Puffed Rice Bars, 24 in box, 50 boxes in case	1 05
Ginger Bars, 24 in box, 50 boxes in case	1 05
Fruit Bars, 24 in box, 50 boxes in case	1 05
Active Service Bars, 24 in box, 50 boxes in case	1 05
Victory Bar, 24 in box, 60 boxes in case	1 05
Queen's Dessert Bar, 24 in box, 60 boxes in case	1 05
Regal Milk Chocolate Bar, 24 in box, 50 boxes in case	1 05
Royal Milk Cakes, 24 in box, 50 boxes in case	1 05
Maple Buds, 6c display boxes, 6c pyramid packages, 6c glassine envelopes, 4 doz in box	2 00

10c LINES

Maple Buds, 10c, 1 doz. in box, 50 boxes in case, per doz.	\$0 95
Medallions, 10c, 1 doz in box, 50 boxes in case, per doz.	0 95

New Price Ranges

We have introduced higher price ranges on Dayton Computing Scales to meet the changing market conditions and to suit the higher prices at which you have to sell your commodities to-day. For example, the new charts cover price ranges from 15c to 75c per pound, also 10c to 60c per pound, etc. Intending buyers of a Scale will want to look into this feature. It's a time saver and makes for accuracy over the old time low-price ranges that suited conditions of a few years ago.



Dayton Automatic Scales

are the finest and most beautifully finished and most permanently accurate weighing machines ever built. The Dayton Scale shown in this picture—No. 148 Electric—stands without a peer in the Scale world. It flashes a sign by electricity which advertises your goods, every time the Scale is used. This does not affect the weighing mechanism in the slightest degree.

Its presence in a store is the sign of an honest, up-to-date merchant who isn't afraid to let the people know that he's that kind of a merchant.

Our New Catalogue

There's a copy in an envelope all waiting for your name to go on it—just drop us a card and we'll mail it at once. You'll see the handsomest range of Scales ever made—one that will suit your business—and they're all made in Canada, completely.

Dayton Automatic Scales

Royce and Campbell Avenues, Toronto, Ont.

FRANK E. MUTTON
Vice-Pres. and General Mgr.

Division International
Business Machines Co. Ltd.

Also makers of International Time
Recorders and Hollerith Electric Tabulators

Looking for a Man?

Look for him where he should be found—in employment in the grocery business, the business you yourself are in.

Advertise to get him. Use a small classified advertisement, to cost you 2 cents a word. Put this low-priced advertisement in CANADIAN GROCER—the paper read by grocers and their men. Somewhere is the man good for you to have. You may not be able to attract him readily from his present place. On the other hand, he may be looking for you. But fish for him. Cast again and again. The best men are hardest to get.

What is a dollar or two spent on finding the man you want—if you get him?

Narrow your search. Use the newspaper that searches out for you among those where he is likely to be found.

Make your advertisement brief—like a telegram.

We provide a box number, if you want your identity concealed. And forward replies, of course.

Rates.—Two cents per word first insertion and 1 cent per word each subsequent insertion. Five cents extra per insertion if replies are to be sent to box number in our care.

Canadian Grocer
143-153 University Ave.
Toronto.

Dairy Butter Wraps

Made from 30-lb. No. 1 Genuine Vegetable Parchment Paper, printed in two colors ink with design conforming to regulations covering Dairy Butter, size 8 x 11, packed 500 sheets to a carton.

ALWAYS IN STOCK

Special Printed Wraps to Order

Business Systems Ltd.

Largest Manufacturers of Butter Wraps in Canada

52-56 Spadina Ave. TORONTO

Have you read page

56? It will interest

you.

Apples

Let us look after your requirements. We handle the Famous

GEORGIAN BAY

BRAND APPLES

Fine, sound fruit that will be appreciated by every customer.

We invite correspondence.

LEMON BROS.

OWEN SOUND, ONTARIO

Canada Food Control License No. 182

Hydro Problem is Before Ontario Government

BBETTER business administration of the Hydro-Service is demanded by many manufacturers and other users of Hydro power in Ontario. Ottawa has been approached for aid against the arbitrary cutting off methods which have been injuring industry. Ottawa has put the matter up to the Provincial Government of Ontario, and the issue must shortly be decided for or against Autocratic Control of the Hydro. On this vital subject see THE FINANCIAL POST dated Oct. 12th—a leading article on page one.

WILL VICTORY LOAN AFFECT EXCHANGE?

A vigorous and interesting special article on the question of Canadian-American Exchange and the Victory Loan forthcoming, is written for THE FINANCIAL POST of Oct. 12th by a Canadian banker in New York. See this. It is important to International business relations.

REGULATION OF SEED SUPPLY IN WEST

An almost new system for supplying seed wheat for settlers and for making collections for the supply has been inaugurated. Particulars detailed authoritatively by E. Cora Hind, appear in THE FINANCIAL POST of Oct. 12th, and the matter is worth your special attention.

CHANGES IN C.P.R. ADMINISTRATION

Retirement of Lord Shaughnessy and appointment of E. W. Beatty to his position as president of the C.P.R. with the results immediate, and to be anticipated from the changes form the subject of another special and important article in THE FINANCIAL POST of Oct. 12th. The big business prospects ahead for the C.P.R. mean more business for every Canadian concern.

OTHER CONTENTS OF THE POST FOR OCT. 12

Toronto Railway Co. to do Its best to Give Service.
Canadian Pacific Classed as "Peace Stock."
Regulation of Gasoline Sales.
Canadian Flour in Chinese Market.
August Trade With States Biggest of the Year.
British Imports to Canada Now Under License.
Ogilvie Sales Over \$56,000,000 in Year.
Substantial Gains in Bank Clearings.
Earl D. Babst—Student of Groceries—(Biographical).
The Farmer's Income and Income Tax.
Victory Loan Campaign Inaugurated.
Bank Strains a Point to Help Out Halifax.
Association of Builders to be Formed.

These are only a few of the more important headings. Send for a sample copy of THE POST and note its business value to you. Use this form, or order subscription which costs \$3.00 per year.

The MacLean Publishing Co.,
153 University Ave., Toronto.

Send me a sample copy of THE FINANCIAL POST. I am interested in.....

Name

Address

C.G.

H.P. SAUCE

The Midland Vinegar Co., Ltd., Birmingham, Eng.

MEANS BUSINESS

Half the selling of H.P. is done by our advertising. Put H.P. on your counter—it sells in a moment—your customers will like it, come for more, and buy other goods as well.

H.P. can swell your trade, don't you forget it.

W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seaton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



It's astonishing how quickly the demand for

OCEAN BLUE

increases wherever introduced.

Customers who pride themselves on spotlessly white linen and lace continually recommend it to their friends who pass on the information to other particular people. It is really worth your while to have your store associated with Ocean Blue.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.

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

WAR CONDITIONS

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

SPRATT'S

DOG CAKES

POULTRY FOODS, CANARY AND PARROT MIXTURES

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited
24-25 Fenchurch Street, E.C. 3.

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. H. J. Sykes, 736 Elgin St., Ottawa, Ont. Montreal—George Hodge & Sons, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffith. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co., Ltd. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Every Furnivall sale will mean repeat orders, for Furnivall Quality appeals to all.

Display Furnivall's and so remind your customers of this delicious, wholesome jam.

It repeats because it satisfies.

FURNIVALL-NEW, Limited
Hamilton, Canada

Canada Food Board License No. 14-167

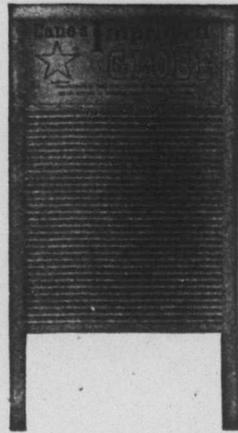
Cane's Washboards Are Easily Sold

Whether made of Zinc or Glass Cane's Washboards are far ahead of the ordinary washboard in both appearance and value.

The frames are made of Basswood, which guarantees against splinters or splinters.

All materials used are the best available.

Show Cane's Washboards in your store and you'll get good extra business.



**WM. CANE & SON CO.
LIMITED
NEWMARKET, ONT.**

Windsor Table Salt

Made in Canada



—beats them all in quality
—beats them all in clever advertising that helps the Grocer to make more sales.

THE CANADIAN SALT CO., LIMITED

257

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

- Size—
2 1/2-quart Tall Cylinder Can
No. 1 Pint Cylinder Can....
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

- 2 1/2-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can....
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD., CONDENSED MILK

- Terms, net. 30 days.
Eagle Brand, each 48 cans..\$9 00
Reindeer Brand, each 48 cans. 8 70
Silver Cow, each 48 cans... 8 15
Gold Seal, Purity, each 48 cans 8 00
Mayflower Brand, each 48 cans 8 00
Challenge Clover Brand, each 48 cans 7 50

EVAPORATED MILK

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

CONDENSED COFFEE

- Reindeer Brand, large, each 24 cans\$6 00
Reindeer Brand, small, each 48 cans 6 25
Regal Brand, each 24 cans.. 5 65
Cocoa, Reindeer Brand, large, each 24 cans 6 00
Reindeer Brand, small, 48 cans 6 25

CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

EVAPORATED MILK

- Per Case
Carnation, 16-oz., tall (48 cans per case)6 40
Carnation, 6-oz. baby (96 cans per case) 5 40
Canada First, 16-oz., tall (48 cans per case) 6 25
Canada First, 6-oz. baby (48 cans per case) 2 60
Canada First, 12-oz. family (48 cans per case) 5 50
Canada First, 32-oz. hotel (24 cans per case) 6 15

W. CLARK LIMITED, MONTREAL.

- Compressed Corn Beef—1/2s, \$2.90; 1s, \$4.45; 2s, \$9.25; 6s, \$34.75; 1s, \$80.
Lunch Ham—1s, \$6.45; 2s, \$13.50.
Ready Lunch Beef—1s, \$4.45; 2s, \$9.45; 4s, \$18.90.
English Brawn—1/2s, \$2.90; 1s, \$4.95; 2s, \$9.90.
Boneless Pig's Feet—1/2s, \$2.90; 1s, \$4.45.
Ready Lunch Veal Loaf—1/2s, \$2.40; 1s, \$4.45.
Ready Lunch, Beef-Ham Loaf—1/2s, \$2.40; 1s, \$4.45.
Ready Lunch Beef Loaf—1/2s, \$2.40; 1s, \$4.45.
Ready Lunch Asst. Loaves—1/2s, \$2.45; 1s, \$4.50.
Geneva Sausage—1s, \$4.95; 2s, \$9.45.
Roast Beef—1/2s, \$2.90; 1s, \$4.45; 2s, \$9.25; 6s, \$34.75.
Boiled Beef—1s, \$4.45; 2s, \$9.25; 6s, \$34.75.
Jellied Veal—1/2s, \$2.90; 1s, \$4.45; 2s, \$9.

- Cooked Tripe—1s, \$2.45; 2s, \$4.45.
Stewed Ox Tail—1s, \$2.45; 2s, \$4.45.
Stewed Kidney—1s, \$4.45; 2s, \$8.95.
Mince Collops—1/2s, \$1.95; 1s, \$3.75; 2s, \$6.95.
Sausage Meat—1s, \$4.25, \$7.75.
Corn Beef Hash — 1/2s, \$1.95; 1s, \$3.70; 2s, \$5.45.
Beef Steak and Onions—1/2s, \$2.90; 1s, \$4.45; 2s, \$8.45.
Jellied Hocks—2s, \$9.95; 6s, \$29.80.
Irish Stew—1s, \$3.45; 2s, \$6.75.
Cambridge Sausage—1s, \$4.45; 2s, \$8.45.
Boneless Chicken — 1/2s, \$5.90; 1s, \$8.95.
Boneless Turkey — 1/2s, \$5.90; 1s, \$8.95.
Ox Tongue—1/2s, \$3.85; 1s, \$7.95; 1 1/2s, \$12.45; 2s, \$15.95; 2 1/2s, \$17.50; 3 1/2s, \$27; 6s, \$45.
Lunch Tongue—1/2s, \$3.45; 1s, \$6.75; 2s, \$15.50.
Tongue Lunch—1s, \$6.75.
Beef Suet—1s, \$4.90; 2s, \$8.50.
Mince Meat (Tins)—1s, \$2.95; 2s, \$4.45; 5s, \$12.95.
Mince Meat (Bulk)—5s, 23c; 10s, 22c; 25s, 21c; 50s, 20c; 85s, 20c.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., \$1.10; 1s, \$1.75; 2s, \$2.55; 3s, \$3.85.
With Plain Sauce—Ind., \$1; 1s, \$1.65; 2s, \$2.40; 3s, \$3.40.
Chateau Brand Concentrated Soups—Celery, 1s, \$1.25; Consommé, 1s, \$1.25; Green Peas, 1s, \$1.25; Julienne, 1s, \$1.25; Mulligatawny, 1s, \$1.25; Mutton Broth, 1s, \$1.25; Ox Tail, 1s, \$1.25; Pea, 1s, \$1.25; Scotch Broth, 1s, \$1.25; Vegetable, 1s, \$1.25; Chicken, 1s, \$1.65; Mock Turtle, 1s, \$1.65; Tomato, 1s, \$1.65; Vermicelli Tomato, 1s, \$1.35; Assorted, 1s, \$1.35; Soups and Bouilli, 1s, \$1.25.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, \$1.25; 1 1/2s, \$1.90; 2s, \$2.30; 3s, \$2.95; 6s, \$12; 12s, \$20.
Plain Sauce, Pink Label—Ind., 85c; 1s, \$1.15; 1 1/2s, \$1.65; 2s, \$1.95; 3s (flats), \$2.50; 3s (talls), \$2.95; 6s, \$10; 12s, \$18.
Chili Sauce (red and gold label)—Ind., 95c; 1s, \$1.25; 1 1/2s, \$1.90; 2s, \$2.30; 3s (flat), \$2.95.
Vegetarian Baked Beans and Tomato Sauce—2s, \$2.25.
Sliced Smoked Beef—1/2s, \$2.35; 1s, \$3.45; 4s, \$24.
Canadian Boiled Dinner—1s, \$2.45; 2s, \$5.95.
Army Rations—Beef and Vegetables, 1s, \$3.45; 2s, \$5.95.
Spaghetti with Tomato Sauce with Cheese—1/2s, \$1.85; 1s, \$2.50; 2s, \$4.30.
Tongue, Ham and Veal Pates—1/2s, \$2.25.
Ham and Veal Pates—1/2s, \$2.25.
Smoked Vienna Style Sausage—1/2s, \$2.45.
Pate De Foie—1/4s, 75c; 1/2s, \$1.40.
Plum Pudding—1/2s, \$2.45.
Potted Beef Ham—1/4s, 75c; 1/2s, \$1.40.
Beef—1/4s, 75c; 1/2s, \$1.40.
Potted Tongue—1/4s, 75c; 1/2s, \$1.40.
Potted Game (Venison)—1/4s, 75c.
Potted Veal—1/4s, 75c; 1/2s, \$1.40.
Potted Meats (Assorted)—1/4s, 80c; 1/2s, \$1.45.
Devilled Beef Ham—1/4s, 75c; 1/2s, \$1.40.
Beef—1/4s, 75c; 1/2s, \$1.40.
Devilled Tongue—1/4s, 75c; 1/2s, \$1.40.
Veal—1/4s, 75c; 1/2s, \$1.40.
Devilled Meats (Assorted)—1/4s, 80c; 1/2s, \$1.45.

In Glass Goods

- Fluid Beef Cordial—20 oz. bottle, \$10; 10 oz., \$5.
Ox Tongue — 1 1/2s, \$14.50; 2s, \$17.50.
Lunch Tongue—1s, \$9.95.
Sliced Smoked Beef—1/4s, \$1.75; 1/2s, \$2.85; 1s, \$4.15.
Minced Meat—1s, \$3.45.
Potted Chicken—1/4s, \$2.35.
Ham—1/4s, \$2.35.
Tongue—1/4s, \$2.35.
Venison—1/4s, \$2.35.
Chicken Breast—1/4s, \$9.95.
Tomato Ketchup—8s, \$2.25; 12s, \$2.80; 16s, \$3.50.
Peanut Butter—1/4s, \$1.45; 1/2s, \$1.95; 1s, \$2.45; in pails, 5s, \$3c; 12s, 31c; 24s, 30c; 50s, 30c.

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CALDWELL'S PURE APPLE CIDER

is made from the first crush of the finest hand-picked apples—made under the supervision of an expert cider chemist in the most up-to-date cider factory on the continent—made to please—to satisfy and to bring the customer back for more—more—more.

That's CALDWELL'S CIDER. And that's why you can sell it to your trade in 5-gallon tins—yes, and in oak casks, too—particularly during the coming Social Season, when a sweet, sparkling beverage like CALDWELL'S is a necessity in every home.

**In 5-gallon tins, and 10, 20 and 35-gallon
Oak Casks. Send us your order.**

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NEW TORONTO

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NAVY** CHEWING TOBACCO

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There is a distinctively different "flavor" to every chew of King George's Navy that captivates the taste of discriminating "chews." That's why selling it is so very worth while. It gets the dealer the tobacco trade and it holds it, too.

You're selling King George's Navy, of course?

Rock City Tobacco Co., Ltd.

The Story of War Under the Earth

coast back down the tunnel, while bullets rattled on the shield like hail and, finally, how the explosive blew up the machine gun and its crew and blocked the passage again—this remarkable story is told by Lieut. C. W. Tilbrook (who was one of the two) in the course of an article, "An Underground Tank," in October MACLEAN'S.

Recently a Toronto newspaper declared editorially that the public was tiring of war books and war stories because of the sameness of them. The newspaper was right. But the public literally devours any story of the war that is new. The series of articles that Lieut. Tilbrook has done for MACLEAN'S have been read with an astonishing amount of interest *because they are different from anything that the public has yet read.*

Warfare in the tunnels is a terrible business—grim, silent, cruel. It is a strangely technical phase

of warfare and the "sappers" go about their business with queer instruments that might have figured in a Jules Verne phantasy. To read of underground fighting, as Lieut. Tilbrook tells of it, is to get a vision of a new kind of war altogether—something gripping, fearsome and mystifying.

"An Underground Tank," is the best of his series. But, after all, it is only one feature in a long array that makes the October issue of MACLEAN'S one of unparalleled interest.

A STRANGE CHANGE IN WOMAN'S WORLD. By Agnes C. Laut.

The new status of women, arising out of the war, is treated in the powerful style of this famous writer, who came from the Canadian West. It introduces a new thought.

CONSCRIPTION AFTER THE WAR. By Brigadier-General A. C. Critchley.

A young Canadian who rose from Lieutenant to General in three years and originated the "Critchley Method" of military training, tells what he thinks about the need for compulsory service after the war.

THE LIFE OF MARY PICKFORD. By Arthur Stringer.

The second of a series of articles on Canada's most famous woman. No expense has been spared to produce the beautiful illustrations specially posed for the photographs.

THE FOUR FACTIONS AT OTTAWA. By J. K. Munro.

That the House will split into four, more or less, distinct groups is the guess of the author, a trained political observer. He outlines the reasons humorously, pungently and impartially. It is a political article on new lines and will be found refreshing.

BONEHEAD BILL—Another Service Poem.

Robert W. Service, most popular of poets, sends all his war verse to MACLEAN'S. In "Bonehead Bill" he depicts the grief of a soldier for his fallen foe.

THE EVENTS OF A MAD WORLD. are summed up in the "Review of Reviews" which gives reprints of the best articles from the magazines of the world. All the best and most important articles are selected—five dollars' worth for twenty cents!

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Doctors are prescribing the full use of both these fruits.

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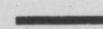
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always lead



When buying

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ABOUT YOUR BRUSH TRADE
 Are you content with the profits from your brush counter?
 There's big money waiting for you in

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Quick turnovers, moderate prices, good profits and satisfied customers all combine to make the Keystone line one of the most profitable lines you can handle. Write to-day for particulars and prices on Keystone Brushes and Nugget Brooms.

Stevens - Hepner Co., Limited
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Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer
 143-153 University Ave., Toronto

INDEX TO ADVERTISERS

A		M	
Acadia Sugar Co. Inside front cover		Maclure, A. M., & Co.	11
Anchor Cap & Closure Co.	4	Mackay Co., Ltd., John	14
B		MacLeod & Co., D. J.	11
Bain, Donald H., Co.	11	Maclure & Langley	13
Bodley, C. J.	17	Magor, Son & Co., Ltd.	18
Borden Milk Co.	1	Mann, C. A., & Co.	55
Business Systems	46	Marsh Grape Juice Co.	14
C		Marshall, H. D.	14
Canada Nut Co.	12	McBride Bros.	15
Clark, W., Ltd.	3	Miller Bros. Co.	44
Cannors Bros.	40	Mathieu, J. L.	15
Copeland & Sons, G.	8	Midland Vinegar	47
Chilliwack Evaporating & Packing Co.	8	Mount Royal Milling Co.	6
Cockburn Co., F. D.	11	McCormick Mfg. Co.	43
Caldwell Cider Co.	49	N	
Canadian Salt Co.	48	Nelson, C. J.	12
Cane & Sons, Wm.	48	Nutrient Food Co.	55
Clayoquet Sound Canning Co.	15	Nootka Canning Co.	8
Cowan & Co. Inside front cover		Nagle & Co., N. (Volpeek) ...	56
Consolidated Purchasing Co. ...	Front cover	O	
D		Oakeys, John, & Son, Ltd. ...	44
Davies, Wm., Co.	41	Oury Millar Co.	4
Duncans, Ltd.	53	P	
Dayton Scale Co.	45	Patrick, W. G., & Co.	13
Defiance Packing Co.	8	Patrel, Emil	44
E		Pennock, H. P., & Co., Ltd. ...	10
Eckhardt, H. P., & Co.	51	Perry, H. L., & Co.	10
El Roi-Tan, Ltd.	12	Pullan, E.	55
Elliott, W. F.	13	R	
Escott, W. H., Co.	10	Releg Co., Ltd.	40
Eddy, E. B., Co.	5	Rock City Tobacco Co.	49
Estabrooks, Ltd., T. H.	17	Rose & Laflamme, Ltd.	14
Fairbanks, N. F. Inside back cover		S	
F		Sarnia Barrel Works	55
Freeman & Sheely	14	Scott-Bathgate Co., Ltd.	10
Freeman, The W. A., Co.	40	Shaw & Ellis	42
Furnivall-New, Ltd.	47	Smalls Ltd.	Back cover
G		Spratts, Limited	47
Gzetz & Co.	14	Schofield & Beer	14
Genest, J. R.	14	Stevens-Hepner Co.	54
Gillespie Co., The Robt.	12	T	
Grant, C. H.	11	Tobin, J., & Son	12
Griffin & Skelly	7	Toronto Salt Works	55
Guelph Soap Co.	4	Trent Mfg. Co.	55
H		Thompson, E. B.	55
Hargraves, Canada, Ltd.	47	Turton, J. E.	14
Hart, C. B., Reg.	14	Toronto Pottery Co.	55
Heinz Co., H. J.	42	V	
I		Victory Loan	16
Imperial Rice Milling Co.	42	Vogans, Ltd.	55
Imperial Extract Co.	Inside back cover	W	
J		Wagstaffe, Ltd.	9
Jones Packing & Provision Co.	13	Walker, Hugh, & Son	58
Jones, C. & J.	15	Watford Mfg. Co.	52
K		Watson & Truesdale	11
Kavanagh Co.	55	Wethey, J. H., & Co.	53
Kearney Bros.	18	White & Co.	53
L		Williams Storage Co.	11
Lambe, W. G.	13	Woods, Waiter, & Co.	52
Lemon Bros.	46		
Little Bros., Ltd.	12		

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Put up in one pound packages.
Order from your jobber to-day.
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**JARS AND
BUTTER CROCKS**

are needed in every household.
We can supply you with the kind
that sells. Write for price list
now to

**The Toronto Pottery Co.
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Dominion Bank Bldg., Toronto**

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(The best shipping package.)
We make them all sizes and for all pur-
poses. For Apples, green or dry; Cereals,
Crackers, Bottles, Candy, Spices, Hard-
ware, Meat, etc.

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

**60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF**

All these ads will have
position on a live page
each week containing
reading matter.

MARKET BRIEFS

According to latest ruling of the
Food Board the onus of supplying
substitute flours is now put on the
mills. Rye flour, oat flour, barley
flour or corn flour are now the ac-
credited substitutes and mills are
compelled to make shipment or ar-
range shipment of these in the
percentage of one to four with
wheat flour. In this way the
Food Board evidently hopes to see
regulations re sale of substitutes
carried out and dealers receiving
substitutes will undoubtedly pass
them along to the ultimate con-
sumer.

Prices on new pack tomatoes
have been named of \$1.92½ per
dozen for 2½s. The delivery will
be about 85 per cent., but this was
accomplished only after a much
longer period of operation than
had first been expected with the
result that increased cost de-
veloped and consequently higher
prices to the trade than at first
thought probable. A retail price
of 20c seems likely to be general,
but this does not allow a very
wide margin. Corn is also being
quoted, 2s, new pack being of-
fered at \$2.20. Pack will range
about 35 per cent., equal to earli-
est estimates, though there was a
period when it was felt this might
be materially bettered.

MINCEMEAT

Write, wire or telephone for quota-
tions for prompt or fall delivery.

E. B. THOMPSON
20 Front Street East, Toronto

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

The TRENT MFG. CO., Ltd.
TRENTON - - - ONTARIO

CHOCOLATTA

contains chocolate, milk and sugar in pow-
dered form.

Makes a delicious drink served hot or cold.
Suggest it to your customers for Home
and Overseas.

NUTRIENT FOOD CO., TORONTO

HIGHEST PRICES PAID

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Telephones: Uptown 4629-1621. Night Up. 1980
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GROCERS & BUTCHERS

Buy the Best
**FANCY DRESSED POULTRY,
SELECTED EGGS, CHOICE DAIRY
AND CREAMERY BUTTER**

C. A. MANN & CO.

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"Canada Food Board License No. 7-078"

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only \$1.25 per insertion
if used each issue in the
year.

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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.

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EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

WANTED

HEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1348, Montreal, Que.

SALESMAN WOULD LIKE HIGH GRADE lines for Quebec city and district. Address, Box 65, St. Rochs, Quebec.

AN EXPERIENCED LADY CLERK FOR GENERAL store. Apply with references, stating experience and salary expected to Lewis Bros., Richmond, Ont.

AGENCY WANTED FOR QUEBEC. SALARY or commission. First-class references. Write A. S., 164 Desfranciscains, Quebec.

THOSE OVERDUE ACCOUNTS CAN BE COLLECTED IF YOU use "Walker Collection Letters." One collection resulting from their use will pay your cost many times over. \$2.00 with order. Canadian Credit Indemnity Co., Box 444, Canadian Grocer.

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the livest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.

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.

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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.

FOR SALE

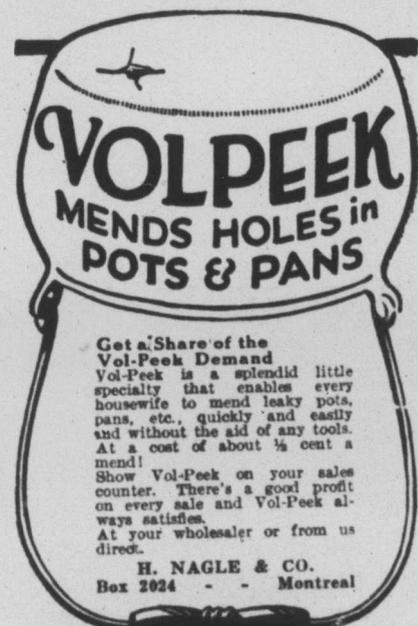
CASH GROCERY BUSINESS AVERAGING \$450 weekly. Dwelling and store combined. Box 440, Canadian Grocer.

FOR SALE—GROCERY AND MEAT BUSINESS in Western Ontario City, centrally situated. Established over thirty-five years ago; both country and city trade, turnover about \$20,000 yearly. Stock about \$2,000. Ill health reason for selling; must go south for winter. Apply Box 442, Canadian Grocer, Toronto.

FOR SALE—SPLENDID GROCERY STOCK. Doing a flourishing business. Centrally located in Sault Ste. Marie. Immediate possession. Ill-health reason for selling. Box 445, Canadian Grocer.

FOR SALE—GENERAL COUNTRY STORE in best mixed farming district in Alberta, post office attached, on Canadian Northern Railway. Established eight years. Good reasons for selling. Turnover \$15,000.00. Stock \$3,500.00. Store, warehouse, stable and house. This business can easily be doubled. Apply Box 448, Canadian Grocer.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS



fifteen cents

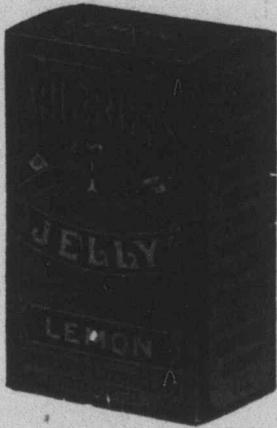
Double Reason for Selling Shirriff's

There are two reasons for the growing popularity of Shirriff's Jelly Powders:

First—A good jelly makes all kinds of attractive desserts at low cost. That appeals to the housewife nowadays when she is saving in many ways.

Second—Shirriff quality has won first place in the estimation of constant users everywhere. For this double reason you can make splendid sales of

Shirriff's Jelly Powders



There is a full range of delicious fruit flavors made from fresh, ripe fruit, including raspberry, pineapple, strawberry, lemon and wild cherry.

Give Shirriff's a chance to boost your sales by ordering a case now.

Imperial Extract Co., Toronto

There are lots of good things you can say about Gold Dust. But you don't have to stop to say them. They are already known.



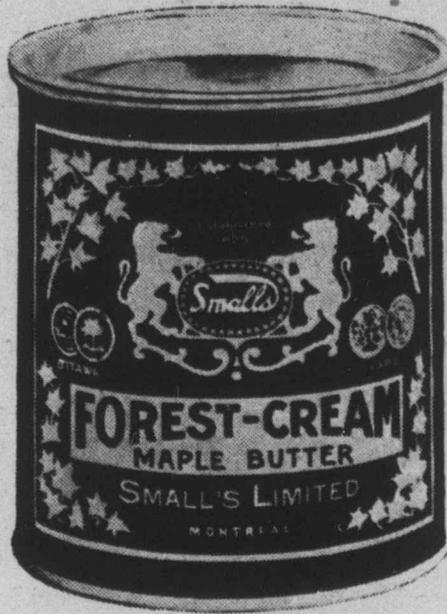
MADE IN CANADA

THE R.K. FAIRBANK COMPANY LIMITED MONTREAL

Let the GOLD DUST TWINS do your work.



CANADIAN GROCER



SMALL'S FOREST CREAM BUTTER

in lithographed tins, and SYRUP in glass, have a clean, attractive appearance. No loss from leakage or fermentation. We are overcoming obstacle of high rate of freight on these packages by shipping exclusive fourth-class cars to all jobbing centers.

Be the first to sell. **SMALL'S FOREST CREAM PURE QUEBEC SYRUP.** It has a smack that lingers.

NOTICE

Cost of Glass, Tin and Maple is Increasing every day. Send your Jobber estimates of your fall and winter requirements for Small's Maple Goods and secure benefit of present prices, also carload rates, lake and rail

Ask your jobber for Small's "Forest Cream," Pure Quebec Syrup. It has the true smack of the Maple Season

TRADE MARK

Canada Food Board
License No. 15-473

Small's