

**PAGES
MISSING**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, NOVEMBER 17th, 1916

No. 45

It's a Pure Gold Product—*what further recommendation is necessary?*

Quality is the outstanding feature of each and every Pure Gold Product, a fact that your customers are well aware of. Are you profiting from Pure Gold popularity?

If not, begin right now. Get a stock of *Pure Gold Jelly Powders* displayed on your sales counter. Suggest them to every customer. Sales will be large and repeat orders certain.

*The Memory of Quality lingers
when Prices are forgotten.*



Pure Gold Manufacturing Co., Limited

TORONTO, ONT.

WINNIPEG, MAN.



Sell Todhunter's Cocoa for profit and Customer Satisfaction

Here's a delicious and absolutely pure cocoa in handsome pound and half-pound glass jars—something to catch the eye of every housewife. The quality of Todhunter's is incomparable, only the finest cocoa beans are used in its manufacture. Hence first sales are invariably followed by repeats—just the right kind of profit-making business you are looking for.

Write us to-day.

Todhunter, Mitchell & Co.

Importers and Manufacturers

TORONTO, ONT.

WINNIPEG, MAN

Get Your Passing Customer's Attention

This sign shows constantly changing colors and placed in your window will attract everyone on the street to your store—everything in your window will be noticed. We give it free with

O-Cedar Polish

(MADE IN CANADA)

Display Deals No. 63 and No. 64

Display Deal No. 63—	Sells for	Display Deal No. 64—	Sells for
3½ doz. 4-oz. O-Cedar Polish.....	\$10.30	10¼ doz. 4-oz. O-Cedar Polish	\$32.25
7 doz. 12-oz. O-Cedar Polish	42.00	4 doz. 12-oz. O-Cedar Polish	24.00
½ doz. qts. O-Cedar Polish	7.50	¼ doz. qts. O-Cedar Polish	3.75
1 only Spirallite.		1 only Spirallite.	
	\$60.00		\$60.00

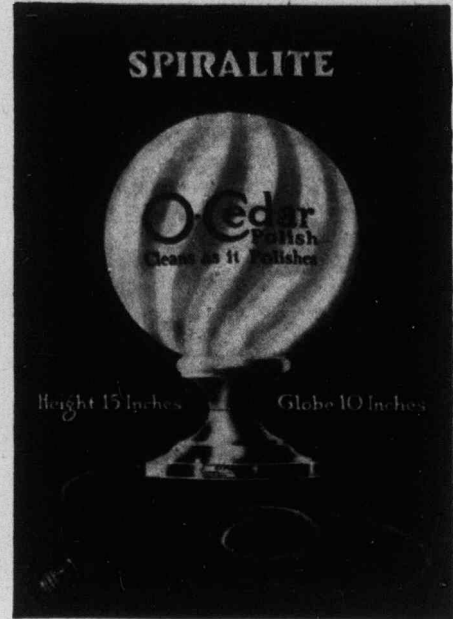
(The above prices subject to usual discount.)

Our Supply is Limited on the Above Deals.

Almost every woman in Canada is buying and using O-Cedar. She has to buy from some dealer. Why not you? Get this sign and let her know you sell it.

ORDER FROM YOUR JOBBER.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA



To Investors

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT, MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

Crossed Fish Brand Sardines

We paid in Duty and War Tax Ten Thousand Six Hundred Dollars on Consignments received this week.

What Does This Demonstrate to You?

That the *Crossed Fish Brand* must be in great demand.

Why?

Crossed Fish Brand are Selected Fish.

Crossed Fish Brand are Always Uniform Size.

Crossed Fish Brand are Packed in the Highest Grade of Pure French Olive Oil.

Crossed Fish Brand builds up your reputation in selling a guaranteed line that means repeat business.

After all, it is REPEAT BUSINESS that means profit to you.

W. G. PATRICK & COMPANY, LIMITED
IMPORTERS

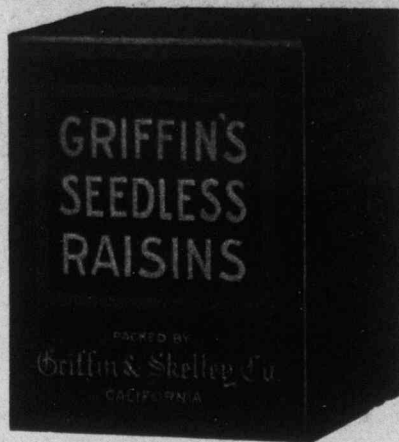
Head Office :

**51-53 Wellington St. W.
Toronto, Ont.**

Western Branch :

**168 Market Ave. E.
Winnipeg, Man.**

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



In particular sell

Griffin & Skelley's Seedless Raisins

(In packages)

The demand from this on for Christmas baking is bound to be heavy, and G. & S. brand needs no introducing to customers.

Order through your wholesaler.

This Year You Have a Chance

This year has been a bad one in Canada for tree fruits, prices for raw fruits are so high. Domestic cellars and pantries are barer than common. This situation gives you an excellent chance to sell

Griffin and Skelley's Peaches, Apricots, Prunes and Raisins

STOCK CARRYING

The G. & S. brand is so good that repeat sales are certain. This is not always the case when other brands are offered.

G. & S. goods are standard.



Keep a display of Bowes Mince Meat before your customers

Put it on your sales counter, right out where the good housewife will see it. Suggest it to her. She'll like it and you won't need to suggest it next time.

Bowes' Mince Meat has that captivating deliciousness so much appreciated by discriminating people. The more particular they are the better they like this high-grade Bowes Product.

And the profits are good. So why not get up that display right now?

The Bowes Company, Limited

72, 74, 76 Front St. E., Toronto

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

For folk who entertain



Folk who entertain
are usually good judges of Coffee or
Cocoa. And so, where friends gather
together who enjoy good things,
there you'll usually find

Reindeer Coffee or Cocoa

These two delicious Borden Products add zest and friendliness to any repast, without taxing the hostess with unnecessary work. Ready in an instant. No fussing. No worry. No inconvenience.

Most housewives know Reindeer Brand Coffee and Cocoa. They are fully aware of the high-grade quality and splendid convenience of these two delicious Borden lines.

If you will just jog up their memory with a good display you will find Reindeer Coffee and Cocoa among your best profit-makers.

And you couldn't find a better time to begin pushing Borden Products than right now, at the beginning of the social season. How about a trial order to-day?

Borden Milk Co., Ltd.

"Leaders of Quality"

Montreal

Branch Office: No. 2 Arcade Building

Vancouver, B.C.

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

Ask Your Wholesaler for

PURITY OATS

Made in
Canada

Your customers are just as anxious to purchase the really best oats as you are to sell them.

The profit-sharing coupon in every large size package means that customers will give Purity Oats a trial.

The big, full, even, white flakes make such delicious porridge as only the highest grade of Western Canada oats can make. That means growth of sales worth while.

Write for attractive Purity Oats window display.

Western Canada Flour Mills Co., Limited

Millers of World Renowned Purity Flour

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

The Purity Kid



Demand goods whose security makes them sell easier



Nothing leaves your shelves as quickly as goods your customers KNOW are just as pure and fresh and choice as they look in the Jar—goods that get the public confidence and interest from the start.

It all depends on the seal.

No seal is so positive, no seal retains the purity and freshness of the goods quite as surely as Anchor Vacuum Caps.

Why be content with the poor sales of goods of doubtful quality? Demand the security of Anchor Caps on all goods you handle and insure yourself better and bigger sales.

Speak to your wholesaler to-day.



Anchor Cap and Closure Corporation
Sudbury St. W. of Canada, Limited Toronto, Can.
Foot of Dovercourt Road

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

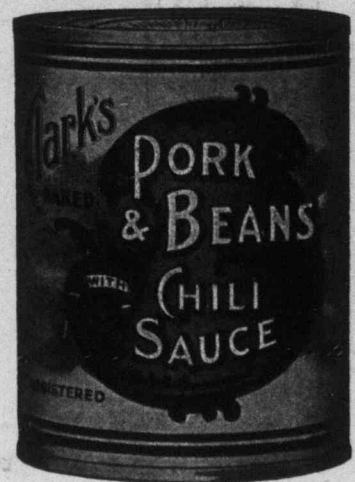
Selling Power



to a tradesman is one of the most important attributes of the goods he buys

CLARK'S PORK AND BEANS

have the quality that satisfies, have the name that guarantees and have the popularity which makes sure sales.

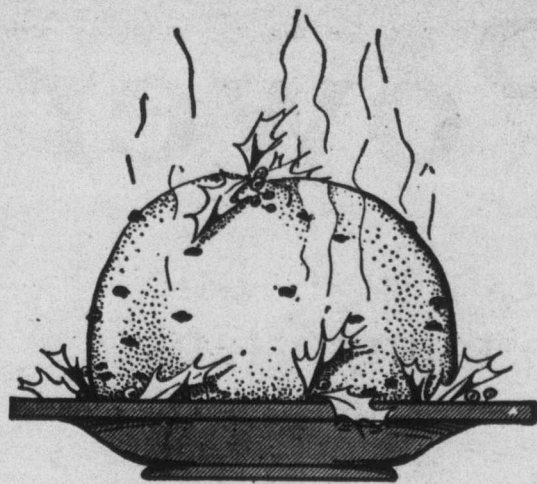


ORDER NOW.

W. CLARK, Limited, Montreal

Clark's

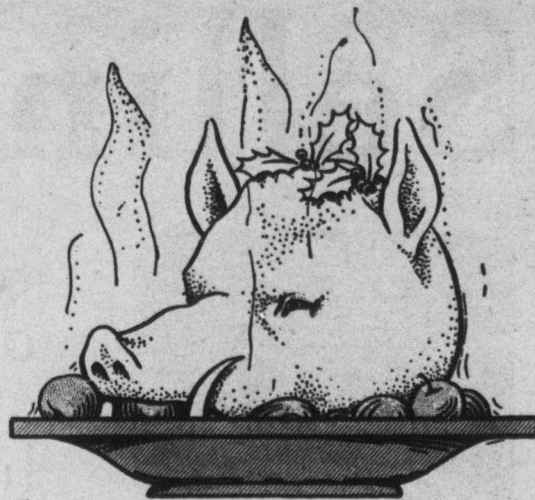
If any advertisement interests you, tear it out now and place with letters to be answered.



No. 1—60 cents.



No. 2—40 cents.



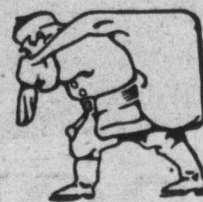
No. 3—60 cents.



No. 4—50 cents.



No. 5—60 cents.



No. 6—40 cents.

These Cuts For Sale

CHRISTMAS Advertising will be made more attractive and resultful by using one or more of the illustrations on this page.

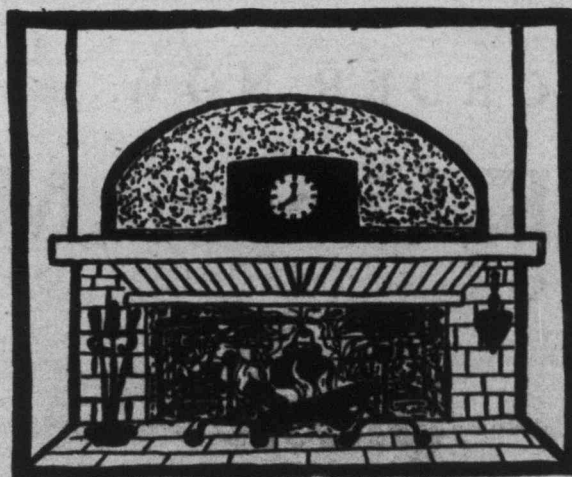
Electros will be forwarded carefully wrapped, postpaid, on receipt of price noted below each illustration.

If you order all the cuts shown on this page, it means an investment of only \$5.40—and you own the cuts for use in future years. Remit price with order. Order by number.

Canadian Grocer, 153 University Ave., Toronto



No. 8—40 cents.



No. 10—60 cents.



No. 11—50 cents.

MACLEAN'S

MAGAZINE

for *DECEMBER*

ON all sides you hear this—"MACLEAN'S MAGAZINE grows better all the time." There is a reason: it is that MACLEAN'S publishers are getting more and more of the best work of the best Canadian writers and artists. The cost is heavy, but it is the price of betterment. Also, MACLEAN'S policy of making a magazine of definite Canadian character is being greatly appreciated by the best class of the Canadian people. In the following condensed summary of Contents you have evidence of the character and appeal of MACLEAN'S:

Contents:

The Girl of Big Loon Post—a short serial story by George Van Schaik.

From Stephen Leacock is "Abdul Aziz Has His"—a follow-up to his "Germany From Within," one of the best things Leacock ever wrote. It tells the story of Leacock's visit, disguised as an English Governess, to the Yildiz Kiosk.

A story, "The Pride of Pauline," by Sir Gilbert Parker. A story of the Canadian North-west—a typical Parker story.

Robert W. Service's contribution is "The Ballad of Jean Desprez"—a very stirring story of the war, with a mighty swing to it.

Two exceptionally good Christmas stories—much above the average. One is "The Blue Water Prodigal," by A. C. Allenson, a story that combines humor and sentiment with a patriotic setting. The second story is by Alan Sullivan, a story of missionary life—"The Soul of Nanook"—an admirably written thing.

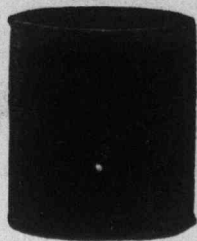
H. F. Gadsby has an article dealing with the problems facing Canadian statesmen, under the heading: "Peaches and Lemons." Gadsby gives some straight-from-the-shoulder talk from a purely non-partisan standpoint.

A sketch of the Hon. W. M. Martin, the new Premier of Saskatchewan, by Norman Lambert, under the heading: "The Man Who Brings Back the Ball."

Add to the foregoing the fine Review of Reviews Department; the regular Business Outlook Article, and the Department—"Information for Investors," and you have a magazine worth fifteen cents of any Canadian's money—a magazine for a true Canadian. **Better** for a Canadian than any other magazine, no matter how or where produced.

*At all
News-
Agents
Fifteen
Cents*

Four Business Boomers



Display the four MALCOLM MILK PRODUCTS on your sales counter to-day, and notice what good, quick sellers they really are. Their convenience and deliciousness make them the ideal line to feature during the social season.

Every Malcolm Milk Product is entirely Canadian made, a product of Canadian labor, backed by Canadian enterprise and Canadian capital. Cash in on the Made-in-Canada boom by featuring Malcolm's—the original Canadian Milk Products.

Order a 5-case lot and try out their selling qualities. We'll pay freight up to 50c per 100 lbs. to any point in Ontario, Quebec and Maritime Provinces.

ASK FOR PRICES.

The Malcolm Condensing Co., Ltd., St. George, Ont.

**WHEN
BUYING
MINCE MEAT
INSIST
ON**

WETHEY'S



**The Canadian Salt
Without a Fault**

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

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

**Windsor
Table
Salt**
Made in Canada

THE CANADIAN SALT CO. LIMITED

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

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

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

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

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

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-26, Fenchurch Street, London, England.

**GIPSY
Stove Gloss**

What's in a name? This. GIPSY stands for ease of polish, intense blackness, cleanliness and durability—packed in a novel form that pleases every user. It is the "last word" in stove polishes—and you will remember how all ladies like the "last word."

Order "GIPSY" from your
Wholesaler.

HARGREAVES (CANADA) LIMITED,
The Gray Building, 24 & 26, Wellington St., W.,
Toronto. Western Agents: For Manitoba: O.F. Lightcap,
Winnipeg. For Saskatchewan and Alberta: W. L.
Mackenzie & Co., Ltd., Regina, Saskatoon, Calgary and
Edmonton. For British Columbia and Yukon: Creeden
& Avory, Rooms 5 and 6, Jones Block, 407 Hastings
Street West, Vancouver, B.C.

*A Reminder from the Old
Country*

**Rich Xmas
Plum Puddings**

The Best on the Market.

**ORDER EARLY
to ensure prompt delivery.**

In Hermetically Sealed Tins, or Basins if required.
Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/6, 42/-, 52/-, 63/6, 81/- per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

E. P. SAUCE

(Epicurean Fruit Sauce)

Made-in-Canada

A big favorite, with every person appreciating high-grade quality and palatable wholesomeness.

You will find E. P. a dependable seller and a sure repeater if you give it prominence on your sales counter. And the profits are worth while.

Send for samples.

The
**Canada Sauce
and Vinegar Co.**

519 King St. W., Toronto



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

The demand that's as genuine as the tea itself

Without resorting to any costly consumer advertising whatever, we have built up a splendid profit-producing demand for **MINTO TEA**, a demand based entirely on the delicious goodness of the tea itself.



This elimination of advertising costs enables us to add a still greater attraction to the Minto Line, for instead of putting the money in our own pockets we give it to the consumers by enclosing in every package (½ and 1-lb.) the exact amount it would take to advertise it direct.

We need hardly emphasize the importance of this novel idea as regards the Minto Dealer. For here he has a double selling point—**Money and Quality in every package.**

A trial supply of Minto will show you the road to a better tea business.

Minto Bros., 284 Church Street, Toronto

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

New and Illustrated Edition

Coffee; Its History, Classification and Description

By JOSEPH M. WALSH

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

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

12mo.

Cloth Extra, Net, \$2.00

By Mail, \$2.10

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

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

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

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

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

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

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

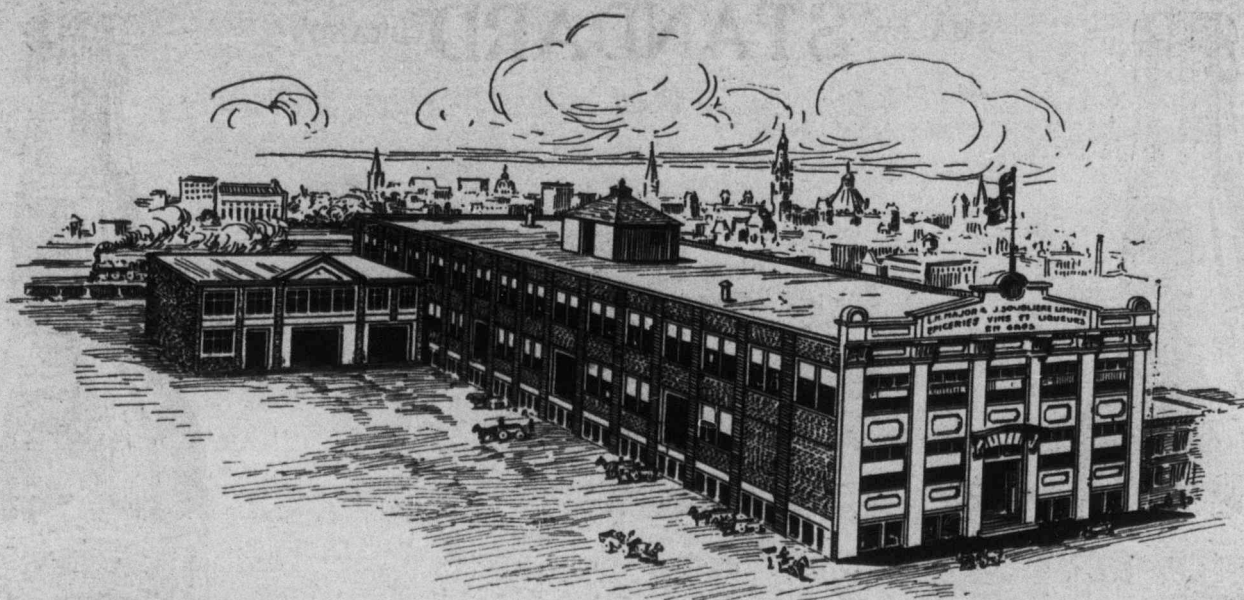
"The author, Mr. Joseph M. Walsh, is, without doubt, the greatest authority in America upon the subjects of Tea and Coffee. The book before us is a repetition of his former achievement on Tea, which required several editions to supply the trade demand."—*Maritime Grocer.*

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

Send your order to Book Department

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

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



TO THE MANUFACTURERS

Who are anxious to protect their trade and save money:

OWING to the shortage of men, the railroad companies are having much trouble in handling all their freight and things are getting worse every day. Consequently it will be advantageous for anyone to store a good quantity of their merchandise in large distributing centres like Ottawa.

Our warehouse is situated in a position to handle at least 10 carloads of merchandise a day. It is right in the centre of the city and our siding connects with every railroad coming into Ottawa.

You will not only be in a position to protect your trade in storing your goods in our warehouse, but you will save money in the freight rate, which is going to increase soon, and also in your fire insurance premiums, because we have a fireproof building and the rates of insurance are very low. You will have no cartage to pay on any goods coming into our warehouse in carload lots.

We possess one of the best steam heating plants and can regulate the temperature in any way we wish to have it.

L. H. MAJOR & J. SOUBLIERE LIMITED

Manufacturers Agents, Wholesale Grocery Brokers and Warehousemen

160 Nicholas Street

Ottawa, Ontario

Domestic and Foreign Agencies Solicited

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

SMALL'S STANDARD BRANDS

Small's Standard Brands of Syrup, Sugar, Maple Butter, Molasses and Confectionery are Tested, Stamped, Sealed prior to packing, and labelled in conformity with Pure Food Regulations.

In no single instance has Small's Standard Brands failed to meet the Inland Revenue requirements.

Merchants handling same are free to do so absolutely without risk.



"Small's Maple Butter Cremo" is the original, having been on the market for the past 30 years.

Retails at 20c per lb.; is Rich, Creamy and Delicious, in many instances is an agreeable substitute for the best Dairy Butter.



At all jobbers throughout the world or
Canada Maple Exchange, Montreal



**Finest Salted Jordan Almonds
and
Finest Salted Pecans**

Treated with Pure Olive Oil

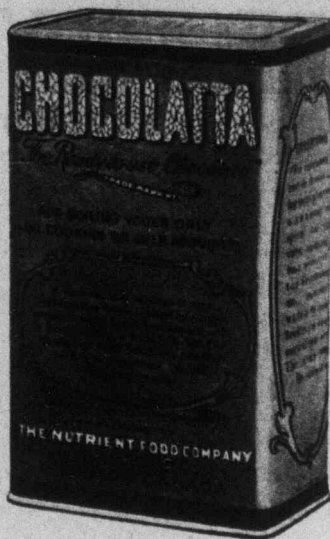
Put up in glass jars (as per cut).
Cut is exact size of bottle; 25 cent seller

Good Christmas Line.

**Walter Christmas & Co., Limited
MONTREAL**

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

Quick Selling Quality —that's CHOCOLATTA



And besides this unbeatable quality it has the additional appeal of convenience, making a selling combination of unusual value. Grocers everywhere are profiting through the popularity of **CHOCOLATTA**. So will you if you give it a trial.

The advent of the cold days is ideal for quick sales of **CHOCOLATTA**—the only ready to use chocolate on the market. And the margin of profit is worth while.

Ask your jobber for it or we'll ship you direct.

The Nutrient Food Co.
Toronto, Canada

Best coffee mills bear the name

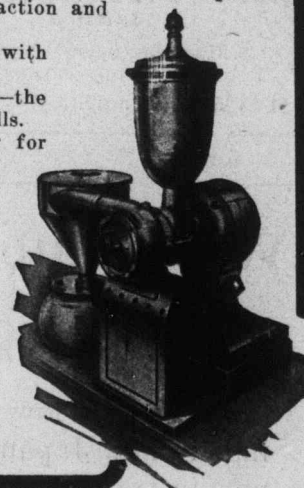
Hobart

The Hobart Coffee Mill Grinds Coffee to suit your customer's particular requirements, grinds it in a way that spells

better customer satisfaction and bigger profits.

Give your customers coffee with the **dust and chaff** removed. It's easy with the **Hobart**—the something new in coffee mills. A post card to-day, asking for the Hobart catalog, will be a good step towards better coffee profits. Send it now before you forget it.

The
Hobart Mfg. Co.
149 Church St.
TORONTO



Do you notice how conveniently she reaches the egg?

AND WHY? Because it was delivered to her in a *Star Egg Tray*.

It costs her Grocer less to deliver, that way than if he had used a paper carton or bag—and think how much more convenient and pleasing it is.

Besides, every egg is sound and unbroken because they were thoroughly protected in their rough journey from store to home in *Star Egg Carriers*.

Since service pays such big dividends in business today, why not give it continually by using the *Star System*, which costs less than your present method?

Larger Profits—Increased Sales



STAR EGG CARRIER & TRAY MFG. CO.
1820 Jay Street, Rochester, N. Y.

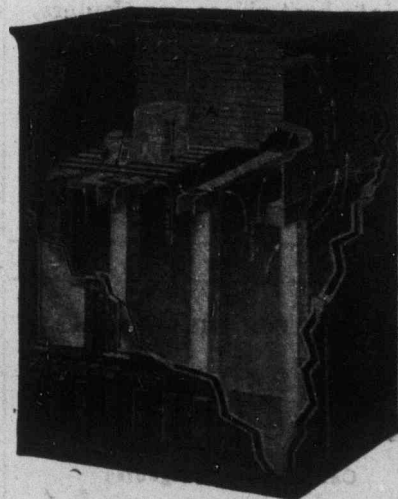


Freeman's Dry Air Refrigerator

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

This Interior View

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



Price list and catalogue free and mailed to any address.

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

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

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

W. H. Escott Co.
Limited

Manufacturers'
Agents
Wholesale
Grocery
Brokers

Winnipeg
MANITOBA

BRANCHES:

Regina
Calgary
Saskatoon
Edmonton

ESTABLISHED 1907

**W. H. Millman
& Sons**

Wholesale Grocery Brokers

Some special low offer-
ings in new Japan Teas
now in transit.

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

NEWFOUNDLAND

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker
and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

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

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

What have you to offer in
BEANS, HONEY

Quote best prices, particulars,
quantity.

Send me Samples of Beans.

FRED J. WHITE
BROKER
TORONTO CANADA

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

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Fugaley, Dingman & Co., Ltd.;
John Taylor & Co., Ltd., Toronto, and many
other large British, American and Canadian
firms. We can give the same time and service
to your product.
149 Notre Dame Avenue, East, Winnipeg

FEATURE FOR THE TRENCHES

**G. Washington's
Refined Coffee**

Canadian Sales Agents:

Edmund Littler,
109 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

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

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

Kindly
Mention
This Paper
When
Writing
Advertisers

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

QUEBEC.

**ROSE & LAFLAMME
LIMITED**
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

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

To-The-Trade:
Buyers and sellers of
Hay and Potatoes

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

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. **BEANS AND CORN A SPECIALTY.**
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

MARITIME PROVINCES.

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

Why You Should Feature

KING GEORGE'S NAVY



Welcome the Man and His Trade

The man will come to your store readily enough when you begin to feature his favorite brand of tobacco, particularly if he is a "chewer," and he knows you sell the big favorite—

KING GEORGE'S NAVY.

And once you get him on this line his future trade is assured you because the quality and texture of King George's Navy are satisfying chewers everywhere and pulling bigger profits in grocery stores all over Canada.

Get some King George's Navy advertising in your window where the men will see it.

Handled by
the Wholesale
Trade

Rock City Tobacco Co., Ltd.

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

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

Extra dollars in your cash drawer

is what Tartan Brand Products will bring you. Every customer, no matter how hard-to-please, will find in Tartan Brand quality a deliciousness that will make her a constant customer of yours.

Your requirements of **Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder, etc.**, can be met and met satisfactorily in the Tartan Brand line.

Mail orders promptly attended to. Fancy Groceries, Foreign and Domestic, a specialty.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.

The Oversea Export Co., Limited NORWAY

NORWEGIAN SARDINES, in Pure Olive Oil



The "Norse Crown" Sardine, packed by the Oversea Export Co., Ltd., is as choice a sardine as the world knows. It differs from ordinary sardines in being slightly smoked; giving to the fish an added palate quality of peculiar appeal. Every single fish in a "Norse Crown" tin is literally hand-picked and represents a perfect fish as to size and condition.

Special Brands to suit Individual Buyers.

Shipments have now arrived. Ask your jobber for the Oversea Export Company's brands. Full particulars and prices from the Sole Agents.

Stewart Menzies & Co. - 70 Lombard Street, Toronto

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

St. Lawrence Crystal Lumps

The Daintiest Sugar on the Market.
Every Lump the Same Even Size.
No Broken Pieces. No Waste.

Saves Money to
the Merchant.

Gives Better
Satisfaction
to the
User.



THE NEW APPETISER

Delicious Flavour

Colman's

SAVORA



Delicate Aroma

Colman's

SAVORA

Made with Colman's D.S.F. Mustard and packed in 25 and 15 cent Glass Jars. Freight Paid anywhere in Canada. Include a Case of 2 doz. 25c. size, or 4 doz. 15c. size with your next order.

MANUFACTURED BY

J. & J. Colman, Ltd., 108 Cannon St., London, England.

CANADIAN AGENTS:

MAGOR, SON & CO., LIMITED

191 St. Paul Street W., Montreal.

30 Church Street, Toronto

Who Pays for the Broken Sugar Bags?

You do. One drop of water will weaken a paper bag so that it starts a leak. No matter how little has been spilled your customer doesn't want it in that condition. By the time the bag gets back to you there isn't much salvage in it.

LANTIC SUGAR

in bags and cartons saves these frequent accidents and assures you a certain definite profit on every pound of sugar you handle.

2 and 5 lb. cartons.

10, 20 and 100 lb. bags.

Atlantic Sugar Refineries, Limited

ST. JOHN, N.B.
MONTREAL, QUE.

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

CANADIAN GROCER

Vol. XXX.

TORONTO, NOVEMBER 17, 1916

No. 46

Profits on Canned Goods Exorbitant?

Charges of Combine to Boost Prices Discussed — High Opening Price Justified by Conditions, According to Cannery—Rebate to Jobber Curtails Profits—
How the Wholesaler Has Treated the Retailer.

RUMORS of Trusts and Combines, have of recent days become almost a part of the air we breathe. The enormous advance in practically all food products, due to war conditions and crop shortage, coupled with the increased tariff, has made Canada among the most expensive countries in the world to live in.

These conditions, no doubt, are responsible for the flock of rumors that are finding their daily place on the front pages of every newspaper, and are giving the editors such abundant editorial material.

More Definite Charges

Of recent days these rumors have been crystallizing into something more definite. Into something, in fact, resembling actual charges of complicity in a campaign to force and hold prices at a level far beyond that demanded by present economic conditions and the necessity for a reasonable profit margin.

Such a charge seems to be implied in a letter of Sam J. Mathewson, a wholesale grocer, of 202 McGill street, Montreal, quoted in the *Toronto Globe* recently:—

"Regarding the exorbitant prices for canned goods, in reply to a registered circular dated 19th May last, urging the purchase of old canned goods, we registered and mailed the following on the 23rd of May:

"With such horrors threatening us and a cold winter coming on, the only hope we can see is for our Government to remove the duty and allow some canned goods to come into our poor, distressed country. We hope you will use your influence with them, as true patriots, and have this done."

"On the 11th September, 1916, sales were made in the United States of several thousand cases of tomatoes at ninety cents (90c) per dozen.

"To-day I am offered thousands more at \$1.30 in the United States, but the Canadian price net cash at the factory, is \$2.25 per dozen, or, say, \$2.60 to the retail trade, which means 25 cents per tin retail to the consumer, while as late as Thanksgiving Day United States consumers could buy three tins for 25 cents retail.

"SAM. J. MATHEWSON,

202 McGill street, Montreal, Oct. 27."

The statements made by Mr. Mathewson have been unduly exploited and discussed. The situation with reference to canned goods has become of pre-eminent interest to the grocery trade at large.

The CANADIAN GROCER holds no brief for either manufacturer or wholesaler, but when such definite charges are being made it is of interest to get a sidelight on both sides of the question. With this end in view, a CANADIAN GROCER representative discussed the matter with a prominent official in the canning interests. The information derived from this source may place a different light on the matter.

Can Deliver Only 25 Per Cent. of Sales

According to the information received, the present conditions can in a great measure be laid at the door of the unusual weather conditions prevailing in the country previous to, and during the canning season. Early rains did almost irreparable damage, and early frosts finished the work, as far as the crop was concerned. The net result has been that the cannery as a whole had on hand for delivery at the close of the canning season just 25 per cent. of tomato orders booked on the basis of a full crop.

The Canadian Cannery, the selling agency of the Canadian canning industry, had guaranteed to deliver 70 per cent. On a basis of the packed goods available they were enabled to deliver:

Tomatoes, 25 per cent.

Corn, 50 per cent.

Peas, 90 per cent.

With a guaranteed delivery of 70 per cent. of sales, it will readily be seen that there was a very wide margin to be bridged in some way. All Canadian sources had been already tapped and the only opening was to protect their guarantee by buying on the American market, where the crop for all lines of canned goods was also light. With this alternative in view a selling price was decided on sufficient to cover the pos-

sibility of having to buy 45 per cent. of the guaranteed quantity on the American market.

A Compromise Measure

Following this decision, we are informed that another alternative was suggested, with the idea of avoiding any unpleasantness that might arise over delivery of an American pack of goods. This alternative took the form of an offer to all jobbers to rebate them on all the unfulfilled portion of their contract over and above the 25 per cent. that was actually delivered. Thus, every jobber was to receive the benefit of the rebate and be enabled to go into the open American market and buy as his present needs and the condition of the market seemed to warrant. It is understood that this agreement was unanimously accepted, and that not only did the jobbers receive the benefit of the rebate, but through them the retailer also profited. The cannery have delivered, or are delivering, the 25 per cent. agreed upon and have no surplus on hand of tomatoes.

Made Good Profit

There is no effort made on the part of the canning interests to minimize the fact that there was a very good profit made on the goods sold. But in justice to them it is to be remembered that this profit was made on a gross turnover of only 25 per cent. of the normal and that a regular year's business at one-quarter the profit would have been equally advantageous.

The average contract price to the Toronto grower was 30c per bushel. Last year they were contracted as low as 25c per bushel. These contracts work no hardship to the farmer. They could be made long before anyone could assure himself of the crop prospect and were based on a scale that provides the grower a satisfactory return for his investment and labor. Then, too, the cost of labor has advanced in the canning

business, as well as others. The cost of tins, too, is an item to be considered.

Still the fact remains that the canners did make a good profit on the goods they sold. Had they been compelled, however, to meet the contracts entered into and actually delivered up to 70 per cent. of their sales, it would have been a different story.

No one knows what the profits on the industry are. It is known, however, that for some years no dividend has been paid on common stock of Dominion Canners, and we have creditable authority for the belief that there will be no dividend declared this season.

With reference to the Mathewson letter, no effort was made to discredit it. Undoubtedly it might be possible to buy a certain quantity of tomatoes at \$1.30 in the United States. Independent sellers might be willing to make such deliveries, but it would be in comparatively small lots on the basis of present prices across the border. American tomatoes in 3-pound tins, would cost laid down here about \$2.10.

On the other hand, it must be remembered that the American product is generally conceded to be of a slightly inferior grade to the Canadian canned goods.

American Supply Unequal to Demand

It is also to be remembered that where it might be possible to buy a thousand cases of canned goods to advantage, if the Canadian canning interests had endeavored to cover their 45 per cent. of actual shortage in the American market, this buying order for in the neighborhood of 600,000 cases, would have hopelessly swamped the American market. Tentative investigation of the situation some time ago revealed the fact that it would be impossible to buy even 100,000 cases in the United States.

Here, then is the canners' side of the case. If it is considered that there should be a more exact knowledge of what these interests consider a fair profit the recent Order-in-Council, which provides both the Minister of Labor and the municipalities with the power to enquire into any agreement or combination that has for its purpose the increasing of the price of foodstuffs surely provides power sufficient to settle the question.

How the Jobbers Met the Situation

Leaving the question of the Canners' profits in abeyance, how did the wholesaler fare in this agreement, and what effect had it on the retailer?

P. Eby, of the Eby, Blain Co., when seen in reference to the matter, corroborated the above facts. The Canners had come to the jobbers with a compromise proposition. They would deliver the 70 per cent. of their orders as guaranteed at \$2.17½. It was a surprisingly

high price, Mr. Eby agreed, but quite within the rights of the Canners. Their contracts called for the acceptance of orders at the lowest opening price, which price was settled by the Canners themselves. Naturally when the high price was presented there was no eagerness to accept, and the compromise measure met with approval. The compromise called for a certain stated rebate on both tomatoes and corn on every case over the 25 per cent. that the Canners offered to deliver on tomatoes, and the 50 per cent. that they agreed to deliver on corn up to the contract agreement of 70 per cent.

This compromise was accepted and the goods have been mainly delivered. Mr. Eby was sure that the figures of deliveries appearing in this article comprised all the holdings of the Canners.

With these conditions the jobbers had perforce to be contented. They had the opportunity of going into the American market and buying sufficient to cover a fair portion of their orders. This most jobbers had done. Still there was a wide discrepancy between their orders and their holdings. It became necessary for the jobbers to reach some compromise with the retail trade. Their basis of agreement was as follows:—They agreed to deliver 100 per cent. of orders at an opening price of \$2.50 for tomatoes and \$1.70 for corn. This price was set high

enough to protect them against the necessity of buying abroad. On a basis of a percentage contract, when a retailer agreed to accept 25 per cent. of his order in full settlement the price was to be \$2.02½ on tomatoes and \$1.50 on corn.

Mr. Eby claimed they were hardly as well situated, however, as the canner, because a grocer who had bought 15 cases might say, "I must have five cases of tomatoes." This amounted to 33 1-3 per cent., and mainly had to be delivered. In such a case the rebate obtained from the Canners was trimmed pretty fine. Now, the question arises, where shall the retailer get extra supplies, that he may need over and above the percentage of his order delivered by his wholesaler? The wholesaler will still deliver them, but at \$2.25. This increased figure has been necessitated by the fact that the 25 per cent. of their tomato orders and the 50 per cent. of their corn orders delivered by the Canners was more than eaten up by their contracts with their customers, and hence these goods had to be imported from the United States at high cost.

In the light of these facts the entire situation becomes exceedingly interesting for canner, wholesaler and retailer. All had suffered somewhat in their trade, but all had accepted conditions as they existed and made the best of them.

Largest Tea Crop on Record

One Hundred Million Pounds Increase on Former Year's Output—Demand Equal to Enormously Increased Supply—Some Interesting Facts.

IN years of stress such as these, it is unusual to find any great expansion in the usual trade lines. That there should be immense advances in specialized lines such as steel is to be expected, but that the ordinary commodities should show unusual activity is more than noticeable.

The tea industry however, is one of those outstanding exception—From the speech of the chairman at a meeting of a large English Tea House, the following information was gleaned.

India, Ceylon and Java have this year produced more than one hundred million pounds of tea in excess of last year.

Russias Enormous Demand

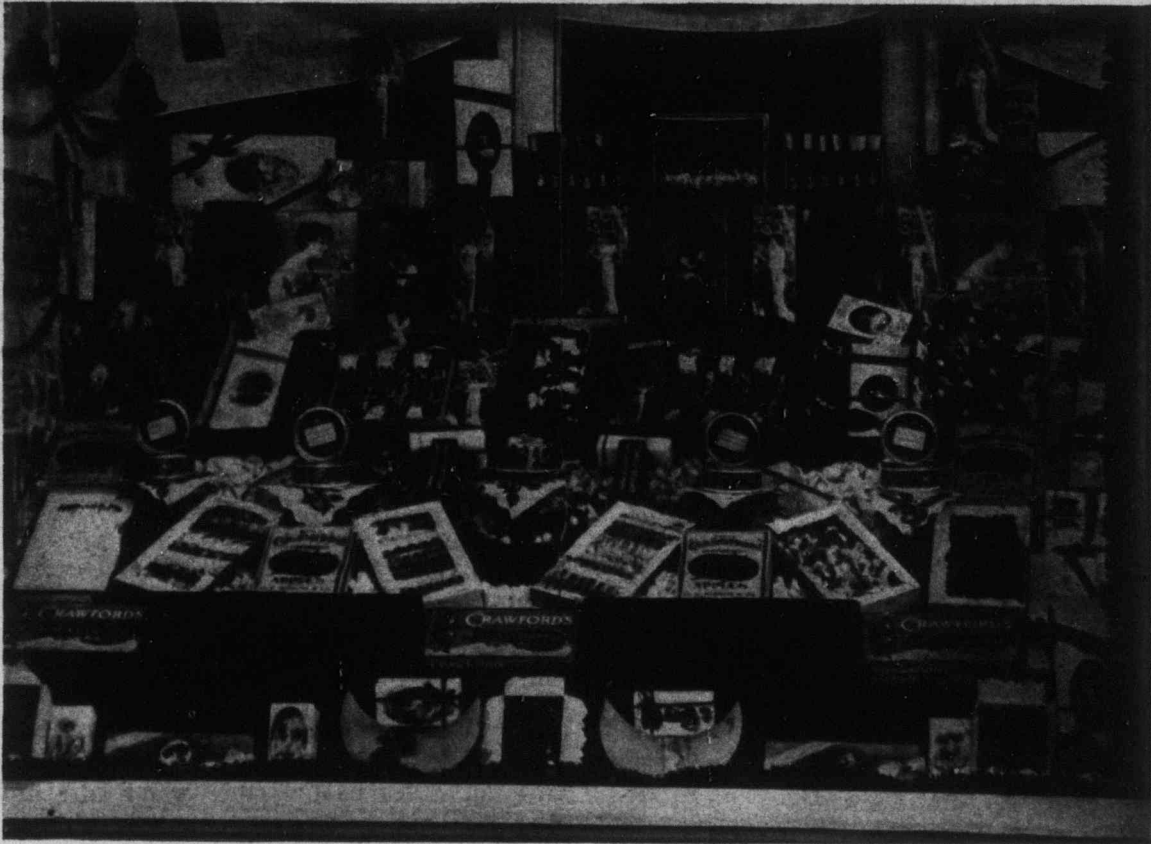
An interesting fact to be noted in connection with this enormous increase is that at the end of June the stocks in bond in the United Kingdom only amounted to some 12 million pounds more than the standard holding. Russia was the largest consumer, taking nearly half of the increased output.

With such an enormous increase in

output it would not be unusual to find a decided weakening in the market. But contrary to expectation, the demand seems to have kept pace with the supply and not only was the immense surplus assimilated without depreciating values, but actually, there was an increase in the selling price.

The year 1916 seems likely to be the record year for some time to come. The weather has been favorable, but in the nature of things it is impossible to expect such another crop in the coming year, and it is reasonably to be expected that there will be a falling off on this high record. The imports on the British market were 273,000,000 lbs. for the first nine months of the year as August 300,000,000 lbs. for the same period of 1915. Obviously then no drop is to be expected, and the increased demand assures a remunerative sale for all crops for some years to come.

Trout Creek Store, Trout Creek, Ont.
—"The fall and winter number is very good."



A Bright Christmas Display

HERE is another attractive window for the Christmas season. It features goods of especial interest at the Christmas season and takes particular advantage of the bright-colored gift boxes that are available with boxed candies and biscuits at this season. The window demonstrates the added effectiveness that may be gained by the use of candied fruits with their glistening colors and Christmas crackers with their attractive shades.

Here a banked arrangement has proved very effective in showing the goods. And the general effectiveness of the window is increased by the general restraint practiced in decorating. The emphasis has been laid on two or three lines and the decorator has wisely refrained from encroaching upon these. Their appeal is all the stronger because it is focused on a few outstanding lines. The display was made by Geo. Kerr & Co., Lethbridge, Alta.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

JOHN BAYNE MACLEAN, President.

H. T. HUNTER, Vice-President.

H. V. TYRRELL, General Manager.

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

CANADA—

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

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN—

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

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

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

Vol. XXX.

TORONTO, NOVEMBER 17, 1916

No. 46

WOODROW is probably oiling up his typewriter again.

* * *

THE CANNED tomato is the cause of much bottled-up indignation.

* * *

CHRISTMAS is getting close. The Christmas issues of the magazines are out!

* * *

THE NEWSPAPERS are raising a merry cry of "combines." This question of high food prices seems in the final analysis to be purely one of Supply and Demand.

* * *

THE HUMBLE potato threatens to become a national issue, while vegetables of a hardy, attention-getting variety such as the onion languish in obscurity.

* * *

A DEMAND for the removal of the prohibition of butter substitutes in the Dominion has been made to the Government by the Trades and Labor Council of Brantford. Whatever the merits of the case there seems to be a constantly growing feeling, that no law that favors one class of the populace at the expense of the pocket-book of another class, should in justice be maintained.

BUTTER IN THE COCOANUT

THE high price of butter at present has set the public diligently pondering on the matter of substitutes. The latest suggestion is "nut butter" a product made from copra which is the dried meat of the cocoonut. French scientists have eliminated the disagreeable taste and without injuring its nutritive

value have generally perfected the process of manufacture. The article has had an exceptionally large sale in England where it used to sell at about 12c a pound.

These are conditions, however, that make it not so happy a solution as it appears on the surface.

We don't grow cocoanuts on the continent and they all have to be shipped in from Central and South America and the West Indies and it is well nigh impossible to get ship room for these goods. Also Jamaica, one of the largest cocoonut export points has, by way of paying for her dusky contingent in Flanders, clapped an export duty of so much per cocoonut upon this article.

It looks as though the public would have to be content to spread its butter a little thinner.

RESPONSIBILITY FOR ADULTERATIONS

EVERY now and then reports are received of court proceedings against grocers for selling adulterated maple syrup. In the vast majority of these cases, the accused are innocent victims of a law of which they know nothing. There is a Dominion statute covering maple products and honey, that says wherever the two words maple or honey are used in any way the product must meet an accepted Government standard. Failing which anyone retailing the article is liable to prosecution under the Act.

Many grocers in the past have innocently sold these goods, thinking them to be pure, often deceived by a flatteringly worded label. This is not sufficient as numerous Court cases of recent date have proved. Be it remembered too, that you cannot plead ignorance of the quality, nor yet fault on the part of the parties who sold you the article. The case lies

against you as the retailer. The Government's stand being that, as a seller you are bound to assure yourself of the purity of these articles.

The most common adulteration of maple syrups are cane sugar and water. The former is not permissible at all, while only 35 per cent. of water is allowed. Honey too, is often adulterated with cane sugar, this of course is also contrary to law.

This is a difficult situation for the retailer as it is seldom he is in a position to know or judge for himself as to the purity of these articles.

He can, however, under the Act get a written warranty from the wholesaler or jobber who sells him that the goods are within the legal standard. Such a written warranty is a good plea in any legal action and serves at once to shift the responsibility to the original seller. It would seem wise for all dealers in these goods to protect themselves by this simple means.

THE POTATO AGAIN

ONE of the favorite campaigns of the day is to urge the curtailment of profits in some other man's line of business. Especially have the wholesalers, who handle food products, come in for this attention. They seem the natural scapegoats, and yet probably without exception these wholesalers are showing a smaller net profit than ever before in their history. There may be someone making unjust profits out of the necessities of life, but the wholesaler does not seem to be the man.

There has been a good deal of outcry against the produce men because of the price of potatoes. There have been accusations of Trusts and Combines that are of very visionary origin.

Potatoes are selling at present at about \$2.35 per 90-lb. bag on the Toronto market. This because the Ontario and Quebec crop is a practical failure. The nearest supply for Eastern Canada is New Brunswick. What are the conditions there? From the heart of the potato district come the following quotations: \$3.25 per barrel some time ago, jumping to \$3.50 and \$3.70, while the latest report is \$3.75 per barrel. A barrel of potatoes weighs 165 lbs., so a \$3.75 price per barrel would be equivalent to \$1.85 per bag at the shipping point. There is an additional freight charge of 20c per bag, and the handling costs money. Where does the wholesaler come out on this deal?

Some relief is obtained for Alberta and British Columbia where prices rule a little lower, but the heavy freight rate here is no inconsiderable item.

Now comes a report from Washington that Canadian potatoes have been banned because of being affected with a disease known as "Powdery Scab." As American buyers have been very active in the West,

this may have a tendency to ease prices a trifle, whatever evil effects it may have in other ways. But the crux of the situation is this. There is an actual shortage of potatoes, taking the country as a whole, and it is economic condition rather than any unwarranted profits made by the trade that are responsible for their high cost.

CANADA AND THE EGG

IN the November 11 issue of the *Saturday Evening Post*, of Philadelphia, appears an article on "The Egg and the Pay Envelope." John Mappelbeck has followed the peregrination of the familiar egg over most of the lands of the globe, and it must be confessed in an amusing and interesting manner.

In the course of the article, however, appears a significant paragraph tucked innocently away where it will not appear too conspicuous. One might pass it by, were it not for the deliberate campaign to discredit Canada that has grown up across the line; a campaign born of malevolence and fostered by ignorance. By sly innuendos, innocent in their appearance, Canada is continually being presented to our neighbor across the line as a nation at war, stripped to the last rag of her financial powers.

Even the egg rises up to confound us. Our friend of the Teutonic sounding name assures us that we are shipping our eggs because as a nation we are too poor to pay for them. Here is the innocent paragraph:

This was shown in a striking way in Canada where the people, to meet the cost of war contributions, have stopped eating eggs to such an extent that our northern neighbor has had a surplus for export to England, almost since the war began.

In what other respects the friend of the "Little Red Hen" has drawn on his imagination for his facts we do not know. But when we are held up to the world as a nation that must do without our morning egg because we are too poor to buy it we rise to protest.

How poor are we? What are the facts? Canada is now exporting at a rate of \$173.00 per capita as compared with \$63.00 per capita in the United States.

Canada's total exports are more than one-fifth of the United States total. Three years ago Canada had an adverse trade balance of \$310,000,000, to-day she has a favorable balance of over \$367,000,000. This means that in 1913 Canada was buying abroad at a rate of \$86.00 per capita and selling at the rate of \$47.00 per capita. In 1916 Canada's sales abroad have risen to \$132.00 per capita and her buying has remained at \$86.00 per capita. Canada's net gain in foreign commerce alone in this period is over \$677,000,000, or about \$85.00 per capita.

Surely with these facts facing us we can afford to buy an egg now and then.

No Foundation for Potato Sensation

Rash Newspaper Statements Without Foundation—Dealers Lay Blame on Railways, Claiming Delayed Delivery—Large Number of Cars in Toronto Yards Easily Explained—Cannot Use Box Cars for Storage in Cold Weather.

THE potato is still occupying a good deal of attention from the newspapers of the larger cities. From the Toronto *Star* of Nov. 13, the following headline is culled:

**SAYS POTATO MEN
BLEED PUBLIC BY
HOLDING CARS**

The article continues in the same violent fashion: Quoting both G.T.R. and C.P.R. officials as stating that dealers were holding cars on the track waiting for an increase in price. This sort of ill-judged publicity cannot but do harm by upsetting the public confidence in the regular channels of trade. Were there the shadow of real truth in the attack, even this shadow might justify the whole,—but here there is merely a plausible suggestion masquerading as the truth.

Dealers Charge Delays

In the Toronto *Star* the railway officials are nameless, their statement cannot be challenged direct. The CANADIAN GROCER'S representative, however, spent some time investigating. W. Patterson & Son, of 86 Colborne St., Toronto, have four cars of potatoes at York. The charges on these cars have been paid a week and the cars ordered placed for that length of time. On Nov. 14 these cars were yet undelivered and Mr. Patterson's men were idle waiting their arrival.

A. A. McKinnon, of Colborne Street, ordered a car placed at Parkdale on Saturday, Nov. 11. On the evening of Nov. 14 this car had not yet arrived.

These instances would seem in a measure to controvert the railway's claim that the wholesalers are holding cars on the track, awaiting a probable increase in price.

Potatoes in Box Cars Subject to Frost

A more weighty argument than these, however, is the fact that these potatoes are arriving in bulk in box cars. In a box car there is very little possibility of protecting the goods against frost, and no wholesaler would be insane enough to leave thousands of dollars' worth of property on the track at the imminent danger of having it ruined by frost any night. The very fact that there are a large number of cars on the track is an indication that the dealers intend to unload them. Were these hysterical newspaper stories true, the speculators instead

of leaving carload after carload on the track to take chances of the weather would be warehousing them as fast as possible.

The *Star* in its article claimed 90 carloads on the track. At a meeting of the Toronto Retail Merchants' Association, held on the evening on which this article appeared, H. Harrington, of Toronto, cited the fact that he had in searching for a car of his own, checked over 47 cars of potatoes all billed out of Toronto to different points in Ontario. Even in normal times Toronto's handling of potatoes would be 10 to 20 cars weekly, and these are not normal times. Usually, Toronto would draw upon thousands of bags from adjoining sections that would not come by rail. These sources of supply have now in their turn to be supplied through Toronto.

Freight Conditions Not Normal

Then also railway conditions are not normal. Freight congestion exists in other lines besides potatoes, from whatever cause cars are coming in faster than they can be unloaded, no matter how hard the wholesaler may endeavor to keep abreast of his goods. One dealer may have four or five carloads arrive in one day. It is manifestly impossible for all of these to be unloaded. They have to be sorted, bagged and weighed, more or less specialized work, for which any sort of labor will not do.

Requirements Large—Dealers Stocking Heavily

A little computation will show that a city the size of Toronto will consume at least 50 cars of potatoes weekly, providing they are not received through other sources.

This, too, is the season when grocers are naturally stocking more heavily. Any time frozen potatoes may be arriving and the retailer knows it. There is always a most pronounced increase in sales of potatoes at about this season. A grocer who would usually buy 25 bags now buys 100 and dealers must be provided against this run on their supply.

Then, too, shippers are rushing their stock forward to clear all the loaded box cars before the weather becomes so severe as to make their shipment over hazardous.

As to the matter of prices, the *Star* quotes one wise, but nameless party who laid down potatoes at \$1.25 per bag in Toronto.

The cheapest price paid by any wholesaler in the last few months for goods delivered in Toronto was \$1.35. These were for early potatoes, showing a high percentage of dry rot. Forty tons of these potatoes were condemned in the city in one month. The percentage in all these cars ran high, so that the price was hardly a fair indication of conditions.

Quotations Nov. 11 of New Brunswick stock F.O.B. Toronto was \$2.25; on the 13th the price had dropped to \$2.10 for box cars rolling. Later stock loaded in heated cars will possibly go higher even than the Saturday price.

Interesting reading no doubt these newspaper stories, but a little calm thought would convince most people that they are not backed by a basis of fact sufficient to justify their extravagant charges.

TORONTO MERCHANTS MEET

The regular meeting of the Toronto Branch of the R. M. A. was held in the Association rooms, College and Yonge streets, Monday, Nov. 13. Only matters of a routine nature were dealt with.

Some discussion arose as to the attitude of some members of the Toronto City Council.

D. W. Clark was very emphatic in his opinion that the Toronto Branch should endeavor to remove from the Council certain members who were working against the retailer. He considered the comments of some of these aldermen and controllers absolutely unjustifiable. He thought that the Toronto Association should see to it that these men should be kept out of Council next year.

Some discussion also took place regarding the charges of a potato combine in the city. The general opinion of the merchants present was that the charges were made without any real basis of fact behind them.

The Higher Fee

A communication from the provincial secretary was read dealing with the disposal of the increased fee:—\$1 was to go to the Dominion Association; \$1 to local boards, if any; \$4 for purposes of organization, for advertising, and for a financial paper, which was to be supplied to the members. The remaining \$4 was to go to the Provincial Association. The communication stated that these terms had been definitely settled at a meeting of the Provincial Executive.



THROUGH OTHER SPECTACLES



"THE BOSS IS AWAY TO-DAY"

From *The Modern Grocer*.

What condition of mind does his absence put you in?

What attitude do you take in fulfilling the days' duties when the head of the house is out of town?

Brushing aside every semblance of sham and standing in the light of the naked truth, what's your program?

Lack of restraint is a wonderful test.

It's a very interesting one.

Character is read, loyalty or disloyalty is disclosed when the boss is off the job.

When the boss is off the job is your opportunity—your opportunity to excel, to stick close and hard and knuckle down to things in dead earnest. The idea of loafing or easing up or for a moment losing interest should be the farthest notion from your mind.

The way to keep the boss off the job is to make it unnecessary for him to be on it.

It follows that service is the key to success and happiness. Disloyalty stunts growth. It narrows you down to the level of a knave. At bottom of all worthy advancement is loyalty, and so long as you transgress this principle your life will be "bound to shal-lows and miseries."

STORE TALK

From *American Grocer*.

"Carefulness as an Accelerator of Business" was the subject of the weekly bulletin issued by Gimbels' Philadelphia grocery section last week here reproduced:

Railroads keep dispatchers and hundreds of telegraphers busy just to keep trains moving. They are the "mind" of the service movement-control. Just the minute a train pulls out it comes under their sole direction, and stops and passings are regulated by them—there is no time table that they cannot disregard if in the judgment of the train dispatcher an emergency requires it. And their guiding star is carefulness.

The Government has dotted our coasts and harbors with buoys and lighthouses, so that day or night the navigator can follow a safe channel or avoid a dangerous place. Carefulness.

And so endless instances might be multiplied to point the need of carefulness in actions and work.

And in speech equal care should be used that what we say shall be clear and exact and to the point. A careless tongue can do a lot of damage to its possessor as well as to others.

Here's a good governor for the tongue:

Is it true?

Will it do any good to repeat it?

Am I the one to tell it?

The Store System supplies every safeguard for careful and expeditious transaction of business. The system isn't fool-proof—no system can cut out the "human element" if humans have the handling of it, but if carefulness is used things will run smoothly, and the store will get results.

If everybody thinks while doing his or her duties, mistakes will beget carefulness and carefulness is what minimizes errors—it is a business builder, and that is what we are here for.

If you were an employer, would you be satisfied with "any old sort" of service?

Carefulness helps to hold one's job.

ONE WRITER'S VIEWS ON EVILS OF PRICE-CUTTING

From *Modern Merchant and Grocery World*.

A recent writer sums up the evils of price-cutting in the following language:—

Price-cutting tends to steadily lower the quality of goods.

Is destructive of the small retail merchant and manufacturer.

Is a weapon of monopoly, big business and a method of unfair competition by trade parasites.

Lessens the incentive to new development, invention and the initiative.

Price-cutting kills and destroys the benefits derived from advertising and causes the manufacturer to gradually discontinue it.

Kills off the small dealer in country communities; reduces credit ratings; takes away and destroys the good will of producer.

Lessens remuneration to both wholesaler and retailer for distributing the goods.

Price-cutting is the policy of destruction.

Lessened margin leads to poorer service to the consumer.

WHERE WILL IT END?

From *The Canning Trade*.

If you wish to enter a hopeless consideration try to figure out where this advancing price-argie will end, not in canned goods alone, but in every article on which there is a price, for everything is going up. Consider with every advance in prices the wage-earner must receive increased pay; and with every increase in wages the manufacturer must advance his selling price. It is what is known as a "vicious circle," and therefore apparently without end. But there will have to be an end. There are wage-earners now drawing salaries that are greater than the earnings of many business men, until it is not unusual to meet little business men who complain that they would be better off if working at the bench. What will be the end of this Mississippi Bubble condition in which we now exist? It cannot keep on.

NATIONAL FISHERIES DAY

From *The Fishing Gazette*.

National Fisheries Day will be celebrated this year on Friday, November 24, on which date everyone is asked to partake liberally of shellfish and fish. The announcement is made by Swope Earle, president of the National Association of Fisheries Commissioners. The idea is a good one, still it would be much better if the date had been set for a day other than a Friday. The sixth day of the week is the one on which fish usually is most extensively partaken of. Why not have fish and shellfish day on Wednesday, November 22, when there would have been a chance for dispensing of an additional supply and also for emphasizing the fact that good fish and shellfish can be obtained every day in the week, and not alone on Friday?

DON'T WORRY ABOUT YOUR FOOD—EAT IT

From *American Grocer*.

Stop worrying over your food. The milk may be skimmed; the sausage may contain starch; your buckwheat cakes may be mixed with flour and sweetened with imitation maple syrup. The probability is that they won't be, but even if they were they would still be healthful.

Worry over possible adulteration will do you tenfold more injury than any make-weight or artificial color can possibly do. The craving for food and the enjoyment with which it is eaten helps digestion greatly—the first flow of gastric juice is due to nerve stimulation. The color or taste of food starts its flow. That is why it is called "appetite juice."

Fear and worry over the daily food has a serious depressing effect upon the digestion. Constant thought of any organ is not beneficial to its condition. To be afraid of what you eat, constantly in doubt and always watching for results, is not conducive to general vigor and normal functions.

SUBSTITUTION

From *New England Grocer and Tradesman*.

Substitution is one-saac merchandising, like the dark methods of the patent medicine faker, who from the tail-board of his wagon, offers his marvelous medical discovery, guaranteed to be good for the hair, teeth and stomach, takes the money of his simple-minded auditors and drives away in the reasonable hope that he will never see them again.

The purchaser who asks for a standard article whose quality and character are known and satisfactory, generally wants what he wants when he wants it, and is in no humor to be told that something else is "just as good." However, should the merchant be able to persuade him to accept the substitute, he will probably find upon trial that the article is unsatisfactory.

The customer, induced to accept an unsatisfactory substitute, holds the merchant, not the article, responsible for his dissatisfaction. Had he been allowed to have his way, he reasons, all would have been well; the merchant persuaded him against his own better judgment. He must have done so through ignorance or been actuated by greed, and is therefore not trustworthy.

Of course, a star salesman can sell anything once, but it pays to always sell the customer what he asks for. It retains customers, saves time, increases the turnover and upholds the prestige of the store as a purveyor of articles in popular demand. The resentment the buying public feels toward the substitutor is only natural.

WRITE TO THEM

From *New England Grocer and Tradesman*.

One of the best things you can do is to answer the advertisement of any business house that has a proposition that appeals to you in any particular.

We read of a lawyer of Boston who became wealthy simply because he was a close reader of advertisements, in newspapers and magazines. When he found one that seemed to hold any interest for him he answered it, and in that way he became acquainted with opportunities that other men overlooked.

If it were not for advertising you would not have a trade paper at all, for it costs more than you pay to make and mail to you fifty-two magazines. The additional expense is covered by advertising, and the more the advertising the better the magazine. The amount of advertising depends on the response the advertisers get, and when manufacturers and wholesalers find that you are responsive they will offer more and better buying opportunities, making it all the more worth your time to read the advertisements.



CURRENT NEWS OF WEEK

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



Quebec

Raoul Chartrain, Quebec, has sold the stock of his grocery store.

H. T. Wilson of Groceries Ltd., Toronto was a visitor in Montreal last week.

J. R. Simpson of Chase and Sanborne Coffee Merchants, Montreal, is visiting Toronto this week.

M. F. Goddard, Flour and Feed dealer Waterloo, Quebec, was a business visitor in Montreal this week, on his way to New York.

H. B. Giltrep, formerly clerk with Hermann's Grocery, has opened a store of his own in Point St. Charles, Montreal, at 601 Wellington Street.

Business circles in Bon Secours market, miss the presence of A. St. Jean, Jr. who passed away last week. He was well known as a young man of promise in the fruit trade of Montreal.

Ontario

H. J. Glover, Chatham, has sold his grocery store.

C. M. Mortley, Toronto, has sold his grocery business to M. Snider.

Delphina Kenmore, Toronto, grocer, has sold out to Ernest Hunter.

J. H. Berry, general merchant, Fairshaw, has sold to Chas. Bradley.

L. A. Pascoe, Toronto, grocer, has been succeeded by F. Nethereott.

G. W. Baunslaugh, groceries and provisions, Waterford, has sold out.

J. B. Jennings has opened a grocery store at 630 William street, London.

E. Stephens, grocer, Ontario street, Stratford, has sold to J. J. Gormanly, Mitchell.

M. L. Barnard, grocer, Wharncliffe Rd., London, is discontinuing business and moving to Toronto.

Carkner & MeVey, Russell, Ont., groceries, shoes and autos, have been succeeded by H. S. Carkner.

W. H. Moore, formerly general merchant, Stratford, has purchased the general business of J. A. Simkin, Lakeside.

W. B. Holland, formerly general merchant, Rebecca, has opened a grocery store at the corner of Burwall and York streets, London.

C. O. Gardner, grocer, Pall Mall and Maitland streets, London, has moved his stock of fixtures to the corner of King and Ridout streets.

Western Provinces

Albert Hewitt, Winnipeg, has sold his grocery business.

R. H. Irwin, Saskatoon, has sold his grocery business.

A. E. Sapp, grocer, Vancouver, has sold out by auction.

H. D. Charter, general merchant, Foremost, has sold out.

H. O. Shields, Winnipeg, has discontinued his grocery business.

Geo. French, Winnipeg, grocer, has sold his stock to S. Beckman.



CAPTAIN GILBERT NOBBS,

Formerly Canadian representative of the Holbrooke Company, was recently reported dead. Later advice reports him living, though seriously wounded and a prisoner of war in Germany.

Olive A. Piper, Swift Current, has discontinued his grocery business.

Watt Peter, groceries and meats, Transcona, has sold to Matt. Hall.

J. E. Magee, Winnipeg, butcher, has been succeeded by Smith & Masters.

W. H. Olson, Winnipeg, grocer, has been succeeded by Olson & Stefanson.

E. A. Eagle & Co., groceries, etc., Prince George, B.C., have discontinued.

J. H. Creighton, grocer and butcher, Kildonan West, Man., has discontinued.

John Granz, Lancer, Sask., has succeeded C. E. Cramer, in his general store.

Jas. Munro, Ltd., general merchants, Fort George, B.C., are moving to Prince George.

The Sisskind Tannenbaum Grocery Co., Winnipeg, have been succeeded by D. Koffman.

A. J. Freisen, Laird, Sask., has been succeeded by Max Wiebe, in the grocery and drug line.

Cowan Trading Co., Cowan, general merchants, have been succeeded by Parks & Silverman.

Red Deer Trading Co., Drumheller, have made application to change the name to Drumheller Trading Co.

J. D. Dyson, Winnipeg, has accepted the nomination for Mayor. Mr. Dyson is one of that city's pioneer manufacturers in the pickle and vinegar business.

The Robin Hood Mills Ltd., are building a new office in Calgary. The building will be located on the company's property at the southeast corner of Fourth street west and Ninth avenue.

Geo. N. Jackson, Winnipeg, manager for Walter Woods and Co., delivered an address before the Sales Managers' Association, at the Fort Garry Hotel, Winnipeg, on Nov. 15, based on his recent trip to England.

The Northwest Commercial Travelers' Association have passed a resolution to the effect that the solution of the labor problem after the war, will be found in settling returned soldiers on land under government supervision.

The Daughters of the Empire, Fort Garry Chapter, took charge of the store of J. G. Hargrave, Ltd., Main street, Winnipeg, this week, and received five per cent. of all sales. In cases of credit business, if the purchaser took the groceries home herself, the association secured 4 per cent. of purchases.

A. A. Harding, who has for several years acted as resident representative in Western Canada for Reckitts and Sons, Ltd., Hull, England, makers of blues, stove and metal polishes, has been transferred to the home office, and has been succeeded by J. Chambers, who recently represented the same firm in Ireland. Mr. Chambers is making his headquarters with Tomlinson and O'Brien, manufacturers' agents, Winnipeg, who are Western agents for Reckitts and Sons.

Fish Prices Will Probably Advance

British Government Contracting Enormous Quantities for Soldiers in France—Supply Lighter Than Usual—Will Probably See Rapid Advance—Pushing Lesser Known Kinds.

A FISH diet in the past has always been considered the very essence of economy. Even the most patriotic of fishes hardly reached the financial value of a small steak. Having had such a pronounced handicap, it is hardly likely that they will reach the fancy figures achieved by pork and beef and other such luxuries, but there has been a very notable advance in fish prices, and, though still probably among the cheapest of foods, they are not as cheap as they were a few short months ago.

The failure of the Eastern herring catch is one of the outstanding causes of this condition, while lake fisheries have been considerably below the output of former years.

Fish in the Soldiers' Menu

But going far enough, as is the case with everything, the great war is brought to the fore. Fish is scarce, because it has been added to the menu of the Canadian soldiers, and is going to be scarcer because it is to be still more extensively used among the fighting forces in Europe.

At present, tenders are being called for by the British Government for a weekly supply to the value of half a million dollars. That means an enormous quantity of fish, more probably than can be provided even by the unequalled fisheries of Canada. A yearly buying at this rate would equal \$26,000,000. It is more easy to comprehend the vastness of this order when it is remembered that the total production of all the fisheries of Canada last year was \$35,860,708, which at that was an increase of four and a half millions over previous years.

Government buying, even if it does not reach this enormous total, is sure to be heavy, which, in conjunction with the season's light supply, will be likely even further to increase the price of fresh, frozen and dried fish.

Because of this, efforts are being made to popularize some lesser known varieties that are usually wasted. The United States has spent large sums of money popularizing the dog fish under the name grey fish. This variety is plentiful in Canadian waters, as are also skate, monkfish and cod. A large proportion of the catch of these varieties are yearly wasted because no effort has been made to place them in the market. An energetic marketing campaign might help to keep fish prices down.

JUDGMENT IN CHINESE EGG CASE

By a pronouncement of Mr. Justice Carrol, in Montreal, Nov. 6, the city was condemned to pay \$500 damages to the John Layton Company.

It was in 1910 that the company first came prominently into the public eye by the importation from Hang Kow, China, of \$100,000 worth of eggs in bulk.

The Montreal City Council had these eggs confiscated on the ground that they were unfit for human consumption.

Out of this seizure grew a \$58,000 damage suit against the city, which threatens to rival the famous suit of Jarndice vs. Jarndice in longevity.

The rendering of a verdict for \$500 damages is the last move in the famous case. Justice Carroll pointed out that

it was not that the seizure had itself been considered illegal, but that the method of seizure had caused certain damage to the plaintiffs, that in justice demanded some reparation.

CODFISH FOR ITALIAN ARMY

The Government of Italy requires codfish for its army in the field and is looking to Newfoundland for a supply. There is no doubt that it will get it from this veritable "home of the codfish," for this is the season which marks the flood of salt fish supplies into the harbors of the ancient colony. Indeed, the Italian Government has gone to headquarters, so to speak, for if codfish can be had at all, Newfoundland is the place.

Two Standard Size Barrels in Canada

Many Grocers Unaware of Difference—Nova Scotia Apples Sold in Smaller Barrel—This Should be No Handicap If Rightly Understood.

WHEN you buy a barrel of apples, do you ever stop to question as to its size.

Some days ago in discussing the advisability of buying a car load of Gravenstein apples, the writer casually suggested that being Nova Scotia apples they would be in short barrels. Rather to his surprise he discovered that the grocer did not know there was a smaller barrel used.

There is a standard barrel of course, but there are two standards according to where you live. And your dealer may sell you a barrel that is a peck short in weight, in a time when the peck may mean your profit on a barrel, and yet you will have no ground for accusing him of unfairness.

The standard apple barrel, familiar to all of us west of the Maritimes, is demanded in all of Canada except Nova Scotia. No other barrel may be packed in Ontario or Quebec, under pain of Government prosecution. But in Nova Scotia the standard is different the fish barrel being the accepted criterion. This form of barrel is used entirely throughout that Province. A little shorter, with less of a bulge, and natural rough bark hoops, there is no difficulty in distinguishing between the two bar-

rels.— The barrel making facilities, the wood obtainable and the popular demand for the familiar fish barrel, all had their effect and when the Fruit Marks' Act was passed setting among other things, the standard size of barrel to be used for apples, Nova Scotia was exempted from the clause and permitted to retain the old style barrel.

Before the war the bulk of the Nova Scotia crop went overseas, and it is only of late years that any considerable part of it has been finding its way to the home markets. Now it has come to stay and should be a welcome visitor, for the apples from the Land of Evangeline are among the best grown in Canada to-day. The Nova Scotia Gravenstein, Culvert, King and Baldwin have a deservedly good reputation. Nor should the size of the barrel prove a difficulty, when once it is known and accepted. The standard barrel contains roughly 2½ bushels, and the Nova Scotia barrel is only one peck short of this amount, and is usually sold at a price that more than compensates for the difference. But a knowledge of the difference is essential. If one sells a Nova Scotia barrel on the basis of a standard barrel, the margin of profit will be very lean indeed.

A Separate Fish Department

How Separating Adjustments Aid Business — Keeping Check on a Special Line —
Watching the Profit or Loss—The Advantage Found in Raising
Salesmanship Standards.

“WE have always kept a separate fish and provision department ever since we opened our store,” said F. C. Higgins, of R. Higgins & Son, Yonge street, Toronto. “We keep the department entirely separate from the grocery business. It might be possible to more or less unite the two and save a little in labor, but we do not believe it would be to our advantage. No, we have clerks who handle nothing but fish, for instance. They are in the meat department, but they do not handle meat, and, similarly, with our butchers. They do not handle fish.

“We find this arrangement pays us. There are certain odors to fish that are readily transmitted to other foods, and we think our customers appreciate the fact that we keep our men especially for the work.”

It saves time, too, to specialize a man on a line like this. There is no time lost in changing to other occupations. Then, too, the clerk becomes better posted in the customers' needs. This, Mr. Higgins thinks, has a marked influence in achieving results. It also has the effect of more or less keeping the man responsible for the goods — and, with a perishable line like fish, this is of questionable advantage.

More Direct Control

Then, too, separating departments had its advantage in the more direct control it gives. All purchases are charged against this department and a weekly check is taken. With the present high price of fish it seemed to Mr. Higgins that, without some such check as this, it would be impossible to show a profit. Fish is an article, Mr. Higgins explained, that cannot be heavily stocked. Probably the variation from week to week would be between \$25 and \$50—one week lower and one week higher. So in a general way, it was possible to consider the stock carried over the week end as a constant quantity. It is easily seen, then, that it is only a matter of a few minutes to get a kind of trial balance on the week's sales.

In a line like fish, where the profit depends on quick turnover, such a check has proved almost invaluable. Under this system it is possible to make this department show its fair margin of profit, whereas, without it, the constant wastage that is bound to occur, that end

of the business would not be unlikely to show a loss.

This is only another suggestion of the

way grocers are systematizing their business, and put them on a sound financial basis.

A Few Testimonials from Readers

R. A. J. Fillion, Embrum, Ont.—The CANADIAN GROCER is very instructive and helpful to us. I could hardly do without it.

H. B. Marshall, Newmarket, Ont.—“Your fall and winter number is a fine edition.”

A. B. Goloska, Tough Oak Mines, Ont.—“The CANADIAN GROCER reached me and it's worth an advance in price, when it comes.”

Milton W. Ortwein, Hensall, Ont.—“The fall and winter number is certainly well gotten up.”

A. S. Chrysler, Brantford, Ont.—“The fall and winter number is the best yet, with none better.”

T. J. Belanger, Port McNicholl, Ont.—“Your fall and winter number of the CANADIAN GROCER is a very valuable book, and if studied well is a great

help to anyone's business, as well as to his country.

“I am a constant reader of THE GROCER, and I am pleased to say it has made many hundreds of dollars for me.”

J. J. Hatley, Orillia, Ont.—“The fall and winter number is great.”

B. Grennan, Woodville, Ont.—“Your fall number of CANADIAN GROCER is the best yet. We appreciate it highly and congratulate you on your success.”

J. M. Wilson, Elora, Ont.—“The fall number of THE GROCER is, in my opinion, the best ever. It contains much valuable information. I don't see that any grocer can well afford to be without it or in fact any number of the CANADIAN GROCER.”

Frozen Fish as a Food

Unfounded Prejudice Against Frozen Food—With Proper
Care all Best Qualities Retained—Methods of
Using to Get Best Results.

IN many quarters there is a very strong prejudice against the use of frozen fish. An unfounded fear of poisoning from this source is at the back of most of the prejudice, and a feeling that the best qualities of the fresh fish cannot be retained when handled in this manner.

These ideas are quite unbacked by fact. When handled with even reasonable care there is no reason why frozen fish should not retain the wholesome and savory qualities of the fresh fish.

Since so much frozen fish has been used by the Canadian forces at the front, the department in charge has considered it advisable to issue instructions for handling frozen fish. These instructions, as posted in the cook tents, may be of equal service to the dealer in enabling him to allay some of the prejudice that

still clings to all frozen food. It is, therefore, reprinted here:

How to Prepare Frozen Fish for Cooking

Keep the fish frozen till ready for use. Then put it in cold water long enough, but no longer than is necessary to take all frost out.

It will then be ready to cook.

Do not thaw out fish in warm or hot water.

Do not thaw fish out in an oven or by artificial heat.

Do not thaw fish out until ready to cook it.

If the foregoing directions are followed, fresh frozen fish, which is always caught alive and frozen immediately, will be found when thawed out to be as firm and fresh, and of as fine flavor, as the day it was caught.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

AN upward tendency is still the keynote in food products. Flour is now well over ten dollars a barrel, the actual quotation being \$10.40 Toronto, in car lots. Sugar is slightly easier in the market, due to the lower price paid for raws in New York. All Canadian refiners are again quoting on the same basis, the three refiners who were quoting fifteen cents above the other manufacturer have returned to the lower level. This does not mean that there has actually been a decline in sugar. While sugar was quoted by three refiners at 15c above one other refiner, sales were actually made by all refiners on the basis of the lowest quotation.

Provisions of all kinds are firm. Live hogs hold near the level of last week. New-laid eggs continue to be even scarcer and are quoted 2c to 5c per dozen higher. Butter inclines to higher levels. Cheese advanced a half cent per pound. Pure lard and compound lard went up a half cent. Owing to the big demand for cottonseed oil used in compound lard there has been a firming tendency. There has been a big demand for fats and oils of all kinds and in the face of easier prices for live hogs lard has been advancing.

Fancy Barbadoes molasses is firm and higher in price. Evaporated apples advanced during the week. All dried fruits are firm in price. Some Australian currants are being brought into the Toronto market. Beans are at high levels, with advances recorded during the week. Considerable quantities of foreign beans are being brought in. Canned salmon in certain brands are higher in price.

The Canadian market has absorbed large quantities of American canned goods. It is conservatively estimated that over 45,000 cases of American canned goods arrived at Montreal during one week. Wholesalers are this week asking higher prices for canned tomatoes than they were last week. For a couple of weeks following the announcement of the opening prices, some wholesalers circularized the trade, offering some lines of canned goods at about 15c doz. below the opening price announced by the canners.

Business in nearly all grocery lines has been good. Wholesalers are experiencing difficulty in getting supplies to meet the demand.

QUEBEC MARKETS

MONTREAL, November 14.—Butter, eggs, cheese, and lard both pure and compound are all up in price this week. The six cent egg, and the \$12 barrel of flour loom in sight. Flour shows a further increase in price over last week's highest quotations, and promises to go still higher. Cereals show considerable firmness in line with wheat products. While molasses can still be bought at prices as quoted last week there is great firmness in this product, and some wholesalers are asking a cent more per gallon than the figures quoted. It is expected that this will be general next week, and molasses prices will be much advanced before Christmas.

Corn syrups are in great demand in consequence. Canned goods are in brisk demand in spite of high prices, and for canned tomatoes (2½s) the wholesale trade is asking \$2.25 per dozen. A rough and conservative estimate puts the importation of canned goods into Montreal from Maryland at about 45,000 cases, and probably more, but the market expects that this will either stop owing to the prices asked for the American product or that prices will come down. Amongst miscellaneous lines an advance of ten cents per lb. is recorded for white gelatine the 'silver leaf' variety being now quoted at 75 cents instead of 65 cents per lb. Apples are

firm, and an advance is noted in evaporated apples, while shelled walnuts also are up in price.

Sugar Prices Are Steady and Firm

Montreal

SUGAR.—Once again the market records further firmness as regards raw cubas at New York, and still the local prices for sugar remain steady at the quotations of last week but with a tendency towards firmness. It is possible that the \$8.00 figure may be again the basis if stocks of raw cubas in the hands of the refiners show the dwindling tendency too markedly. At present, however, the refiners are disposed to let the holders of raws hold on at their own figure, and unless demand increases for the refined product prices will maintain as quoted for sugar to the retail trade in Montreal. At time of writing demand for sugar was reported quiet, and this would tend to hold prices at the levels of last week.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	7 90
20 lb. bags	8 00
2 and 5-lb. bags	8 20
Extra Ground Sugars—	
Barrels	8 25
50 lb. boxes	8 45
25 lb. boxes	8 65
Yellow Sugars—	
No. 1, 100 lb. bags	7 50
Dark yellow, 100 lb. bags	7 30
Bright coffee, bbls. only, cwt.	7 75
Powdered Sugars—	
Barrels	8 05
50 lb. boxes	8 15
25 lb. boxes	8 35
Paris Lump—	
100 lb. boxes	8 65
50 lb. boxes	8 15
25 lb. boxes	8 35
Crystal Diamonds—	
Barrels	8 50
100 lb. boxes	8 60
50 lb. boxes	8 70
25 lb. boxes	8 90
Cartons	9 30
Half cartons	10 30

American Canned Goods Still Come

Montreal

CANNED GOODS.—The situation as to canned goods from the point of view of the Canadian producers is unchanged from last week. A large quantity of canned goods from the United States has been absorbed by the Canadian market. One firm of brokers alone placed about 20,000 cases between Quebec and Western Ontario. It is conservatively estimated that into Montreal alone there must have come over 45,000 cases of American canned vegetables during the past week. Market opinion is that prices for the American goods should

show a downward trend before long. It has been costing about \$2.10 per doz. to lay down Maryland canned vegetables in Montreal, and this is considered quite high enough for chances of profitable business. Wholesalers' price on 2½ lb. tins of tomatoes (Canadian) to the retailer are given this week at \$2.25 per doz. (an increase upwards of 35 cents since last quotes). An advance of 2½ cents per doz. is noted also in canned blue-berries which are now quoted at \$1.00 a dozen. In every direction demand for canned goods even at the enhanced prices is reported to be exceedingly active.

Shelled Walnuts Are Higher in Price

Montreal
NUTS.—There is an advance in prices of shelled walnuts this week, these are now selling at from 42 to 44 cents per lb. for the old crop walnuts, and it is predicted that new crop shelled walnuts will be selling at from 45 to 47 cents per lb. when they arrive on the market. The French embargo having been lifted supplies are expected shortly. There are some Manchurian walnuts still on the market but these are quoted at very low prices as it is claimed the quality does not compare at all with the French or California product. Better qualities may arrive later from Manchuria, but meantime the Japanese importers who handle these lines have withdrawn prices. Other nuts are as quoted last week.

Almonds (Tara), per lb.	0 19
Brazil nuts (1916 crop), per lb.	0 21 0 22
Filberts (Sicily), per lb.	0 18 0 19
Hickory nuts (large and small), per lb.	0 09
Peanuts (coon), per lb.	0 10
Peanuts (Jumbo), per lb.	0 13
Pecans (new Jumbo), per lb.	0 18
Walnuts (Bordeaux, shelled)	0 42 0 44

Beans and Barley Are Up in Price

Montreal
DRIED VEGETABLES.—Beans are still very firm due to scarcity, and there are no prices yet for Japanese beans. Efforts made to place good orders for these have not been encouraged, and no reason is so far available as to the withdrawal of prices on this product. Peas are in firm market, and the American market has been clamoring for supplies of split peas from Canada at as high as \$6.15 per bg of 98 lbs. in earload lots. White Canadian beans are up to \$6.60 and \$6.75 per bushel an advance which has been predicted in CANADIAN GROCER. Barley is considerably firmer, and reported to be very scarce on the market.

Beans—	
Canadian 3-lb. pickers, per bushel	6 75
Canadian hand-picked	7 50
Canadian 5-lb. pickers	6 00
Yellow Eyes	6 20
Lima, per lb.	0 08% 0 09

Peas, white soup, per bushel	3 50	3 75
Peas, split, new crop, per bag 98 lbs.	6 50	
Barley (pot), per bag 98 lbs.	5 00	
Barley, pearl, per bag 98 lbs.	6 50	

Evaporated Apples Show an Advance

Montreal
DRIED FRUITS.—Opinions of wholesalers on new shipments of California dried fruits now coming in, are that the crops have had quite their share of trouble. Qualities are not remarkably good, though perfectly marketable and in view of the shortage and demand, quite welcome. Shipments are still sparse, and the growers have been reluctant to quote prices on any large consignments enquired for. Evaporated apples show an advance and are now quoted at 12 cents a pound. Quotations for old stock had been as low as 9 cents recently. The whole market for dried fruits is in a firm state, and when California growers show their intentions as regards prices some further advances may be noted. Demand is reported exceptionally active now towards expected Christmas season trade.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 12	
Apples, choice winter, 50-lb. boxes	0 12	
Apricots	0 16 0 17	
New	0 19 0 20	
Slabs	0 14 0 15	
Choice, 25's, faced, new crop	0 20	
Nectarines, choice	0 11% 0 12	
Peaches, choice	0 10	
Pears, choice	0 13% 0 14	
DRIED FRUITS.		
Canned Peels—		
Citron	0 26	
Lemon	0 23	
Orange	0 24	
Currants—		
Filiatras, fine, foose, new	0 18 0 20	
Filiatras, packages, new	0 17 0 18	
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 10	
Paris, choicest	0 12% 0 13	
Hallowee, 1-lb. pkgs.	0 10	
Kadrawee	0 09 0 09%	
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11% 0 12	
1 lb. glove boxes, each	0 12	
Cal. bricks, 10 oz.	0 09% 0 10	
Cal. bricks, 16 oz.	0 10 0 11	
Cal. layers	0 10 0 11	
Cal. fancy, table, 10 lbs.	1 60	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 15% 0 16	
50 to 60, in 25-lb. boxes, faced	0 10% 0 11	
90 to 100, in 25-lb. boxes, faced	0 05 0 05%	
Spanish (new), mats epr mat.	2 40	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75	
Muscateis, loose, 3-crown, lb.	0 10% 0 11	
Muscateis, 4-crown, lb.	0 09% 0 10	
Cal. seedless, 16 oz.	0 12% 0 13	
Fancy seeded, 16 oz. pkgs.	0 11% 0 12	
Choice seeded, 16 oz. pkgs.	0 10% 0 11	
Valencia, selected	0 11	
Valencia, 4-crown layers	0 11% 0 12	

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

Rice in Demand Tapioca is Firm

Montreal
RICE AND TAPIOCA.—There is a brisk demand at present for rice, owing no doubt to the fact that as a food product in the grain line its price is still moderate, and its value in nutrition very high. Restaurants are featuring rice to a considerable extent on their menus, and domestic demand is very active. Tapioca is scarcer and keeps

firm in price. New shipments from the Straits are expected, but these are not large, and the outlook is for firmness in tapioca.

Rangoon rice, per 100 lbs.	4 30
Carolina, per 100 lbs.	7 00
Patna (fancy)	7 50
Patna (good)	6 50
Tapioca, per lb.	0 09%

Outlook for Spices Is Rather Firmer

Montreal
SPICES.—The briskening business in spices which has become noticeable of late continues this week, and though there are few price changes to record still the market is firming up a little. Spices are becoming scarcer as regards spot stocks, and by no means large importations are being made to replenish these. Already peppers, nutmegs, and seeds show the firmer tone. Cloves are unchanged. Gingers are average in demand and prices. Carraways advanced six cents in the New York market which advance was noted in Montreal and is due to the shortage of stocks on this side of the Atlantic, and the Dutch embargo. All seeds and herbs are said to be coming into a firmer market owing to shortage.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 25	—0 07	—0 37
Cayenne pepper	—0 28	—	—0 35
Cloves	0 30—0 32	—0 90	—0 39
Cream tartar—45 to 50c.			
Ginger, Cochiti	—0 25	—	—0 31
Ginger, Jamaica	—0 25	—1 15	—0 29
Mace	—0 30	—	—1 00
Nutmegs	0 45—0 45	0 85—0 85	—0 80
Peppers, black	—0 25	1 15—1 20	—0 37
Peppers, white	—0 32	0 95—1 20	—0 29
Pastry spice	—0 18—0 22	—	—
Pickling spice	0 18—0 22	—	—
Turmeric	0 21—0 23	—	—

Lower prices for pails, boxes or ballers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 80
Caraway, Dutch	0 41	
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 35	0 45
Shredded coconut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole		12-15

Molasses and Corn Syrups in Demand

Montreal
MOLASSES AND SYRUPS.—While prices for molasses are still unchanged from those quoted last week, there is a growing scarcity of this commodity on the market, and a corresponding firmness of market for it. Corn syrups also are in very firm market, with plenty of demand, and evident rapid consumption. Glucose, too, is in active demand and strong market.

	Fancy.	Choice.
Barbados Molasses—		
Punchons	0 64	0 59
Barrels	0 67	0 62
Half barrels	0 59	0 64
For outside territories prices range about 3c lower.		
Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25	
2 lb. tins, 2 doz. in case, case	3 25	
6 lb. tins, 1 doz. in case, case	3 55	
10 lb. tins, ¼ doz. in case, case	3 55	
20 lb. tins, ¼ doz. in case, case	3 30	
Barrels, about 700 lbs.	0 04%	
Half barrels, about 350 lbs.	0 04%	

Quarter barrels, about 176 lbs.	0 65
2 gallon wooden pails, 25 lbs. each, per pail....	1 70
3 gallon wooden pails, 38½ lbs. each, per pail....	2 40
5 gallon wooden pails, 65 lbs. each, per pail....	3 70
White—	
2 lb. tins, 2 doz. in case, per case	3 75
5 lb. tins, 1 doz. in case, per case	4 15
10 lb. tins, ½ doz. in case, per case	4 05
20 lb. tins, ¼ doz. in case, per case	4 00

Oysters Among the Low-Priced Foods

Montreal

FISH.—There is not much change in the prices of fish this week. The fresh fish trade is just about as good as could be expected, and some frozen fish is replacing the lines of fresh fish that are beginning to give out, as happens every year at this season. Demand for pickled and salt fish is quite brisk, and a big turnover will take place from now on till close of navigation. Prices of all kinds of fish foodstuffs have not any inclination to go down, and a good many of the lines will certainly advance. The trade in bulk and shell oysters is very good, and these are comparatively low in price.

SMOKED FISH

Haddies	0 10	0 12
Haddies, fillet	0 10	0 14
Digby herring, per bundle of 5 boxes	0 80	
Smoked boneless herring, 10-lb. box	1 40	

SALTED AND PICKLED FISH

Herring (Labrador), per bbl.	8 00
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	15 00
Sea Trout, red and pale per bbl.	16 00
Green Cod, No. 1, per bbl.	12 00
Mackerel, No. 1, per bbl.	20 00
Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 60
Prawns, Imperial gal.	2 25
Shrimps, Imperial gal.	2 25
Scallops	2 50

FRESH SEA FISH

Halibut	30
Haddock, fancy, express, lb.	7
Mackerel, (med.) each	16
Mackerel (large), each	25
Cod, steak, fancy, express, lb.	10
Flournders	7
Salmon, Western	17 —18
Salmon, Gaspe	18 —20

FRESH LAKE FISH

Pike, lb.	0 10
Perch	0 10
Whitefish, lb.	0 15
Herrings, lb.	0 05
Lake trout	0 13
Eels, lb.	0 10
Dore	0 13
Smelts	0 13

Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	13 00
Malpeque Shell Oysters (ordinary), bbl.	10 00
Cape Cod shell oysters, per bbl.	12 00
Clams (med.) per bbl.	8 00

Tea Market Keeps Firm and Steady

Montreal

TEA.—In all respects the market for tea remains as described last week. There is a firmness apparent in all lines, and especially the lower grade Japan and China teas. Deliveries are still being made of these under early season's contracts, and so far there has been no special call for extra supplies. The market for black teas shows steady and firming tendency, and there is some indication throughout the Dominion of a better demand for teas. Tea merchants are

in the main optimistic. Prices are unchanged.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Coffee is Quiet Scarcity of Containers

Montreal—

COFFEE.—Still the market for coffee remains inert and uneventful, but there have been hints in the primary markets that possibly prices may go a shade higher. Winter consumption of coffee in Canada continues to increase, but the greatly increased prices of containers, such as cans, is causing distinct difficulty to manufacturers, and may yet become a factor in increasing prices for the special lines of coffees affected. Merchants of coffee are watching with interest the effects of prohibition laws in the Dominion, as it is one of the views of the coffee trade that good grade coffees as a beverage are a sane substitute for fiery stimulants.

Coffee, Roasted—

Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Potatoes Firm: Apples in Demand

Montreal

FRUIT AND VEGETABLES.—Potatoes remain firm this week at from \$2.10 to \$2.15 a bag. Difficulty is caused on

ONTARIO MARKETS

TORONTO, Nov. 16.—The tendency of prices is towards still higher levels. Business in the grocery trade has been good during the week, the greatest difficulty being experienced on the part of wholesalers to get sufficient supplies to meet the needs of their trade. Flour advanced another 20c on the amount recorded last week. This makes Manitoba first patents at the time of writing \$10.40. Sugar is holding steady, although the raw market at New York is somewhat easier. Locally the demand has not been large, except from certain candy, gum and drug manufacturers. Barbadoes molasses is higher in price, and still higher levels are looked for. Teas are again up in the London market. Locally dealers have not advanced their prices as yet to any extent. Evaporated apples are up in price, and will be scarce this year. Tapioca continues to be a scarce article, with none available in the primary markets, except some light stocks held in London. Foreign beans are being brought into the

the markets by the fact that bags vary so much in size, and many apparent bargains in potatoes dwindle in satisfaction to the buyer when the exact weight of tubers in the bags becomes known. Bags are in size from 70 to 80 and 90 lbs., and prices quoted are for the 80-lb. bag as far as any standard can be made for this size. All lines of vegetables are firm priced now and scarcer. Local cucumbers are off the market, but U. S. hothouse cubes at about \$1.50 doz. are expected. U. S. wax and green beans are up in price, the wax quoting at \$4 a basket and the green at \$3.50. Leeks are coming more plentifully at \$1.50 to \$2 dozen. In fruits, the apple holds the field for demand. McIntosh Reds, Fameuse, Baldwins and fall apples are selling at prices from \$3 to \$6.25 a barrel. St. Lawrence apples are off the market now.

Oranges (Cal.)	5 50	6 00
Oranges (Jamaica)	3 00	
Lemons	4 00	5 25
California Tokay grapes	2 75	3 25
California Malagas	2 25	2 75
Basket peaches		0 50
Wealthy Apples	No. 1	No. 2
McIntosh Red, per bbl.	4 50	3 50
Fameuse, per bbl.	7 00	
	7 00	

Brussels Sprouts, per doz. bunches	1 00	
Cauliflower, per doz. bunches	2 00	
Celery (N.Y.), per crate	5 00	
Onions, red	2 50	
Onions, Spanish, per crate	5 75	
Potatoes, per bag (80 lbs.)	2 10	2 15
Carrots, per bag		0 75
Beets, per bag		0 75
Parsnips		1 00
Lettuce, Head, doz.		0 75
Lettuce, Curly, doz.		0 40
Lettuce, Romaine, doz.		1 00
Tomatoes, hothouse, lb.		0 25
Horse Radish, per lb.		0 20
Cabbage, doz.		0 75
Cranberries (Cape Cod), barrel	10 00	11 00
Beans, U.S. wax, basket		4 00
Beans, U.S. green, basket		3 50
Leeks, per doz. bunches	1 50	2 00

local market in considerable quantities. Prices for these are high. There was a firming tendency in certain grades of canned salmon. New-laid eggs are still higher, and there was a firmness in butter.

Demand for Sugar Light Except by Manufacturers

Toronto

SUGAR.—The demand for sugar has been light during the past week. Some refiners, however, report a good demand from manufacturers of candy, gum and certain drugs. The market is easier in tone. The Atlantic, St. Lawrence and Acadia Companies returned to the basis of the Canada Sugar Refining Company's quotations on November 9, which was 15c under the three former companies. The quotations of the three first refiners, however, has been only nominal since their issuance, as business was accepted quite generally at the lowest quotation. While raws in New York are down ¼c per pound, there is not much

business in them, as refiners do not seem inclined to come into the market. Statistically the position is strong. The total stocks in all hands on November 8 was estimated at 59,999 tons, as compared with 150,814 tons at the same period last year. Meltings by refiners during last week were 42,000 tons, which shows a decrease of 11,000 tons from the previous week. Exports of raw sugars since the 1st of January have been almost double those of last year, the figures being 343,211 tons for 1915 up to November 11, and 632,742 tons for the present year up to November 9. The heavy export accounts largely for the high price of sugar at the present time. American beet sugar is now in the market, and is competing at points as far west as Buffalo. This is having a steadying influence to keep prices down.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Com-	
panies, extra granulated sugars	7 98
Acadia Sugar Refinery, extra granulated	7 88
Yellow, No. 1	7 58
Special icing, barrels	8 33
Powdered, barrels	8 13
Paris lumps, barrels	8 60
Assorted tea cubes, boxes	8 60

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Molasses Advanced; Big Consumption for Rum

Toronto

MOLASSES AND SYRUPS.—There has been an upward tendency locally in molasses prices. There has been an extra heavy demand for the article for the purpose of making rum for the troops. Prices are high, and there seems little prospect of lower prices between now and the time the new crop comes in. Wholesalers are now quoting fancy Barbadoes at 75c per gallon, which represents an advance of 11c over recent quotations. West India holds at former quotations. Corn syrups hold steady, as also do the cane syrups.

Corn Syrups—	
Barrels, per lb.	0 04 1/4
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 65
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/4c over bbls.	
Cane Syrups—	
Barrels, lb., 5 1/4c; 1/4 bbls.	0 65 1/4
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 75
West India, gal.	0 40 0 43

Canned Salmon Makes Another Move Upward

Toronto

CANNED GOODS.—There was a firming tendency in chums and pink varieties of canned salmon during the week, and the former are now quoted up as high as \$1.45 in 1-lb. talls and up to \$1.65 for 1-lb. talls in pinks. In certain quarters there was a move upward in canned tomatoes, some of the lower-priced article having disappeared. Quotations ranged as high as \$2.40 per dozen for 2 1/2's. The canned goods situation

continues to be an acute one, with no prospect for any easier prices until new packs begin to come in again. That time is a long distance ahead. The situation as it has prevailed locally, is a complicated one. It is explained elsewhere in this issue.

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

Salmon Mackerel—	
1 lb. talls, cases 4 doz., per doz.	3 00
1/2 flats, cases 8 doz., per doz.	2 00
Chums, 1-lb. talls	1 20 1 45
Pinks, 1-lb. talls	1 45 1 65
Pinks, 1/2-lb. tins	1 00
Cohoos, 1-lb. talls	2 50
Red Springs, 1-lb. talls	2 00
Canned Vegetables—	
Tomatoes, 2 1/2s	2 02 1/2 2 40
Peas, standards	1 35
Corn, 2's, doz.	1 50
Red raspberries, 2s	2 65
Red cherries, 2s	2 45
Strawberries, 2s	2 50
Pumpkins	1 70 1 75

Teas Still Higher in London Market

Toronto

TEAS.—Cable advices from London on Tuesday stated that all grades of Indian teas advanced 1c per pound in the tea auction on Monday of this week. This makes an advance of 2c per pound

PAPER BAGS RECORD ADVANCES

Manufacturers of paper bags of all kinds have within the past few days advanced the price considerably. On the Manila bags the discount has been changed from 30 per cent. off list to 20 per cent. off. On the kraft and white grocery bags the lists have been advanced 50 per cent. and the discounts changed. On the old lists the discounts were 15 per cent. On the basis of the present lists the discount is 35 per cent. on kraft and 25 per cent. on the white grocery bags. This represents an advance of approximately 30 per cent. The high price of paper of all kinds and the difficulty to get the raw materials is stated to be the reason for the advance.

in all grades of these teas within the past two weeks. Assams were quoted even higher than the other grades, the advances recorded being from 1c to 1 1/2c per pound. Supplies of teas in Canada up to the present have been light. There has been an inclination to hold off buying, expecting that lower teas might come in. Indications are all toward prices in teas. Locally Pekoe souchongs have firmed in price, and are quoted from 24c to 27c.

	Per lb.
Pekoe Souchongs	0 24 0 27
Orange Pekoes	0 25 0 28
Broken Pekoes	0 30 0 32
Broken Orange Pekoes	0 32

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

Coffee Market Not in Active Condition

Toronto

COFFEE.—Stocks of coffee continue to accumulate at primary points and

afloat to the United States. They are now much heavier than they were at this time last year. Stocks in Europe are practically nil and higher coffee is eventually considered a certainty. But the problem arises as to how soon the channels of trade will be opened again to these consuming countries. It will certainly not be until after the war. The end does not seem to be a measurable possibility as yet. Locally prices have held steady without any change being recorded.

Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Rio, lb.	0 20	0 21
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Ginger Stocks Are Low; Prices Firm

Toronto

SPICES.—Local spice men are experiencing difficulty in getting ginger supplies. There is a scarcity of the article in the primary markets, and this has helped give a firmness to prices to the extent of 5c per pound. The tendency is toward still higher prices for nutmegs, although local dealers have not as yet recorded any advances. Peppers are also in a firm market, but here again no changes have taken place locally. Carry-away seed is still in a very firm market, with very high prices being paid at primary points.

	Per lb.
Allspice	5 18
Cassia	6 32
Cinnamon	6 50
Cayenne	6 35
Cloves	6 35
Ginger	6 30 0 35
Mace	0 90 1 35
Nutmegs	0 40
Pastry	0 30
Pickling spice	6 22
Peppers, white	0 36 0 39
Pepper, black	0 29
Nutmegs, select, whole	0 40 0 60
Mustard seed, whole	0 28
Celery seed, whole	0 45
Coriander, whole	0 15
Caraway seed, whole	0 40
Cream of tartar	0 50 0 51

Evaporated Apples Higher and Scarce

Toronto

DRIED FRUITS.—Evaporated apples have advanced in price, and are now quoted 10c to 10 1/2c per pound, as compared with recent quotations of 8 1/2c to 10c. One well informed broker stated there would not be enough evaporated apples to supply the needs of this part of the Dominion. He estimates there will not be more than half an average crop of evaporated apples. The apple crop this year was small, and there was too big a demand for fresh apples to make it possible to turn them into the evaporated fruit. It is not expected that there will be any evaporated apples imported into Canada from the United States in the Easter section, although it is thought the West will in all probability take some of the imported article. Prunes are holding steady in price at quotations of last week. Dates will

be high in price, and are expected to reach the local market the latter part of this month. It will cost around 9c to 10c per pound to lay them down in this market, as compared with 5c and 6c formerly. Coming as they do from Persia, there are many conditions that have helped send prices upward. Some Australian currants are being brought into this market, which is practically a new condition so far as the Eastern market in Canada is concerned. This fruit has been sold in the West heretofore. The fruit is high-priced, and would have to go to the retail trade around 22c to 24c.

Apples, evaporated, per lb.	0 10	0 10%
Apricots, choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	0 18½	0 20
Patras, per lb.	0 20	0 22
Vostizzas, choice		0 22
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 90	4 25
Prunes—		
30-40s, per lb.		0 15½
40-50s, per lb.		0 12½
50-60s, per lb.		0 11½
60-70s, per lb.		0 10½
Peaches—		
Choice, 50-lb. boxes		0 11
Std's., 50-lb. boxes		0 10½
Fancy, 25 lbs., faced		0 13
Raisins—		
Valencia, Cal.	0 08½	0 10%
Seeded, fancy, 1-lb. packets		0 12
Seedless, 12-oz. packets	0 11	0 12
Seedless, 16-oz. packets		0 15

Chestnuts Have Had Ready Sale

Toronto

NUTS.—There has been a ready sale for chestnuts this fall, and some commission men report their stocks already low. They have been somewhat smaller in size this year than in an average good year, but the quality has been good. Some of the walnuts due from France are reported to have left that country in time for distribution in this country for the Christmas trade. Peanuts are firmer in price, being quoted to a higher range than at last week's figures. They are quoted from 11c to 14c, according to quality.

Tarragonas, lb.	0 21	0 22
Marbots, French, in shell		0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 43	0 44
Almonds, shelled	0 42	0 45
Brazil nuts, lb.	0 17	0 22
Chestnuts, per peck		2 50
Peanuts, lb.	0 11	0 14

Singapore Tapioca Still at High Levels

Toronto

RICE AND TAPIOCA.—Local importers received further advice during the past week that they will be unable to get Singapore tapioca. The only supplies of this tapioca available at the present time are those held in London. Quotations for this stock continue high, the cost laid down here being in the neighborhood of 9½c per pound. Importers at the present time have practically no supplies of Penang tapioca

either. Rice holds steady, with very little Patnas and Java to be had.

Rangoon B, per 100 lbs.	4 50	4 75
Packing rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	5 50	6 00
Carolina rice, 100 lbs.	7 00	7 30
Java	7 00	7 50
Patna, fancy	6 50	7 50
Patna, good	6 00	6 50
Tapioca, per lb.	0 08½	0 10½

Heavy Importations of Foreign Beans

Toronto

BEANS.—There have been some heavy importations of Indian and Japanese beans recently. One broker in this city alone recently completed a purchase of thirty car loads of Rangoon beans. There were in all 4,666 bags to the shipment. Considerable quantities of Japanese beans are also being brought in. The bean crop in Ontario is estimated at about half a normal crop by one well-informed authority. The quality, however, is stated to be exceptionally fine. Dry weather was conducive to the development of the bean without having to run the gauntlet of the blight known as anthracnose. "Prices of beans are high now, and I am of the opinion they have about reached their limit in the upward tendency," stated the broker in question.

Ontario, prime, per bushel	5 50	6 00
Rangoon, per bushel	5 00	5 25
Japanese, per bushel		6 00
Limas, per pound		0 09

Package Cereals and Cornstarch Steady

Toronto

PACKAGES.—Demand for all package cereals continues fairly good. Prices remain unchanged, although the market is firm in view of the high price for oats and corn. Cornstarch and starch are also in good demand and at steady prices.

Cornflakes, per case		8 95
Roll'd oats, round, case	4 00	4 50
Roll'd oats, square case	4 50	4 85
Shred'd wheat, case		3 00
Cornstarch, No. 1, round cartons		0 08½
No. 2, round cartons		0 07½
Starch, 5-lb. packages, per lb.		0 07
In 1-lb. cartons		0 08½

British Columbia Crabs in Market

Toronto

FISH AND OYSTERS.—The first consignment of British Columbia crabs reached local wholesalers during the week. These crabs are reported to be of fine quality, with a good demand. They are quoted at \$2.50 per dozen. Whitefish is coming to the market in uncertain quantities—some days there are good supplies, while other days have meagre supplies. Lake Erie whitefish is one of the popular fresh water fish commodities at present, although not in large supply. The frozen article fills up the shortage. Supplies of frozen salmon and halibut are now taking the place of the fresh article. Oysters have been in good demand during the week, the colder wea-

ther stimulating the sale. Haddie filets are easier in price, and are quoted at 12c. Digby herring in bundles of five boxes are slightly firmer in price, being quoted at \$1.25. Fancy haddock is also easier in price by 1c per pound. Steak cod is quoted ½c under last week. Frozen whitefish are slightly easier, and are quoted at 12c to 13c. Herrings are slightly firmer at 6c to 7c.

SMOKED FISH.

Ciscoes, per lb.		0 12
Haddies, per lb., new cured		0 11
Haddies, filets, per lb.		0 12
Digby herring, bundle of five boxes		1 25
Smoked boneless herring, 10-lb. box		1 50

FRESH SEA FISH.

Halibut, frozen	0 15	0 15½
Haddock, fancy, express, lb.		0 08
Steak cod, fancy, express, lb.		0 10
Codling, per lb.		0 08
Flounders, Maritimes		0 08
New York		0 10

FRESH LAKE FISH.

Pike, lb.		0 08
Whitefish, lb.	0 12	0 13
Herrings, lb.	0 06	0 07
Lake trout	0 11	0 12
Oysters—		
Standards, gal.	1 85	2 00
Selects, gal.	2 40	2 50
Shell, per barrel		8 50

American Apples in Boxes Reaching Market

Toronto

FRUIT.—American apples in boxes are being sold on the local fruit market at the present time. The Jonathans and Rome Beauty are quoted at \$2.25 per box. Some Florida oranges are being sold at \$4.25 to \$4.50 per box. Late Valencias are slightly easier in price, being quoted at \$4.75 to \$5. Florida grapefruit, on the other hand, is firmer in price by 25c per case. Italian lemons, the Messinas, are on the market, and are selling at \$5 to \$5.50 per case. The California lemons are quoted from \$6.50 to \$7 per case. About the only Canadian fruit coming to the market at the present time are apples. These are quoted from \$3 to \$5.50 per barrel. Some fine samples of King apples from Nova Scotia found ready buyers. A few Ontario pears and basket apples continue to reach the market, but of inferior quality.

Apples, basket	0 25	0 30
Barrel	3 00	5 50
Boxes, American		2 25
Avocado, Cal., doz.	3 25	3 50
Bananas, bunch	2 00	3 00
Cranberries, bbl.	9 00	10 00
Boxes, 28-qt.	3 00	3 25
Oranges—		
Jamaicas, box	3 00	3 50
Oranges, late Valencias, case	5 50	6 00
Floridas, case	4 25	4 50
Grapes—		
Cal., case	2 50	3 00
Tokays, case	2 50	2 75
California Red Emperor, 33-lb. drums		5 00
Spanish Almeria, small bbl., 40 lbs.	7 00	8 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Jamaica, case		4 00
Lemons, Cal., case		7 00
Messinas, case	5 00	5 50
Pears—		
California, case		4 00
Pomegranates, case		4 50

Vegetables Reaching Market in Good Supply

Toronto

VEGETABLES.—Vegetables from Ontario producers have been reaching

the market in fair supply during the week. Intimations of winter weather apparently have had the effect of making the farmer turn in his stocks. Demand, however, has been only fair. New Brunswick potatoes are holding firm at \$2.25 to \$2.35 per bag. Ontario potatoes are quoted slightly higher, and at the time of writing were selling at \$2.15 to \$2.25 per bag. The New Brunswick potatoes continue to occupy the centre of attention. Some fairly large shipments of British Columbia potatoes have come into the market. These are quoted at \$2.10 to \$2.25 per bag. New Jersey sweet potatoes are easier in price, being quoted at \$1.50 to \$1.75. Theford

celery is being quoted at \$4.75 per case, beets at \$1.35 per bag, and yellow turnips at 75c to 90c per bag.

Cabbage, barrel	2 00	2 50
Red, 27-lb. crate		1 50
Carrots, bag	1 25	1 35
Basket, 11-qt.	0 35	0 40
Celery, Canadian, dozen	0 25	0 40
Case		4 75
Mushrooms, 6-qt.	2 00	2 25
Onions—		
Spanish, crate 120 lbs.	4 75	5 00
American, 100-lb. sack	3 75	4 00
B.C. onions, 100-lb. sack		3 75
Potatoes—		
New Brunswick, Delawares, 90-lb. sack	2 25	2 35
Sweet, New Jersey, hamper	1 50	1 75
Ontario, 90-lb. bags	2 15	2 25
B.C., 90-lb.	2 10	2 15
Parsnips, bag		1 50
Watercress, 11-qt.	0 25	0 30
Parsley, 11-qt.	0 25	0 30
Turnips, 11-qt. basket		0 25
Yellow, bag	0 75	0 90

very firm. Reports of a much below the average Californian crop are confirmed, while supplies from Mediterranean sources are practically unobtainable. It would seem that even higher prices than those now quoted must be reckoned with eventually. There is no change to report from last issue, and it is probable that present prices will hold to the end of the year.

Dried Fruits—		
Pears, choice, 25's		0 14%
Apricots, choice, 25's		0 15%
Apricots, choice, 10's		0 19
Peaches—		
Choice, 25-lb. boxes		0 09
Choice, 10-lb. boxes		0 08%
Currants—		
Bulk, cleaned		0 17
16-oz. pkgs., cleaned		0 15
Dates—		
Hallowee, loose, per lb.		0 09
Hallowee, 12-oz. pkgs.		0 09
Raisins, California—		
16 oz. fancy, seeded		0 10%
16 oz. choice, seeded		0 09%
12 oz. fancy, seeded		0 08%
12 oz. choice, seeded		0 08
Raisins, Muscatels—		
3 crown, loose, 25's		0 08%
3 crown, loose, 50's		0 08%
Raisins, Cal. Valencia—		
3 crown, loose, 25's		0 09
3 crown, loose, 50's		0 08%
Prunes—		
90 to 100, 25s		0 08
50 to 60, 25s		0 10%
Peels—		
Orange, lb.	0 17%	0 22
Lemon, lb.		0 21
Citron, lb.		0 25

MANITOBA MARKETS

WINNIPEG, Nov. 14.—The past week has been full of sensations as regards the turns of the wheat market, advance on advance being recorded, until a high record for all was reached, when wheat went over the \$2 mark. Flour, as a matter of course, has gone up with wheat, and is now quoted at \$10.20 per barrel for best patents at the mills. This puts the retail price at a very high figure in remote country districts. Bread, which is handled by all city grocers, remains for the present unchanged, as the bakers have contracts for flour at much lower prices than those now prevailing.

The milk supply has got into a confused condition owing to a strike of the teamsters early last week on one of the milk companies. Early in the week the company announced that scarcity of milk compelled it to cease delivery to stores, but it would continue delivery to customers. At the end of the week, owing to the strike, it announced it would deliver to stores, but not to customers. The whole matter has caused much inconvenience to the trade.

The provision market is very firm and advancing in all lines, lard having had a boost of 1½c per lb. Packers hold out no encouragement in the way of future reductions, claiming that the supply of hogs in the West is not equal to the demand.

Advices from Ottawa tell of steps being taken to prevent further advances of foodstuffs.

The Christmas feeling is already in the air and several stores are making features of mince meats, dried fruits, peel, etc. It is tacitly understood that these lines will hold steady at present prices until the close of the year. The markets for all dried fruits are exceptionally firm, the California fruit crop being much below average and Mediterranean supplies practically unprocureable.

Sugar Steady at Last Week's Basis

Winnipeg
SUGAR.—Sugar is steady at last week's basis of \$8.50 for standard granulated. Locally the demand is likely to increase appreciably during the next month, but, of course, Eastern conditions will rule the market. The heavy Cuban crop may eventually cause an easier situation.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	8 50
Extra ground or icing, boxes	9 35
Extra ground or icing, bbls.	9 05
Powdered, boxes	9 15
Powdered, bbls.	8 95
Hard lump (100-lb. case)	9 45
Montreal yellow, bags	8 10
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 45
Halves, 50 lbs., per cwt.	8 55
Bales, 20 lbs., per cwt.	8 55
Powdered, 50s	9 10
Powdered, 25s	9 35
Icing, barrels	9 10
Icing, 50s	9 30
Cut loaf, barrels	9 40
Cut loaf, 50s	9 60
Cut loaf, 25s	9 65
Sugar, British Columbia—	
Extra granulated sugar	8 65
Bar sugar, bbls.	9 10
Bar sugar, boxes, 50s	9 15
Icing sugar, bbls.	9 20
Icing sugar, boxes, 50s	9 05
H. P. lumps, 100-lb. cases	9 60
H. P. lumps, 5-lb. boxes	9 70
Yellow, in bags	8 25
Corn Syrup—	
2s, per case 2 doz.	3 48
5s, per case, 1 doz.	3 83
10s, per case, ½ doz.	3 71
20s, per case, ¼ doz.	3 72
¼ barrels, cwt.	5 50

Winnipeg
SYRUPS.—The high price of corn keeps the syrup market very firm, and there is no probability of declines.

B.C. Cane Syrups—	
3-lb. tins, 3 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c higher.)	
Molasses—	Per gal.
Barbadoes, ¼ bbls., per gal.	0 70
Barbadoes, ½ bbls., per gal.	0 72
New Orleans	0 47

Dried Fruits May Stand for Present

Winnipeg
DRIED FRUITS.—The market is

Potato Prices Are Still Advancing

Winnipeg
VEGETABLES.—With the advent of colder weather, potatoes have advanced, and the market is very firm. Heavy export sales of Manitoba vegetables of all kinds have featured the past month, and the quantities of Manitoba potatoes, cabbage, and field roots that have gone South have been very considerable. There is no doubt but what British Columbia potatoes will have to be relied on for future supplies.

Manitoba potatoes, 10-bushel lots	0 90
Manitoba potatoes, carlots, bush. lots	
Winnipeg	0 70
R.C. potatoes, carlots	0 85
Carrots, bushel	0 75
Turnips, bushel	0 60
Onions, per cwt.	2 50
Cabbage, per cwt.	1 50
Cauliflower, per doz.	2 00
Imported mushrooms	0 90

Citrus Fruits Decline But Apples Scarce

Winnipeg
FRUITS.—Ontario apples are so scarce as to be practically off the market. Oranges, lemons and grapefruit are cheaper, and likely to steadily decline. Malaga grapes are now coming in, and will take the place of other lines.

Oranges, Navels, case	6 00
Lemons	7 00
Grape fruit	6 50
Emperor grapes, kegs	5 50
Malaga grapes, kegs	7 50
Ontario Greenings	6 00
Ontario Spies	7 00
Ontario Baldwins	6 00
N.S. Kings	4 75
B.C. box apples	1 65
Cranberries, bbls.	11 00

**Fish Firm in
Price; Good Demand**

Winnipeg

FISH.—Whitefish prices are firm, and the market is now supplied from freezing plants until the reopening of the season. Oysters are in good demand. Other lines steady and market well supplied.

Oysters, Imperial gallon	\$2 75
Whitefish	0 09%
Salmon	0 16
Halibut	0 15
Lake trout	0 12%
Fresh cod	0 12%
Smoked goldeyes	0 50
Kippers, boxes	2 00

Bloaters, boxes	2 00
Mackerel, 10-lb. kits	3 00

Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11

Sugar—

Standard granulated, cwt.	8 05	8 10
United Empire	7 95	8 00
Bright yellow	7 85	7 90
No. 1 yellow	7 65	7 70
Paris lumps	9 25	9 50

WEEKLY MARKET REPORT

(Continued from page 38.)

to 12 cents; candied peels advanced two cents, citron is now 26c, orange and lemon 23c; shelled walnuts show six cent rise, and are now 45 to 48 cents; sardines have advanced to \$4.60 case.

Flour, No. 1 patents, bbls., Manitoba	11 40
Ontario	10 45
Molasses, extra fancy, gal.	0 60
Rollod oats, bbl.	7 75
Beans, white, bush	6 25
Beans, yellow-eyed	7 00

Cheese, N.B., twins	0 23%	0 24
Butter, creamery, lb.	0 40	0 45
Lard, pure, lb.	0 20%	0 21
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Eggs, new-laid	0 40	0 50
Eggs, storage	0 37	0 40
Tomatoes, 3s, standard case		4 70
Corn, 2s, standard case		3 50
Peas, 2s, standard case		2 60
Apples, gala, N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case		5 00
Raspberries, 2s, Ontario, case		5 40
Peaches, 2s, Ontario, case		4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	5 75	6 75

The Automobile and the Country Store

New Conditions in Country Trade—How One Man Met the Situation — A Paying Proposition Made Out of an Ice Cream Parlor.

THE automobile is becoming more and more a disturbing factor in the retail business throughout the country sections. The good old days when the farmer would harness old Jerry after the day's work, and hie him to the grocery store for an hour's social intercourse, and to supply his daily needs, are of the past. No longer does Jerry spend a meditative hour chewing the tie post at the country store. He stays comfortably at home, while his master throws the miles behind him in his 60-horse power car. Yes, the advent of the car has become a very considerable factor. In the good old days, the young folks for their amusements and the old folks for their needs were more or less tied down to one particular spot. With the advent of the car, their field of activity is immeasurably enlarged. If they can't find amusement and entertainment, or any of the things they need, they can go further afield in search of it. This undoubtedly has tended to a better service on the part of the country general store.

Meeting the Situation Half Way

J. W. Heaslip of Lansdowne, has come face to face with the problem. Lansdowne inhabitants are numbered in hundreds and it's not necessary to stray into the fingers of the second hand in totalling them up. But cars are more plentiful than dogs, and at night time it behooves you to step lively in crossing the quiet streets.

Mr. Heaslip has had the unpleasant experience of watching these parties drive past his door—Drive past where they used formerly to stop. And it dawned upon him that a new order had arrived. The idea suggested itself to him also, that mainly these parties were going no where, and that a rendezvous was one of their greatest needs, some place attractive enough to keep the

young folks at home or to bring them back to spend their money

So he added an addition to his store and installed a modern soda fountain in a prettily decorated ice cream parlor. A side door communicates directly with the store, an always open suggestion.

It was a simple idea this playing the ice cream parlor against the automobile, but it worked wonders, according to Mr. Heaslip. Not only did he reap a

nice profit from the new venture itself, but he kept his customers under his own roof. They remembered other needs and the conveniently open door was an invitation. In this way not only was a new business built up, but an old one was given new energy.

The automobile has come to stay, and is coming more and more every day. It is the wise man now who seeks to shape the new factor to his own ends.

A Grocery Store with a Garden

Adding a New Line to the Rural Grocery — Being Your Own Produce Man—Fresh Vegetables as a Drawing Card.

DID you ever think of a little farm in conjunction with your grocery store as a means of making money—not a real farm, of course, but a sort of glorified market garden? Well, that is the idea of Mr. Kelly, of Kelly & Bullock, Gananoque.

Gananoque is in the centre of a good farming district, and yet Mr. Kelly says that each year makes it increasingly difficult to get the necessary supplies of garden produce and small fruits. The farmers, with the exception of a few around the larger cities, take no particular interest in these lines of goods. As a result it is often almost impossible to get the most common and frequently demanded vegetable.

This suggested itself to Mr. Kelly as an open field for the extra activities of the grocer. A small garden, he thought, would prove almost invaluable. Fresh produce could be made an attractive drawing line and the goods always available. Fresh goods are always in demand, and bring as a rule a price that would make their cultivation an attractive proposition. Then, too, there is the

item of berries, always a fine selling line with all grocers. Mr. Kelly thinks these could easily be grown in most localities with a little care. As Mr. Kelly sold 400 crates of berries within a couple of days this summer, on all of which he had to pay express charges, in themselves equivalent to a good profit, it is manifest that the profit is there, providing that the scheme is workable.

It looks at any rate that it is an idea worth considering. Perhaps it would be possible to go into a profit-sharing proposition with some farmer already located in your locality.

John W. Paisley, Cedar Springs, Ont.—“The CANADIAN GROCER is all right.”

C. M. Webb, Granton, Ont.—“The fall and winter number is a splendid issue.”

Tinsdale Bros., Arthur, Ont.—“We have always found your journal a worthy production that should be appreciated by the trade.”

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Nov. 15. — Very few changes have taken place affecting this market since last report. Wholesalers say the market is very quiet. The only noticeable advance is flour, number one patents which records an advance. Flour is now ten sixty here. Strawberries are quoted at five twenty. The weather has turned cold and snow is delaying threshing. On Tuesday the Chinook winds melted the snow fast and farmers were able to be on the land. Big Christmas business is expected this year and wholesalers are preparing for big country business.

Beans, small white, Japan, lb.	0 08	0 10
Flour, No. 1 patents, 98s, barrel	10 60	10 60
Molasses, extra fancy, gal.	0 76	0 76
Rolled oats, 80s, basis	3 35	3 35
Rice, Siam, lb.	0 04 1/2	0 04 1/2
Sago and Tapioca, lb.	0 09	0 09
Sugar, pure cane, granulated, cwt.	0 25	0 25
Cheese, No. 1, Ontario, large	0 35	0 35
Butter, creamery, lb.	10 60	10 60
Lard, pure, 3s, per case	0 25	0 25
Bacon, smoked backs, lb.	0 26 1/2	0 26 1/2
Bacon, smoked sides, lb.	0 37	0 37
Eggs, No. 1	10 00	10 00
Eggs, storage, case	5 50	5 50
Tomatoes, 3s, standard case	3 50	3 50
Corn, 2s, standard case	2 90	2 90
Peas, 2s, standard case	1 85	1 85
Apples, gals., Ontario, case	5 50	5 50
Strawberries, 2s, Ontario, case	5 60	5 60
Raspberries, 2s, Ontario, case	4 10	4 10
Peaches, 2s, Ontario, case	10 50	10 50
Salmon, finest sockeye, tall, case	5 00	5 00
Salmon, pink, tall, case	5 00	5 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 15.—Flour has advanced twenty-five cents sack. Rolled oats have advanced twenty cents. Soda biscuits have advanced one cent a pound. Some brands package teas are up 1 cent. Paper bags will see another advance. Twine and clothes lines are going higher. All evaporated fruits tending upward. Sago, tapioca and rice are firm with advances expected locally in the near future. New American candied peels are now in, and prices are already well over those first named; quotations on gelatine in packages appear to be due for sharp advance. New lemons have arrived and are quoted seven to eight dollars cars. It is feared that the keeping qualities of new crop raisins are not all that would be desired.

CALGARY:

Beans, small white Japan, lb.	0 08 1/2	0 09 1/2
Flour, No. 1 patents, 98s	5 30	5 30
Molasses, extra fancy, gal.	0 77	0 77
Rolled oats, 80s	3 55	3 55
Rice, Siam, cwt.	4 75	4 75
Sago and Tapioca, lb.	0 09	0 09
Sugar, pure cane, granulated, cwt.	8 85	8 85
Cheese, No. 1 Ontario, large	0 24	0 24
Butter, creamery, lb.	0 44	0 44
Lard, pure, 3s, per case	12 00	12 00
Bacon, smoked backs, lb.	0 24 1/2	0 24 1/2
Bacon, smoked sides, lb.	0 45	0 45
Eggs, new-laid, doz.	11 50	12 00
Eggs, storage, case	4 50	4 75
Tomatoes, 2 1/2s, standard case	3 00	3 00
Corn, 2s, standard case	3 00	3 00
Peas, 2s, standard case	2 25	2 25
Apples, gals., Ontario, case	5 25	5 25
Strawberries, 2s, Ontario, case	5 50	5 50
Raspberries, 2s, Ontario, case	4 25	4 25
Peaches, 2s, Ontario, case	12 00	12 00
Salmon, finest sockeye, tall, case	5 00	5 00
Salmon, pink, tall, case	5 00	5 00

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Nov. 15.—A cold snap has the West in its grip which with some snow has not tended to improve the threshing situation some machines are operating however, and a little progress is being made. Many changes are to be noted since the last report with the trend a one way. Crop failures and shortage of goods is having its effect in the slow delivery of orders in a number of lines. With the Christmas season approaching, new prices on nuts are being quoted with but few deliveries. Small quantities of flour and wheat products are higher proportionately than larger quantities owing to scarcity and high price of cotton. Cotton twine advanced two cents November 7, which is an advance of four cents per pound since October 26. All grades manila wrapping have advanced one half cent pound. All grades paper bags have advanced in the neighborhood of twenty-five per cent. Kraft paper advanced another quarter cent at the mill on November 11. Flour jumped fifty cents barrel November 10, and is now quoted \$10.70; rolled oats bails, \$3.80; butter is two cents higher at 39c; cheese is also higher at 26 3/4c; lard, threes are quoted at \$12.00; Cloverleaf sockeye salmon has advanced to \$12.00 case; honey is quoted at \$9.35; comb honey at \$5.15. New prices are quoted on nuts, as follows:—pecans, sacks and less 21 and 23c; Brazils 18 1/4 and 20 1/4c; walnuts 16 1/8 and 18c; Manchurian 15 and 17c; filberts 17 1/2 and 19 1/2c; Virginian peanuts 14 and 16c, fancy 11 and 12 3/4c; almonds soft shelled Tarragona 20 1/2 and 23c; hard shelled 14 and 16; dates royal excelsior 36, 12 oz. \$3.50,

anchor \$2.90. Quotations on fruits and vegetables follow:—potatoes B.C., \$1.10; Alberta \$1.05; cranberries barrel, Jerseys \$12.50; apples \$1.65 to \$1.75; grapes, California emperors \$3.75; oranges valencias \$5.75; navels \$5 to \$5.75; pears winter Nellis \$3.50; cucumbers hot house, dozen \$2.25; Spanish onions 40 pound \$6.00; B.C. three to three and half cents; grapefruit \$5.50 to \$6.00.

Beans, small white Japan, bush	4 55	4 55
Flour, No. 1 patents, 98s, per bbl.	10 70	10 70
Molasses, extra fancy, gal.	0 71	0 71
Rolled oats, bails	3 80	3 80
Rice, Siam, cwt.	4 35	4 35
Sago and tapioca, lb.	0 08	0 08
Sugar, pure cane, granulated, cwt.	8 84	8 84
Cheese, No. 1, Ontario, large	0 26 1/2	0 26 1/2
Butter, creamery, lb.	0 39	0 39
Lard, pure, 3s, per case	12 00	12 00
Bacon, smoked backs, lb.	0 28	0 28
Bacon, smoked sides, lb.	0 30	0 30
Eggs, new-laid	0 45	0 45
Eggs, storage, No. 2	4 35	4 35
Tomatoes, 3s, standard case	0 40	0 40
Corn, 2s, standard case	3 55	3 55
Peas, 2s standard case	2 88	2 88
Apples, gals., Ontario	2 10	2 10
Strawberries, 2s, Ontario, case	5 00	5 00
Raspberries, 2s, Ontario, case	5 00	5 00
Peaches, 2s, Ontario, case	3 95	3 95
Salmon, finest sockeye, tall, case	12 00	12 00
Salmon, pink, tall, case	6 25	6 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 15.—Steadily rising prices give little hope of lower cost to consumer in any lines. Market changes this week are invariably upward. Flour shows a forty cent rise, Manitoba is now 11.40 and Ontario 10.45. Jobbers anticipated further increases but few retailers willing to buy ahead at present prices. Beans again advanced nominally prices white \$6.25 and yellow-eyed \$7 but almost impossible to obtain delivery at any price. The local market is almost bare. Some Indian beans coming in. Lard is higher, pure is quoted at 21c to 21 1/2c, compound 17 1/4c to 17 3/4c. Although reductions reported from upriver, potatoes are strong in St. John at higher price of \$3.75. California Lemons show a sharp advance to \$7.50 to \$8. Grape fruit now offering at 5 and 5 1/2 cents each. Dried fruits are also up. Prunes 90-100 are now \$9.50; Raisins choice 11 1/2, fancy 12; seedless raisins at 14 to 14 1/2 show tendency to replace currants which again show two cent rise to 21c. Evaporated apples advanced one cent to 7 1/2. Evaporated apricots jumped four cents and are now 18c, dromedary dates are up (Continued on page 37.)

Beans are Selling at High Prices

Crop in Ontario Will be About Half an Average One —
Quality of Ontario Beans is Exceptionally Fine
—Big Shipments of Indian and Japanese
Beans Are Coming to Market.

THERE has been considerable uncertainty over the market situation respecting beans for some time past. It has been surmised that the crop in Ontario would be short, but it was not known what effect this would have on the bean market in general. For other sources of bean supply have this year been tapped and this was looked upon as being a possible safety balance in the matter of prices. Japanese beans and Indian beans have been coming to this country in considerable quantities this year. One broker in Toronto recently made a purchase of 30 cars of Indian beans and these are now being distributed to various points in the Dominion. W. H. Millman, Sr., one of the best informed brokers on the bean situation in a talk with CANADIAN GROCER said:

"Beans this year will be high-priced but there will not be a shortage. We have recently completed the purchase in New York of thirty cars of Rangoon beans and these are now being distributed to various parts of the Dominion. The greater part of our stocks of these are already sold. We have in addition seven cars of Japanese beans on the way to this city. Besides our agents in Huron County in Ontario have been buying beans from the Ontario farmers and are placing these in warehouses.

"The Ontario beans are mighty fine in quality this year. The Ontario crop is short. There will possibly be about half an average crop of saleable beans in Ontario this year. In this province Kent is probably the biggest bean growing district, while Essex, Lambton, Huron and Prince Edward Counties also are big bean districts. I have recently made a trip through the various bean producing sections and what I saw there convinced me that there would be about half an average crop. But what the beans lack in quantity they will make up in quality. They are one of the finest samples of beans ever produced in this province. The wet weather of spring that extended far along into the early summer tended to reduce the acreage. But the beans that did develop found a favorable growing summer in that the long-continued hot spell kept them free from blight such as the beans of last year were troubled with.

"This year the farmers are being paid all the way from \$5 to \$5.75 per bushel,

according to the quality. Indian beans are now being quoted at \$5 per bushel in car lots, while our own Canadian beans are selling at \$6 in car lots. Japanese beans are being sold at about the same price as our Canadian beans, as they are about on a parity so far as price goes when they are laid down in Toronto. But the Japanese beans are exceptionally fine in quality. I personally think they are even finer than our own Canadian beans. As to the edibility of the Rangoon or Indian beans the samples that are coming forward this year are very desirable. Contrary to an impression that is abroad respecting Indian beans they do boil up fine and are not bitter. Some five years ago there was a large quantity of Rangoon beans that came to the Canadian market, many of which were three and four years old by the time they reached the consumer. These beans had a rather bitter taste. When beans are of a great age they are inclined to have this strong, bitter taste. But fresh Indian beans are sweet and boil up fine."

When asked if he thought the price of beans would go higher here in Ontario Mr. Millman stated that he thought it difficult to say. "Beans are now selling at a high price owing to the big demand for them. It would be difficult to say with any degree of accuracy that they are going higher. Personally I should think they have pretty near reached their top limit." In August of last year beans were selling wholesale in Toronto at \$3.40 to \$3.50 per bushel. By November, 1915, they were quoted at \$4.20 to \$4.25, while one month later in the first week in December they were selling at \$4.50 to \$4.75. High prices have been maintained throughout the year for strictly high-grade beans. There were a lot of inferior beans that sold even at high prices for such qualities.

In the United States there has also been a shortage in the bean crop. Michigan is one of the big bean-growing states. At Detroit beans are quoted from \$6 to \$6.10 per bushel for immediate delivery. It is hardly likely there will be any of these beans brought into Ontario as the high price in that state all but prohibits them. Lima beans are high in price also this year. These beans are all grown in California and the recent heavy rains have affected the crop there. Where the beans were

not cut before the rains in the Mound and Montalvo district the loss from the wetting is stated to be at least 25 per cent. The vines in those districts were heavy and covered the ground. In the damp weather following the rains the beans moulded and rotted. Loss to the portion of the beans that had been cut and were properly handled will be small. In the Oxnard district the loss will not be as heavy, for the vines were not so big and did not cover the ground so that the wind and sun could reach them. In Orange County there was stated to be but a small loss, from 5 to 10 per cent., on account of the rains. Most of the crop, however, was harvested in this county before the storm. In that county alone about 30,000 acres were set to limas, the greatest in the history of the industry. The above three districts are the centres of the lima bean industry in California.

FLOUR AND CEREALS

(Continued from page 40.)

firmness in the market due to the advancing price of wheat and the heavier consumption for feeding purposes. Ontario oats are also up in price 3c per bushel.

Mill Feeds—	Per ton	
Bran	30 00	32 00
Shorts	33 00	35 00
Special middlings	36 00	38 00
Feed flour, per ton	51 00	53 00
Ontario oats, outside points	0 65	0 67

HIGHER FLOUR PRICES

FEATURE OF MARKET

Winnipeg

FLOUR AND CEREALS.—The end of the week saw wheat selling at \$2.00 per bushel on the Winnipeg grain exchange, a record price in the Dominion of Canada. With bullish sentiment predominating flour prices have naturally gone higher and there have been two advances during the past few days bringing the standard up to \$10.20 per barrel for best patents. The flour market is still very unsettled and further advances in all cereals may be expected. Rolled oats are unchanged from last week, but crushed oats and barley have had a sharp advance.

Flour—	
First patents, 96-lb. sacks	5 10
Second patents, 96-lb. sacks	4 90
Strong bakers	4 85
XXX	3 30
Roller oats, 90 lbs.	3 00
Bran, per ton	25 00
Shorts	27 00
Crushed oats and barley, ton	40 00

ANOTHER TESTIMONIAL

Star Egg Carrier and Troy Manufacturing Co., Rochester, N.Y.—"Allow me to compliment you on the very attractive issue of Oct. 27. It is indeed well arranged and should prove of decided interest to grocers everywhere.



FLOUR AND CEREALS



Flour Away Up And Still Climbing

Market Predictions All Towards Much Greater Firmness Even if a Passing Break in Wheat Should Occur Before Spring

Montreal

FLOUR AND FEEDS.—Wheat touched the two-dollar mark and went a couple of points higher during the past week, then fell back a trifle. But the slackening off in price was not considered at all decisive, and the market for flour and feeds has not abated one jot, but rather, has gone twenty cents firmer than quotations of last week. The end, it is claimed, is not yet in sight. Prices are likely to go firmer than they are now even if there should be a temporary lull in the market. Men of long experience in the milling business are watching expectantly for a break in wheat prices, due to the disturbance of a pool which they feel sure is being operated, but the same men believe that after the break happens prices for wheat will return from a passing phase of relaxation to a degree of firmness never before experienced short of famine conditions. There is nothing that the experienced market observer can detect in conditions at present which would justify the holding out of hopes for easier wheat and wheat products for any permanent period. In fact wheat and flour may not even experience the break in prices which experienced market watchers have been expecting with opinions based on the behavior of the market in all former rising periods of which there are records. These are abnormal times, unprecedented times, and wheat may stay firm till the war ends or the Dardanelles are opened, and do strange things even then which no man would venture to make predictions upon. Feeds, too, are exceptionally firm, oats are high and going higher. Millers are busier than ever, and will be until the end of the year. Labor for threshing is short on the prairies, and congestion of railway traffic in wheat is about due.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 90	10 40
Second patents	10 00	9 50
Strong bakers	9 50	9 00
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent., in wood	9 00	9 50
90 per cent., in bags	4 75	4 50
Bran, per ton	20 00	21 00
Shorts	33 00	35 00

Special middlings	37 00	40 00
Feed flour	46 00	50 00
Feed oats, per bushel	0 75

GENERAL PRICES SHOW THE UPWARD TREND

Montreal

CEREALS.—Barley is the interesting cereal just at present, with oats running a close second in the race for price changes upwards. Barley is now quoted at \$6.25 to \$6.50 for pearl quality in 98-lb. bags, and \$4.75 to \$5.00 for pot quality barley. There is a marked shortage of barley apparent. Corn flour is quoted higher this week by ten cents over last week's figures. Graham flour is now at \$5.00 for 98 lbs. Oatmeal is up as the market for oats is very strong indeed, and is now quoting at \$4.00 for both the standard and granulated. Hominy shows a marked change from recent quotations selling now at higher than former retail prices to the jobber and being quoted to retailer at from \$4.50 to \$4.75 for 98 lbs. Peas are in firm market and a strong American demand for Canadian peas has been noticed. The U. S. market has been agreeable to paying \$6.15 per bag of 98 lbs. for split peas in earloads.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	4 75	5 00
Buckwheat grits, 98 lbs.	4 50
Corn flour, 98 lbs.	3 30
Cornmeal, yellow, 98 lbs.	3 05
Graham flour, 98 lbs.	5 00
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.	4 00
Oatmeal, granulated, 98 lbs.	4 00
Peas, Canadian, boiling, bush.	3 75
Rolled oats, 90-lb. bags	3 75
Rolled wheat, 100-lb. bbls.	4 10
Rye flour, 98 lbs.	3 70
Whole wheat flour, 98 lbs.	5 00
Wheatlets, 98 lbs.	5 25

Flour Goes Up To \$10.40 a Barrel

Wheat Touched High Level of \$1.99½ For November Delivery During Week—Wheat Market Slightly Lower on Tuesday

Toronto

FLOUR.—Flour advanced to \$10.40 per barrel in car lots and \$10.60 in small lots for first patents Manitoba on November 9. Ontario winter wheat flour is holding steady at the quotations of last week. There was a slightly easier tendency in the wheat market on Tuesday due to the fact, it was asserted from Chicago sources, that the agents of the British Government were no longer in the market for wheat for export. If this continues to be the case that no further heavy export

buying takes place there may be a still lower price for wheat. At the present price of wheat flour is holding steady with uncertainty as to what might develop in the wheat market. Wheat on Tuesday was down 1¼c over Monday's close at Winnipeg. If further declines take place and are long-enough sustained, the price of flour will in all probability follow downward also. Some of the large milling concerns report an extra heavy demand in the face of the high prices, while others report the demand slackening rapidly.

	Small lots, per bbl. of 2 bags	Car lots
Manitoba Wheat Flour—		
First patents	10 60	10 40
Second patents	10 10	9 50
Strong bakers	9 50	9 70
Ontario Winter Wheat Flour—		
High patents	9 30
Second patents	9 10	8 80

GRAHAM FLOUR AND WHOLE WHEAT FOLLOW UP

Toronto

CEREALS.—Graham flour, whole wheat flour and wheatlets followed upward in price in sympathy with the advance in flours. Graham flour is now quoted at \$4.95 to \$5, whole wheat flour at the same as Graham and wheatlets at \$5.20 to \$5.35. Demand for cereals has been good. Cornmeal is firmer in price by 10c. Rolled oats have also advanced 10c, while rye flour is up 30c per 98-lb. bag. Prime Ontario beans are selling at \$6 to \$6.25 and Rangoon beans at \$5 to \$5.50.

Barley, pearl, 98 lbs.	5 75	6 00
Barley, pot, 98 lbs.	4 50	4 75
Beans, prime	6 00	6 25
Buckwheat grits, 98 lbs.	4 50
Corn flour, 98 lbs.	3 25	3 50
Cornmeal, yellow, 98 lbs.	3 05	3 15
Graham flour, 98 lbs.	4 95	5 00
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	4 00	4 10
Oatmeal, granulated, 98 lbs.	4 00	4 10
Peas, Canadian, boiling, bush.	3 75
Rolled oats, 90-lb. bags	3 75
Rolled wheat, 100-lb. bbls.	4 10
Rye flour, 98 lbs.	3 80
Whole wheat flour, 98 lbs.	4 95	5 00
Wheatlets, 98 lbs.	5 20	5 35

MILL FEEDS HOLDING AT RECENT \$2 ADVANCE

Toronto

FEEDS.—Mill feeds have been holding steady at the advance of \$2 per ton, recorded as last-minute information in CANADIAN GROCER of November 10. The demand for all feeds continues heavy and millers are still limiting the amount of feed that will be shipped in each car, the usual proportion being 100 bags of flour and 300 bags of feed. There is a

(Continued on page 39.)

GOLD SEAL FLOUR

(A Perfect Pastry Flour)

— just the flour for the Christmas Cake and Pudding

In stocking a pastry flour of such established quality as *Gold Seal* your Christmas flour sales will be quick and profitable.



The standard of excellence which distinguishes every one of our products is particularly evident in this All-Canadian Product. Only the very best grades of Ontario wheat are used in the making of Gold Seal Flour, while the process of manufacture brings out all the best qualities that a perfectly satisfactory flour should possess.

Your customers are fully aware of Gold Seal Quality. To secure your full share of the coming Christmas orders, you should make sure of having an ample supply of Gold Seal in stock.

Send in your order to-day.

“QUALITY, THEN PRICE”

OUR MOTTO

Canadian Cereal & Flour Mills Co., Ltd.

Toronto, Canada

Makers of Tillson's Oats — Rainbow Flour — Star Flour

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



PRODUCE AND PROVISIONS



Lards Show Rise, Hogs Are Lower

Montreal—
PROVISIONS.—Due to arrival of more plentiful supplies on the market live hogs were selling at prices reduced from last week's figure, quotations being around 11 and 11½ cents. Well finished hogs could secure higher standings, but market was not entirely satisfied with the finish of the hogs offering. Dressed hogs were selling at 16 cents, a figure which also shows a slight shading downwards. The tendency of the market, however, was towards steadier and firmer tone. Pure lard shows this tendency pronouncedly by a rise of half a cent per pound, and compound lard responds again to the firmness of its ingredients, especially the cotton seed oil, by rising another ¼ cent per pound. Market for provisions is reported quite as active as last week's, no reduction in public demand being noticed.

Hams—			
Medium, per lb.	0 26	0 26½	
Large, per lb.	0 24	0 24½	
Backs—			
Plain	0 25	0 25	
Boneless, per lb.	0 29	0 30	
Bacon—			
Breakfast, per lb.	0 28	0 29	
Roll, per lb.	0 20	0 21	
Pickled meats—1c less than smoked.			
Dry Salt Meats—			
Long clear bacon, ton lots	0 18	0 19	
Long clear bacon, small lots	0 18½	0 19½	
Fat backs, lb.	0 17	0 18	
Cooked Meats—			
Hams, boiled, per lb.	0 37	0 38	
Hams, roast, per lb.	0 36	0 37	
Shoulders, boiled, per lb.	0 30½	0 31½	
Shoulders roast, per lb.	0 31	0 31½	
Lard, Pure—			
Tierces, 40 lbs., per lb.	0 19½	0 20	
Tubs, 60 lbs.	0 20½	0 20½	
Pails, 20 lbs., per lb.	0 20½	0 20½	
Bricks, 1 lb., per lb.	0 21½	0 21½	
Lard, Compound—			
Tierces, 40 lbs., per lb.	0 16	0 16½	
Tubs, 60 lbs.	0 17½	0 17½	
Pails, 20 lbs., per lb.	0 16½	0 16½	
Bricks, 1 lb., per lb.	0 17½	0 17½	

ADVANCES IN CHEESE DUE TO BIG DEMAND

Montreal
CHEESE.—At St. Hyacinthe on Saturday (Nov. 11) cheese was sold at the highest price so far this season viz.: 23½ cents per pound. Demand continues heavy, and the factories are endeavoring to continue production to the latest possible date. Extremely high prices of mill feed are having the effect now of checking the efforts of the farmers to maintain the milk output, and cheese production is accordingly being retarded. Into the City of Montreal for the week ending Nov. 11th there came 59,078 boxes of cheese as compared with

44,693 boxes for the same period last year. Receipts for the period from May 1 to Nov. 11 are over 200,000 boxes in excess of receipts for the corresponding period of 1915. All grades of cheese show a ½ cent advance this week.

Cheese—			
Large, per lb.	0 23	0 23½	
New twins, per lb.	0 23½	0 24	
Triplets, per lb.	0 24	0 24	
Stilton, per lb.	0 26	0 26	
Fancy old cheese, per lb.	0 26	0 26	

RECORD HIGH PRICE FOR BUTTER IS PAID

Montreal
BUTTER.—With butter selling at St. Hyacinthe Board on Saturday at the record price of 42¾ cents per pound there is no surprise expressed at the increase in prices to retail announced for the current week. All grades quoted have gone up a cent a pound, which is a moderate increase, and may be followed by a further rise. Butter receipts in Montreal for the week ending November 11th are rather better than receipts for the previous week being 10,394 packages as compared with 9,858 packages of the previous week, and only 8,858 packages for the corresponding week of 1915. Total production of butter for the period May 1 to Nov. 11, 1916 as represented by receipts in Montreal is ahead of last year's, some 91,000 more packages having been received for the period as compared with the same period of 1915.

Butter—			
Creamery, prints	0 44½	0 44	
Creamery, solid	0 44	0 41	
Dairy prints, choice, lb.	0 38	0 41	
Dairy prints, lbs., in tubs	0 37	0 38	

EGGS AGAIN GO UP TO HIGHER PRICES

Montreal—
EGGS.—The end of price increases for eggs in Montreal has not arrived, and is not yet in sight. New laids are at 50 cents to the retailer, and said to be getting scarce as the proverbial 'hen's teeth'. But the demand for them keeps up steadily in spite of high prices. An increase is noticeable in the number of cases of eggs brought into Montreal for the week ending November 11, the figures being 42,046 as compared with 27,505 cases for the previous week, and only 20,840 cases for the corresponding period of 1915. Total receipts for the period of May 1 to November 11, 1916 are more than 100,000 cases in excess of the total for the same period of 1915, showing considerably augmented production.

Eggs—			
New laid, cartons	0 50	0 50	
New laid, ex-cartons	0 52	0 52	
Selects	0 40	0 40	
No. 1	0 36	0 36	

DRESSED POULTRY IS COMING IN FREELY

Montreal—
POULTRY.—Young turkeys are included in the offerings of the poultry market now, and quality of all poultry offered is much improved from qualities offered earlier in the season. The farmers have been crate feeding their birds satisfactorily, and while prices to the retail remains as last week, better prices are being realized by the producers. Dressed poultry is now coming more freely into the market, the weather being suitable for shipment, and the wholesale trade is accepting the dressed birds readily as a good demand exists for them.

Fowl—			
Chickens, milk-fed, crate, fattened, lb.	0 20	0 16	
Live fowls	0 12	0 12	
Old roosters	0 12	0 12	
Broilers	0 15	0 16	
Roasting chickens	0 17	0 20	
Young ducks	0 13	0 11	
Live ducks, old	0 11	0 11	
Turkeys (old toms, dressed), lb.	0 24	0 24	
Turkeys (young)	0 24	0 24	

HONEY PRICES HAVE NOT BEEN CHANGED

Montreal
HONEY.—Demand for honey, increasing a little as the weather gets colder, is still only about normal, and is well met by supplies. There is no tendency to increase in prices so far, though the general tendencies of the provision market may yet affect honey. Scarcity of maple products and the firming of prices for corn syrups show the trend of the times as regards sweet stuffs, and honey meanwhile remains behind the times as regards its cost.

Honey—			
Ruckwheat, 5-10 lb. tins, per lb.	0 09	0 09½	
Ruckwheat, 60-lb. tins, per lb.	0 08½	0 09	
Clover, 5-10 lb. tins, per lb.	0 11	0 12	
Clover, 60-lb. tins	0 10½	0 11	
Comb, per section	0 14	0 15	

Lard and Compound Up Again In Price

Live Hogs Have Not Been Reaching Market in as Large Numbers—Good Demand for Lard

Toronto
PROVISIONS.—Lard and compound have had another firm week. The demand for them has been heavy, and the price has gone up ½c per pound in most instances. Pure lard in tierces is now

quoted at 20c per pound and compound from 16¼c to 16¾c. Hogs are slightly firmer by 10c per 100 pounds. The run of live hogs has not been quite as heavy during the past week. Dressed hogs hold steady in price. Hams, beans and all cooked meats are holding steady in the market with the same quotations given.

Hams—		
Medium, per lb.	0 24	0 25½
Large, per lb.	0 23	0 23½
Bacon—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 26	0 29
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.	0 20	0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18½
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Lard—		
Pure, tierces, 400 lbs., per lb.	0 20	
Compound, tierces, 400 lbs., per lb.	0 18¼	0 16¾
In 60-lb. tubs, ¼ higher than tierces; pails, ½ higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	17 00	
Live, off cars	10 90	
Live, fed and watered	10 65	
Live, f.o.b.	10 15	

BUTTER HOLDING STEADY BEYOND EXPORT BASIS

Toronto

BUTTER.—The price of butter has held steady during the past week. Quotations are at a high level, with the demand locally so good that the export trade has been very light recently—the price being so high that export is practically shut off. Commission men assert the make in October of this year was 30 per cent. under October of 1915. Production continues to decline locally. Some of the local wholesalers say they cannot see any relief in the high price of butter unless the duty is removed on American butter. There is a difference of 7c per pound between the American butter and Canadian butter at the present time. In certain quarters there has been a firming tendency in butter, with creamery prints ranging from 44c to 46c.

Creamery, prints, fresh made	0 44	0 46
Creamery solids	0 43	0 45
Dairy prints, choice, lb.	0 41	0 42
Dairy prints, lb.	0 38	0 39
Bakers	0 35	0 36

NEW-LAID EGGS HAVE PASSED 50-CENT LEVEL

Toronto

EGGS.—During the week strictly new-laid eggs were placed at a still higher premium, when they were quoted well up above 50c per dozen. The range runs from 50c to 55c. Supplies are coming forward very poorly. They are pretty nearly down to the minimum. Storage eggs have also firmed in price, and are quoted 1c to 2c above those of last week. Storage supplies are the only source of relief at the present time, the new-laid reaching the market being insignificant in quantity.

Eggs—		
New laid, cartons	0 50	0 55
No. 1 storage, ex-cartons	0 38	0 40
Selects, extras	0 40	0 42

NO LET-UP TO ADVANCE IN PRICE OF CHEESE

Toronto

CHEESE.—There seems to be little possibility of arresting the upward trend of the cheese market. Export continues heavy and record prices are being paid at the cheese factories. At the various producing points cheese is now being sold well above 23c, the highest during the week being at Belleville when the factories received 23½c for their product. Prices locally have firmed. Local demand is a rather limited one.

Cheese—		Per lb.
New, large		0 24
Twins		0 24½
Triplets		0 24½
Stilton, per lb.		0 26

POULTRY SUPPLIES NOW COMING LIGHTER

Toronto

POULTRY.—Supplies of poultry have diminished somewhat from the excessively heavy deliveries of last week and the week previous to that. It is expected the supplies will be still lighter by next week. Some commission men report much poor stuff arriving with the recent big wave and that it was the exceptional to see first-class spring chickens. Apparently the farmers were not standing on ceremony in the face of the high price of feed and made short work of their flocks regardless of their condition. Ducks and geese, however, seem to be reaching the market in better condition than chickens. Turkeys hold firm in price. Old roosters are bringing 1c per pound better than last week and young chicks are also up 1c in price.

	Live	Dressed
Spring chickens	0 13	0 16
Hens, over 4 lbs.	0 13	0 15
Hens, under 4 lbs.	0 10	0 12
Old roosters	0 10	0 12
Young ducks	0 12	0 15
Old Ducks	0 09	0 12
Geese	0 09	0 12
Young turkeys (8 and 9 lbs. each).....	0 21	0 25
Young turkeys (over 9 lbs. each).....	0 21	0 25
Old Tom or hen turkeys	0 19	0 23

Prices are those paid at Toronto by commission men.

PRODUCERS HAVE BEEN CONSUMING THEIR HONEY

Toronto

HONEY.—Producers of honey have also turned consumers this year. Many of the beekeepers have considered it better to hold their honey for their own use rather than put down preserves at a higher price. Commission men consider the season's crop about marketed now. Although it was an exceptionally heavy year for production the amount reaching the local market has not been greater than other years. There is a little buckwheat honey being sold but the demand for this article is somewhat limited.

Honey—		
Clover, 5 and 10-lb. tins	0 12½	0 13
60-lb. tins	0 11½	0 12
Comb. No. 1, doz.	2 40	2 75
Buckwheat, 60-lb. tins	0 10	0 11

LARD PRICES UP ½ CENTS PER LB.

Winnipeg

PROVISIONS.—Live hogs are steady at \$10.00-10.50, but the supply continues very disappointing and is not meeting the local demand. Expectations of a heavy run this month seem doomed to disappointment. Buyers report that the hogs are not in the country. Provision prices are very firm. A feature of the market is an advance in lard to 19½ cents per lb.

Best creamery butter is now quoted at 4 cents and likely to go higher as the export demand shows no falling off. Cheese is very firm and eggs are steadily advancing. Fancy prices are prevailing for guaranteed new laid.

Hams—		
Light, lb.		0 25
Medium, per lb.		0 23
Large, per lb.		0 21
Bacon—		
Breakfast, per lb.		0 24
Breakfast, select, lb.		0 27½
Backs, select, per lb.		0 26
Backs, regular		0 23
Dry Salt Meats—		
Long clear bacon, light		0 16½
Barrelled Pork—		
Mess pork, bbl.		30 00
Lard, Pure—		
Tierces		0 19½
25s		4 00
Cases, 5s		12 22
Cases, 3s		12 30
Lard, Compound—		
Tierces		0 11
Tubs, 50s, net		7 11
Pails, 20s, net		2 95
Butter—		
Fresh made creamery, No. 1 cartons.	0 41	
Best dairy	0 28	0 33
Fresh Eggs—		
Extras, in cartons	0 40	0 50
No. 1's, cases		0 38
Cheese—		
Ontario, large	0 25	0 26

Winnipeg

POULTRY.—Increasing receipts are causing a slightly easier feeling in Manitoba poultry circles. All lines are plentiful except turkeys. It is evident that turkeys are being held back for Christmas trade.

Live Poultry—		
No. 1 spring chicken	0 10	
No. 1 fowl	0 12	
Old roosters	0 09	
No. 1 geese	0 13	
No. 1 ducks	0 13	

FREE IMPORTATION OF FOOD STUFFS INTO MEXICO

The U. S. Department of State has received a telegram from the special representative of American interests at Mexico City, stating that a decree of the Carranza Government, dated October 27, and published the following day, permits the free importation of the following articles: Lard, rice, barley, lentils, beans, peas, garbanzos (chick peas), habas (beans), and other grains not herein specified, sugar, flour of oats, barley, rye, corn, wheat and sago.

The decree will remain in effect from November 1, 1916, until February 28, 1917, inclusive.

No Man Knows Everything
but any man can find out anything
about the Grocery Business in

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

THE GREATEST BOOK IN THE LITERATURE OF FOOD. Read and endorsed by Government and Health Officers, Food Specialists, Chemists, Schools, Colleges, Institutions, Jobbers and Manufacturers — and successful wholesale and retail grocers in all parts of the U.S. and Canada.

Don't *guess* about the goods you carry in stock. Guessing means mistakes—and mistakes mean money lost—and often make you look foolish in the eyes of your customers.

Instead, whenever in doubt, get the habit of "*looking it up in the Encyclopedia.*" You will find in its pages complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods, An encyclopedia of all foods that you have never seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

So high is its practical value that several large houses have purchased from six to fifty copies for distribution to branch managers and salesmen.

Large Quarto, 1,200 subjects. 748 pages: 500 illustrations. 80 full-page color-plates Heavy calendered paper. Strong gilt-lettered buckram covers.

ONLY \$10.50; DELIVERY PREPAID. Send your Order to

Book Dept.

MACLEAN PUBLISHING COMPANY

TORONTO, CANADA

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

NORWEGIAN SARDINES
(SMALL FISH)

**NOTHING LIKE IT!
NO BONES!
ALL MEAT!**



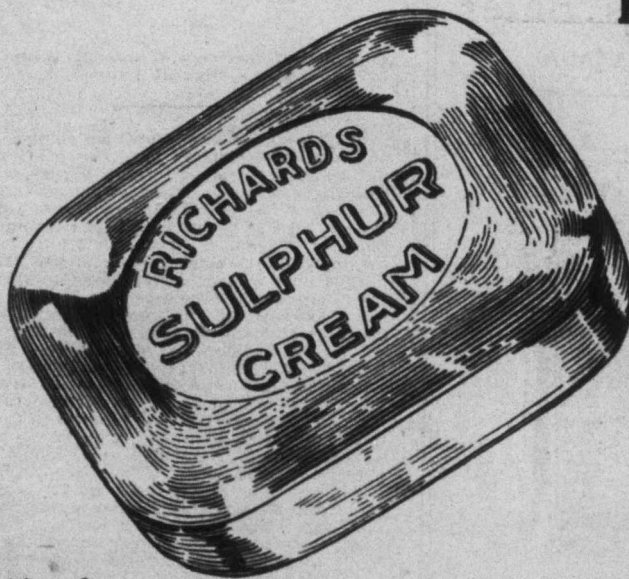
"LORD NELSON" BRAND
(Brisling)

A/s NORWEGIAN CANNERS' EXPORT OFFICE

Stavanger (Norway)

Apply: STANDARD IMPORTS, LIMITED

Montreal



(Actual size)

It's worth a prominent place on your sales counter

First purchasers of this superior glycerine soap will become regular purchasers, for it is good right through. Recommend

Richard's Sulphur Cream

to every customer, no matter how particular she may be in the matter of soap. Sulphur Cream will satisfy her and will bring her back for more.

TRADE PRICE, 45c. A DOZEN

- Sulphur Cream, Dozens (Cardboard)
- Skin Food " "
- Violet Glycerine " "
- Twin Bar (Yellow) ¼ gross (wood)
- Twin Bar (Red) " " "
- Twin Bar (Green) " " "

If your jobber can't supply you, write us.

Richards Pure Soap Co., Limited, Woodstock, Ont.

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

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
“ New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
“ La Plaza	2 for 25c, equal to most 20c cigars.
“ Promoter Blunts	3 for 25c, equal to most 15c cigars.
“ Perfection	3 for 25c, equal to most 15c cigars.
“ Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
“ Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

Who is Your Customer?

THE finding, holding and multiplying of customers is your great business—probably your great problem. There's no royal road—no priceless route—to them. The plain way to find, interest and persuade them is the well-traveled way, the way of Public Advertising.

But the ideal medium—what is it?

If you are seeking a single medium of potency, of prestige, of sufficient circulation, you will find it in

MACLEAN'S MAGAZINE

You know of this magazine, but do you know it through use?

It can't do everything, but it can do much. It can make your product, commodity or service known nationally—and this at small cost per annum.

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

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

Merchants Baler

MADE IN CANADA



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

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

IF CAR IS RIGHT ADVERTISING PAYS

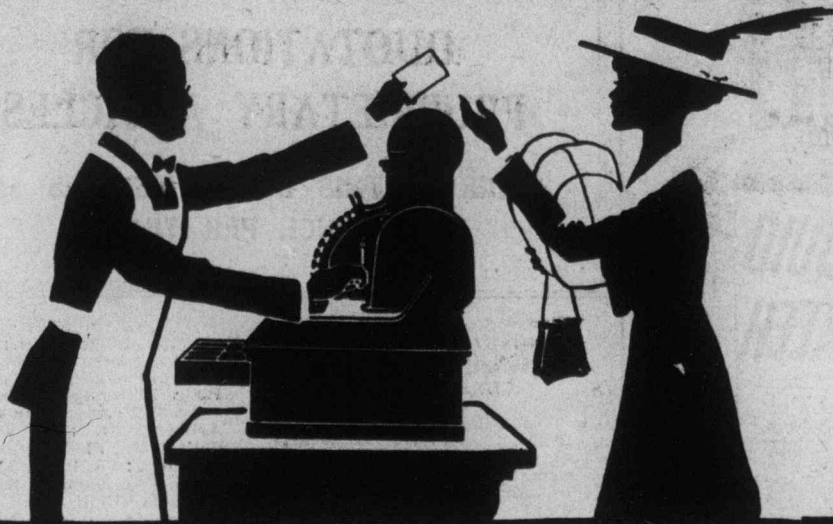
This is the Experience of John N. Willys, Who Plans Biggest Campaign.

"This year, as heretofore, we shall continue our liberal advertising programme in national publications, farm and trade papers, and we will also conduct a larger newspaper campaign than ever in the past," declared John N. Willys, head of the great Willys-Overland Company, of Toledo, in answer to a question concerning his future advertising plans. "We find our various models of cars even more attractive than ever before; careful and shrewd buying has fortified us against any possible shortage of materials; the country is enjoying an unprecedented wave of thrift and prosperity, and our factory facilities, including new buildings and equipment, are sufficient to warrant an output of 300,000 cars for the year.

"Advertising is just as essential in the modern manufacturing business as is the factory in which the product is turned out," concluded Mr. Willys. "If you are building a product of real worth and merit, it is obvious that you should inform the public of that fact and thus build up a market for your product. The man who has something worth while to sell and does not advertise that fact is hiding his light under the proverbial bushel and, nine times out of ten, he gets nowhere.

"When I authorize an advertising appropriation I first make myself absolutely certain that the models of cars which we are producing are worth talking about. I want to be sure that we have something in which every reader of advertising will be especially interested. Then, too, one must take into consideration the general conditions existing as to availability of material markets, general tone of prosperity throughout the country—because if the people haven't money there is no use in trying to sell them automobiles—and also consider our factory conditions relative to the size of the output which we can safely figure on turning out."

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



Stop Losing Money!

PUT an end to those moments of worrying whether you charged your customer for goods purchased. Put an end to the bewildering puzzles you have to solve every time you attempt to "straighten up" your accounts. Do this—cut out all the worry, all the waste of time. Let a machine—a tireless, faultless machine—handle your money for you and automatically print your accounts. The National Cash Register is no respecter of persons. It diligently makes a faithful record of every credit sale. It presents you with a detailed statement of all the sales you rightfully should charge for.

The National Cash Register Gives an Infallible, Permanent Complete Story of Your Business

All the burden of detail is taken off your mind and handled efficiently by a National Cash Register.

It gives an unchangeable receipt or sale-slip with printed figures of the amount paid or charged.

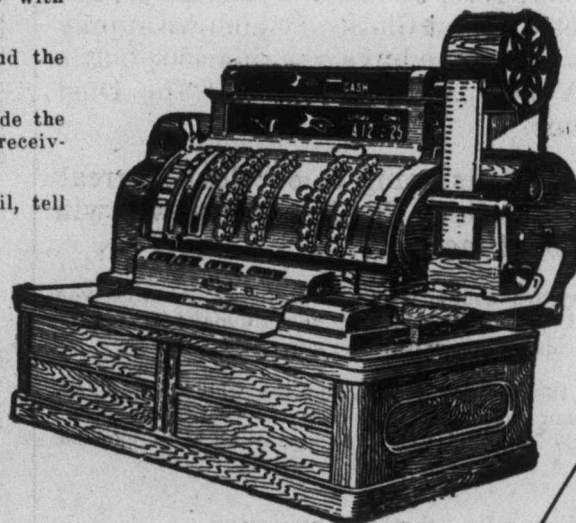
This also tells in print who made the sale and the date.

Every clerk makes an unchangeable record inside the machine every time he makes a cash or credit sale, receiving money on account, or pays money out.

Thus, you can trace every transaction in detail, tell which of your clerks makes the most sales, and ascertain at any moment the business you have transacted during the day.

The printed receipt practically stops all disputes with customers about money and accounts. This avoiding of friction will mean much gain to you. Use the back of the receipt for advertising.

The National Cash Register saves you time—frees you from unnecessary work and worry. Thus you have more leisure to attend to the service side of your store, to the buying of your merchandise, attracting trade and increasing profits.



**The National Cash Register Co.
of Canada Limited**

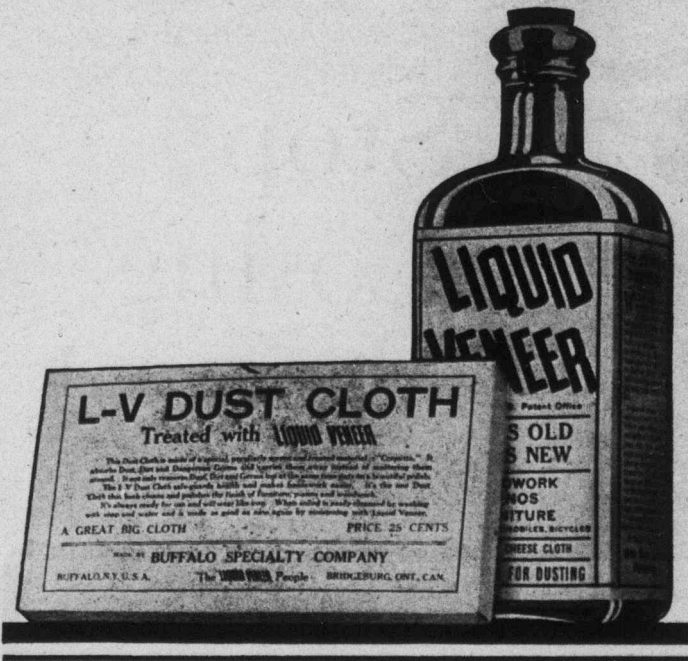
CHRISTIE ST.

TORONTO, ONT.

To the
National
Cash Register
Company of
Canada,
Limited, Toronto,
Ont.
Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N. C. R. Service." We have _____ salesmen in our store. We have a register _____ years old. Principal lines of merchandise are:

Firm name
Address

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



Sold 413 Bottles In One Day

One of our dealers who realizes the possibilities of the L-V Dust Cloth, sold 413 50c bottles of Liquid Veneer on one Friday. Other dealers have enjoyed similar successful sales.

The plan is simple. On any Friday you offer your customer, free, one of our fine, large, 25c L-V "Crepette" Dust Cloths, (which we supply to you), providing she buys a regular 50c bottle of Liquid Veneer and signs one of the Dust Cloth coupons.

No housewife is going to overlook a great opportunity like this. The Dust Cloth will win her over every time.

For every signed coupon you return to us, we send you another Dust Cloth, free, enabling you to make this offer Friday after Friday at no expense to you.

We supply the coupon letters, and the whole, well-oiled, sales-making plan complete. You reap the profits of a phenomenal increase in Liquid Veneer business—all at no expense to you.

It's worthy of further investigation.

BUFFALO SPECIALTY CO.
Buffalo, N.Y., U.S.A. - Bridgeburg, Ont., Canada

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER
WHITE SWAN SPICES AND CEREALS, LTD.

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

ROYAL BAKING POWDER

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

DOMINION CANNERS, LTD.
JAMS

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

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.	
Apricot	\$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP
Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	\$3 80
5 lb. tins, 1 doz. in case	4 45
10 lb. tins, 1/2 doz. in case	4 15
20 lb. tins, 1/4 doz. in case	4 05
Perfect seal glass jars in the case	3 15
Delivered in Winnipeg in carload lots.	

BAKED BEANS WITH PORK.
Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 67 1/2
1's Baked Beans, Plain, 4 doz. to case	0 82 1/2
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40

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

	Per Doz.
10 1/2 oz. Gross Jars	\$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 55
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE

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

CEREALS
WHITE SWAN Per case

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

COCOA AND CHOCOLATE
THE COWAN CO., LTD.

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

“It's all Right”



NO other laundry soap in Canada can touch it for sales.

Reasons?

1st, quality. 2nd, liberal premium features to public and trade.



This big profit-making Premium!

We have many premiums for the Dealer, but the above (36 pkgs. 10c. Handy Ammonia) is one of the most popular. Only takes a 10 case order of Comfort Soap at \$4.05 to get it. Increases your soap profit 36c per case. The whole, freight paid.

Just as saleable as bread. Every woman wants Comfort Soap and Handy Ammonia—SHE gets premiums too.

Send for new Premium List to-day.

Pugsley, Dingman Co.,
Limited, Toronto, Canada

This Premium for Ontario and Quebec. For other Provinces see List.



We keep Canada clean

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

HAMS

"Star" Brand Hams are Good Hams. They are selling to-day at less money than either Bacon or Backs. We have them in all sizes. Fresh, Pickled, Smoked and also Cooked.

Write, 'phone or wire your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Imperial Rice Milling Co., Ltd.

VANCOUVER, B. C.



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

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

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes ...	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes ...	0 33
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes ...	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes....	0 39
Lunch bars, 5-lb. boxes....	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ¼'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans..	\$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans....	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 00
Jersey Brand, Hotel, each 24 cans	5 00
Peerless Brand, Hotel, each 24 cans	5 00
St. Charles Brand, Tall, each 48 cans	5 00
Jersey Brand, Tall, each 48 cans	5 00
Peerless Brand, Tall, each 48 cans	5 00
St. Charles Brand, Family, each 48 cans	4 50
Jersey Brand, Family, each 48 cans	4 50
Peerless Brand, Family, each 48 cans	4 50
St. Charles Brand, small, each 48 cans	2 25
Jersey Brand, small, each 48 cans	2 25
Peerless Brand, small, each 48 cans	2 25

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	\$5 00
Reindeer Brand, "Small," each 48 cans	5 70
Regal Brand, each 24 cans. 4 70	
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.....	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.....	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb....	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 06
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 28 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO. CRESCENT MAPLEINE

Per doz.

½ oz. (4 doz. case), weight 9 lbs., retail each 15c....	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c....	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c....	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c....	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60..	13 25
17 lbs., retail each \$1.60..	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3....	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50..	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED. MONTREAL.

Compressed Corned Beef, ¼s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$60.	
Roast Beef, ¼s, \$2; 1s, \$3.25; 2s, \$7.25; 6s, \$22.	
Bolled Beef, 1s, \$3.25; 2s, \$7.25; 6s, \$22.	
Jellied Veals, ¼s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.	
Corned Beef Hash, ¼s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, ¼s, \$2; 1s, \$3.50; 2s, \$6.25.	

Making a "Dollar Customer" Out of a "Ten Cent One."

A cake of shaving soap costs five cents and the average man uses two cakes in the year..... \$.10

A tube of Mennen's costs twenty-five cents and the average man uses four tubes a year..... 1.00

By recommending and selling Mennen's Shaving Cream, you not only increase your own profits tenfold, but you do your men customers a real service as well; because Mennen's has shown, millions of men, that shaving can be made as pleasant an operation as washing the face.

This year Mennen's is co-operating with you more than ever before. A large,

MENNEN'S

Canadian Agents:
HAROLD F. RITCHIE & CO., LTD.
TORONTO, ONT.



new, advertising campaign has just begun in the newspapers and advertisements are steadily appearing in the leading magazines; all bringing customers to your store, helping you sell Mennen's Shaving Cream, and increase your profits.

Keep well stocked to meet the growing demand. Write for attractive window display to Harold F. Ritchie & Co., Toronto.

SHAVING CREAM

Made in Canada by
G. MENNEN CHEMICAL CO., LTD.
MONTREAL, QUE.

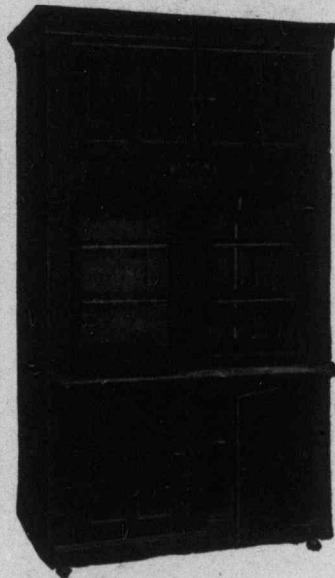
AT LAST WE HAVE THEM

*Fibre
Vinegar
Measures*

PINT QUART FUNNEL
\$2.50 per Set

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

WALTER WOODS & CO.
HAMILTON and WINNIPEG



The only refrigerator

that you can positively depend upon to give you a maximum of satisfaction with a minimum ice consumption, the only patented refrigerator with warm air flues across ceiling of cooling room connected with warm air flues at sides and ends is

The Eureka

To be without a Eureka means that your perishable goods are not preserved as securely or displayed as advantageously as they should be. May we send you fuller particulars?

Eureka Refrigerator Co.
31 Brock Ave. TORONTO Limited

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

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

The latest and best "Sterling" selling line



YOU'LL know what that means if you have ever stocked any of the well-known Sterling Products. They are sellers every one; the public have come to regard the "Sterling" trade-mark as a hall-mark of value.

But this new product of ours—

"Sterling" Tomato Catsup

is, without doubt, the most attractive line we have yet put before the public. Pure and high grade in every respect, entirely free from Preservative or Artificial Coloring. Put up in neatly labeled bottles of attractive size. This delicious, wholesome Catsup is going to please the taste of your very best customer.

Try out this splendid new seller. There's a good margin of profit in it.

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

- Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
 - Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.
 - Lambs' Tongues, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
 - Sliced Smoked Beef, glass, 1/2s, ...; 1/2s, \$2.25; 1s, \$3.25.
 - Tongue, Ham and Veal Pate, 1/2s, \$1.50.
 - Ham and Veal, 1/2s, \$1.20.
 - Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.
 - Potted Meats, Glass — Chicken, Ham, Tongue, 1/2s, ...
 - Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.
 - Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
 - Mince-meat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
 - In Pails, 25 lbs., 13c lb.
 - In 50 lb. Tubs, 13c lb.
 - In 85 lb. Tubs, 12 1/2c lb.
 - In Glass, 1s, \$2.30.
 - Clark's Peanut Butter — Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 20c.
 - Clark's Peanut Butter—Pails 24 lbs., 20c per lb.
 - Clark's Tomato Ketchup, 16 oz., \$3; 1 gal. jars, ...; 5 gal. jars, ... per gal.
 - Pork and Beans, Plain Talls, 1s, 95c; 2s, \$1.60; 3s, \$2.40; 6s, \$8; 12s, \$12; 3s, flat, \$2.
 - Individuals, 90c doz.
 - Pork & Beans, Tomato Sc., Talls, 1s, \$1.15; 2s, \$1.85; 3s, \$3; 6s, \$10; 12s, \$14.50; 3s, flat, \$2.45.
 - Individuals, 90c doz.
 - Pork and Beans, Chili, 1s, \$1.15; 2s, tall, \$1.85; 3s, flat, \$2.45.
 - Individuals, 90c doz.
 - Tomato Sauce, 1 1/2s, \$1.75; Chili Sauce, 1 1/2s, \$1.75; Plain Sauce, 1 1/2s, \$1.45.
 - Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.80.
 - Clark's Chateau Chicken Soup, \$1.25.
 - Clark's Chateau Concentrated Soups, \$1.15.
 - Clark's Chateau Concentrated Soups. No. 1 assorted, \$1.15.
 - Spaghetti with Tomato and Cheese, 1/2s, \$1.15; 1s, \$1.65; 3s, \$2.65 doz.
 - Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
 - English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.
- THE N. K. FAIRBANKS CO. LIMITED.**
- PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.**
- Tierces 0 14 1/2
 - Pails \$2 93
- This price list cancels all previous ones and is effective at once. Subject to change without notice.
- All orders received must be shipped within a period of 20 days.
- Advance over tierce basis for small packages:
- 3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/2c over tierces; 10-lb. tins, 6 to the case, 1/2c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/2c over tierces; half-barrels, 1/2c over tierces; 50-lb. tins, 1/2c over tierces; 20-lb. tins, 1/2c over tierces.
- LAPORTE, MARTIN, LIMITED**
 Montreal, Agencies
- BASIN DE VICHY WATERS,**
 L'Admirable, 50 btles, litre.
 cs. 8 00
 Neptune 8 50
 San Rival 9 00
- VICHY LEMONADE**
 La Savoureuse, 50 btles.
 cs. 11 00
- NATURAL MINERAL WATER**
 Evian, Source Cachat, 50 btles, cs. 9 50

- IMPORTED GINGER ALE AND SODA**
- Ginger Ale, Trayders, ca., 6 doz. pts., doz. 1 20
 - Ginger Ale, Trayders, ca., 6 doz., splits, doz. 0 97
 - Club Soda, Trayders, ca., 6 doz. pts., doz. 1 15
 - Club Soda, Trayders, ca., 6 doz., splits, doz. 1 05
- BLACK TEAS**
- Victoria Blend, 50 and 30-lb. tins, lb. 0 37
 - Princess Blend, 50 and 30-lb. tins, lb. 0 34
- JAPAN TEAS**
- H. L., ch. 90 lbs., lb. 0 35
 - Victoria, ch. 90 lbs., lb. 0 25
- COFFEES**
- Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
 - Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
 - Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
- MUSTARD**
- COLMAN'S OR KEEN'S**
- Per doz. tins
 - D. S. F., 1/2-lb. \$ 1 00
 - D. S. F., 1/4-lb. 2 90
 - D. S. F., 1-lb. 5 75
 - F. D., 1/2-lb. 0 90
- Per jar
- Durham, 4-lb. jar 0 93
 - Durham, 1-lb. jar 0 31
- JELLO.**
- GENESEE PURE FOOD CO.**
- Assorted case, 4 dozen \$3 60
 - Lemon, 2 dozen 1 80
 - Orange, 2 dozen 1 80
 - Raspberry, 2 dozen 1 80
 - Strawberry, 2 dozen 1 80
 - Chocolate, 2 dozen 1 80
 - Peach, 2 dozen 1 80
 - Cherry, 2 dozen 1 80
 - Vanilla, 2 dozen 1 80
 - Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.
- JELL-O ICE CREAM POWDERS**
- Assorted case, 2 dozen \$2 50
 - Chocolate, 2 dozen 2 50
 - Vanilla, 2 dozen 2 50
 - Strawberry, 2 dozen 2 50
 - Lemon, 2 dozen 2 50
 - Unflavored, 2 dozen 2 50
 - Weight 11 lbs. to case. Freight rate, 2d class.
- JELLY POWDERS**
- WHITE SWAN SPICES AND CEREALS, LTD.**
- White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 94
- List Price
- SPICES**
- WHITE SWAN SPICES AND CEREALS, TORONTO**
- 5c 10c
 - Round Oval lth. ltho. dredge. 2 1/2 oz. Per doz. Per doz
- SPICES**
- Allspice \$0 45 \$0 90
 - Arrowroot, 4 oz. tins, 85c 0 90
 - Cayenne 0 45 0 90
 - Celery salt 0 45 0 90
 - Celery pepper 0 45 0 90
 - Cinnamon 0 45 0 90
 - " whole, 5c pkgs., window front, 45c 0 45 0 90
 - Cloves 0 45 0 90
 - Cloves, whole, 5c pkgs., window front, 45c 0 45 0 90
 - Curry powder 0 45 0 90
 - Ginger 0 45 0 90
 - Mace 1 25 0 90
 - Nutmegs 0 45 0 90
 - Nutmegs, whole, 5c pkgs., window front, 45c 0 45 0 90
 - Paprika 0 45 0 90
 - Pepper, black 0 45 0 90
 - Pepper, white 0 50 0 90
 - Pastry spice 0 45 0 90
 - Pickling spice, window front, 90c 0 45 0 90
 - Shipping weight per case 10 lbs. 15 lbs
 - Dozens to case... 4 4

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faction.

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"Queen City"
"Kicking"

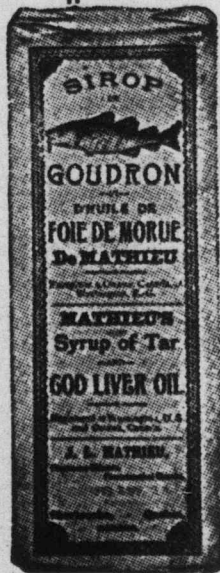
are shipped. Get these brands
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Established 1780

Montreal, Can. Dorchester, Mass.

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An Appeal to Men of High Calibre

HAVE you thought of this?—that any advance in a Nation's Commerce, or Civilization or Spirit is due solely to advances in these directions by many *individuals*; or to put it more definitely, by the *Common people*. The spirit or impulses of *leaders* must pass downward—to the *Common people*.

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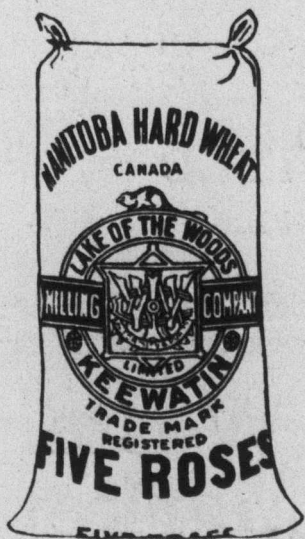
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