

**PAGES
MISSING**

CANADIAN GROCER

Vol. XXXI

Annual Fall and Winter Number
OCTOBER 26, 1917

No. 43

Because

O-Cedar
Polish

"Cleans as it polishes"

BRIGHTENS the home—lightens housework—makes dusting "dustless." For the renewal of any mop. Contains nothing injurious. May be used, with complete confidence, on the finest furniture or piano. It is the most successful polish for a motor car.

OUR extensive national advertising has made all Canada familiar with these merits—has, in fact, made "O-Cedar" a household word. The demand we have created you may easily direct to your store, if you will use our electros in your newspaper ads.; display O-Cedar (with trims and signs) in your window, and distribute the circulars which we furnish.

SUGGEST O-Cedar to your customers—use the O-Cedar Electric Sign, Counter and Floor Display Stands. Hundreds of merchants are increasing their sales through these displays. When your stand needs stocking, take advantage of the O-Cedar Profit Deals. Ask your jobber's salesman for full information.



CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO, CANADA

“Meatless Days are Oyster Days”

You will agree that when it comes to a substitute for meat there is not a food product that lends itself so readily and generally to the situation as oysters.

In the first place, from a purely economical point of view, Fried Oysters make an inexpensive meat substitute. A half dozen will satisfy the average person and they supply more nourishment than meat or any other heat substitute. Escalloped Oysters are also a very tasty dish and economically prepared. Most people think of oysters as being stewed and it would be wise for you to emphasize the merits of Fried and Escalloped, they will make you many friends.

We urge the advisability of selling your oysters dry measure and getting a price that will afford your doing so. If you are going to urge the use of oysters it will be highly essential that you have a purely quality proposition to offer.

The higher prices and scarcity of supply afford an opportunity for the marketing of stock that under ordinary circumstances would be considered very questionable. You may well be suspicious of stock offered at cut prices, for with this scarcity of supply, you will probably find that there is a very substantial reason for the lower price on the “Just as good” variety. Be sure you have quality and condition of stock to back up your recommendations.

A difference of 5c a pint in your price is no compensation for inferiority. To obtain repeat business of substantial proportions you must merit it.

CONNECTICUT OYSTER COMPANY, LIMITED

“Canada’s Exclusive Oyster House”

50 JARVIS STREET,

- - -

TORONTO, CANADA



“—and don't forget Borden's”

Grocers selling Borden's Milk Products are every day reminded of the fact that the good housewife PREFERS the BORDEN brand to any other.

Re-ordering is the rule with Borden Milk Products. Put your customers “wise” to Borden Quality and Borden Convenience and watch how quickly your stock will move.

You'll like Borden Profits.

Borden Milk Co., Limited

“Leaders of Quality”

Montreal

Branch Offices: No. 2 Arcade Building, Vancouver

JAPAN TEA



Japan has demonstrated to the world that she is capable of great things in world politics, economics and industry. One of her greatest industrial accomplishments has been the development of tea growing. The tea business is now one of the greatest industries of that land.

Japan Tea occupies a unique position in the Tea Markets of the world. It is unequalled for delicacy of flavor, exquisite bouquet and stimulating qualities—hence it is preferred by connoisseurs.

The Japanese Government prohibits adulteration and coloring of Tea.

YOUR dealer sells it.
Ask HIM. 3

The selling of any particular product is made worth while if the consumer-demand is maintained and increased.

The incomparable goodness of Japan Tea has been made known to the Canadian housewife by a consistent consumer advertising campaign. This is why good grocers in every community find it worth while to keep this line always to the forefront.

Push Japan Tea from now on and increase your profits.

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

Your Customers want the Best In Peace or War

Practice Economy by Buying Quality

Make sure of early deliveries for Xmas trade
by ordering now
Seasonable Goods for Fancy Grocery Trade

ALMOND PASTE

½ and 1-lb. tins.

GLACE FRENCH FRUITS

1-lb., 2-lb. and 10-lb. boxes.

FRENCH MUSHROOMS

Hotel, Choice and First Choice.

POINT CLEAR SHRIMPS

Cases, 2 doz.

CROSSED FISH SARDINES

In Oil and Tomato Cases, 100 Tins.

CHERRIES IN MARASCHINO

Pony Petite and Hf. Pints.

BOSTON BROWN BREAD

With Raisins, Cases 2 Doz.

FRENCH OLIVE OIL, "LA PERLE"

In Bottles and Tins.

H. P. SAUCE

Cases, 3 Doz.

SAPPHIRE BRAND SARDINES

To Arrive in November.

WAVE KIST TUNA FISH, ½s and 1s

Shelled Nuts of every kind including

Almonds, Brazils, Filberts, Pecans, Pistachios, Pignolias, Peanuts, Walnuts.

We also have Pecans in shell, in 1-lb. boxes, Alley & Curtis Brand.

These are all well-known fancy lines, and good value.

They will help increase your Xmas trade.

Write now for particulars

W. G. Patrick & Company, Ltd.

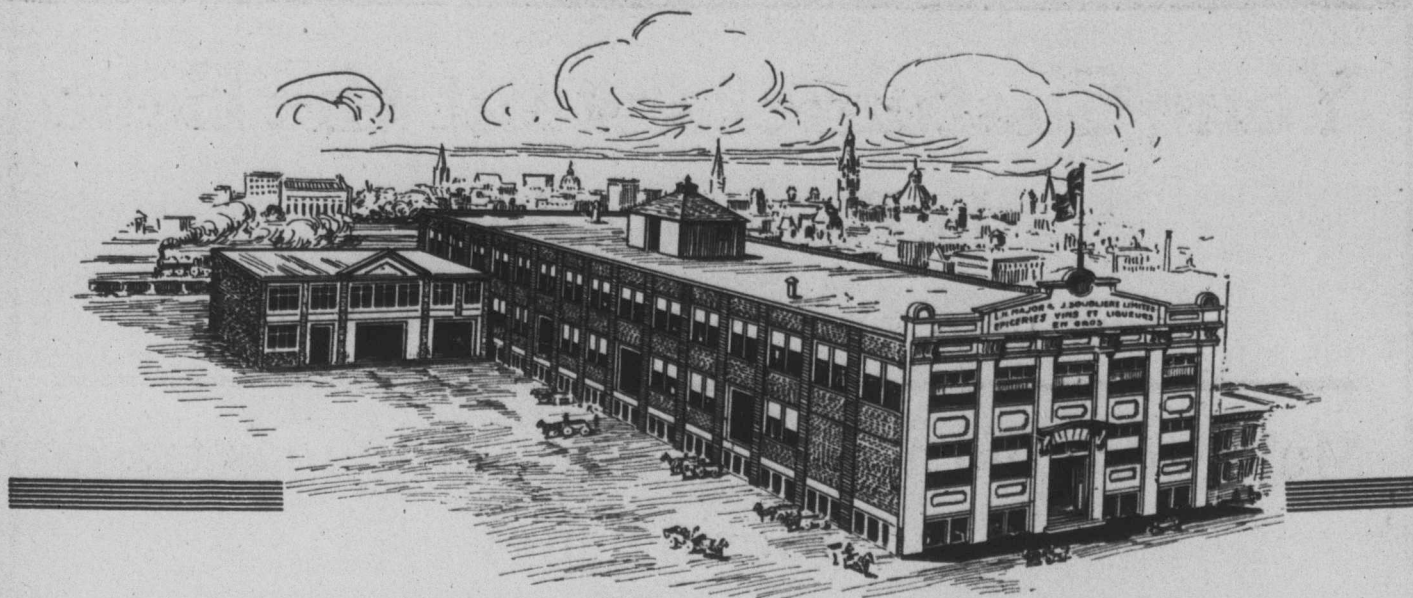
Importers and Distributors

TORONTO

MONTREAL

WINNIPEG

NEW YORK



Leave your next big order open until you've seen our representative

The completeness of our splendid assortment of every line in the General Grocery Trade, and the rock bottom prices which we will quote are certain to interest you, and interest you good.

Because we are confident that once you try out our goods and our service, you will connect with us regularly, we want you now to let us arrange a call for our traveller.

See what he has to offer in value and in prices and then ask yourself if our service doesn't mean money to you.

When would it be convenient to have our representative call?

L. H. Major and J. Soublière, Limited

Wholesale Grocers

160 Nicholas St.

Ottawa

Phone R. 25 and 26

Get behind this easy selling line

There's customer satisfaction—lots of
it—in every can of

“INDIAN CHIEF” BRAND CLAMS

Every possible precaution is taken in the selection, preparation and sealing of these delicious and wholesome table delicacies. Everything is done, and nothing left undone, that would tend to make this line the leader of well flavored, tasty, and customer-pleasing sea foods.

Indian Chief Brand Clams are always put up perfectly fresh and new—the same day they are taken from the clam beds, and the cans are securely sealed without solder or acid.

Being already cooked these clams need only be heated to a simmer to make them all ready for the table. Emphasize this point. It will appeal to the restaurant trade as well as to the housewife.

There's good profit for you in Indian Chief Brand Clams.

Just try them out.

SHAW and ELLIS

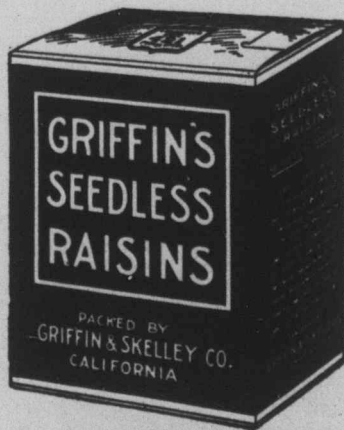
Pocologan

Charlotte Co.

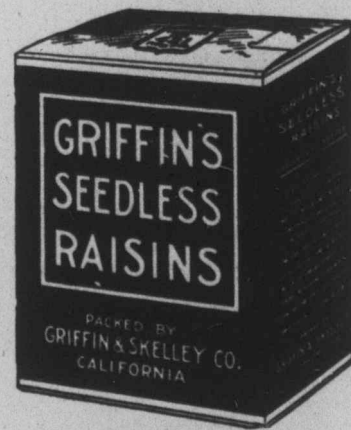
New Brunswick



An old-established British Firm, manufacturing a small, reliable, high-class season article, used in every home, and which can be handled by most traders, is desirous of getting in direct touch with a good, live House covering Middle, West and Western Canada, with a view to fixing up a Sole Buying Agency on mutual terms. Apply in first instance to Box No. 57, Office Canadian Grocer 88 Fleet Street, London, E. C.



Griffin's Seedless Raisins



If Little Jack Horner, sitting in a corner, eating his Christmas pie, had put in his thumb and pulled out a Griffin's Seedless Raisin, he would have known that his mother's Grocer was a judge of quality.

DAIRY BRAND
MAPLE BUTTER

“CANADA’S BEST”

Pure Maple Syrup

“SUPERIOR BRAND”

Pure Sugar Syrup

“SWEET HOME”

Table Syrup

“COOK’S FRIEND”

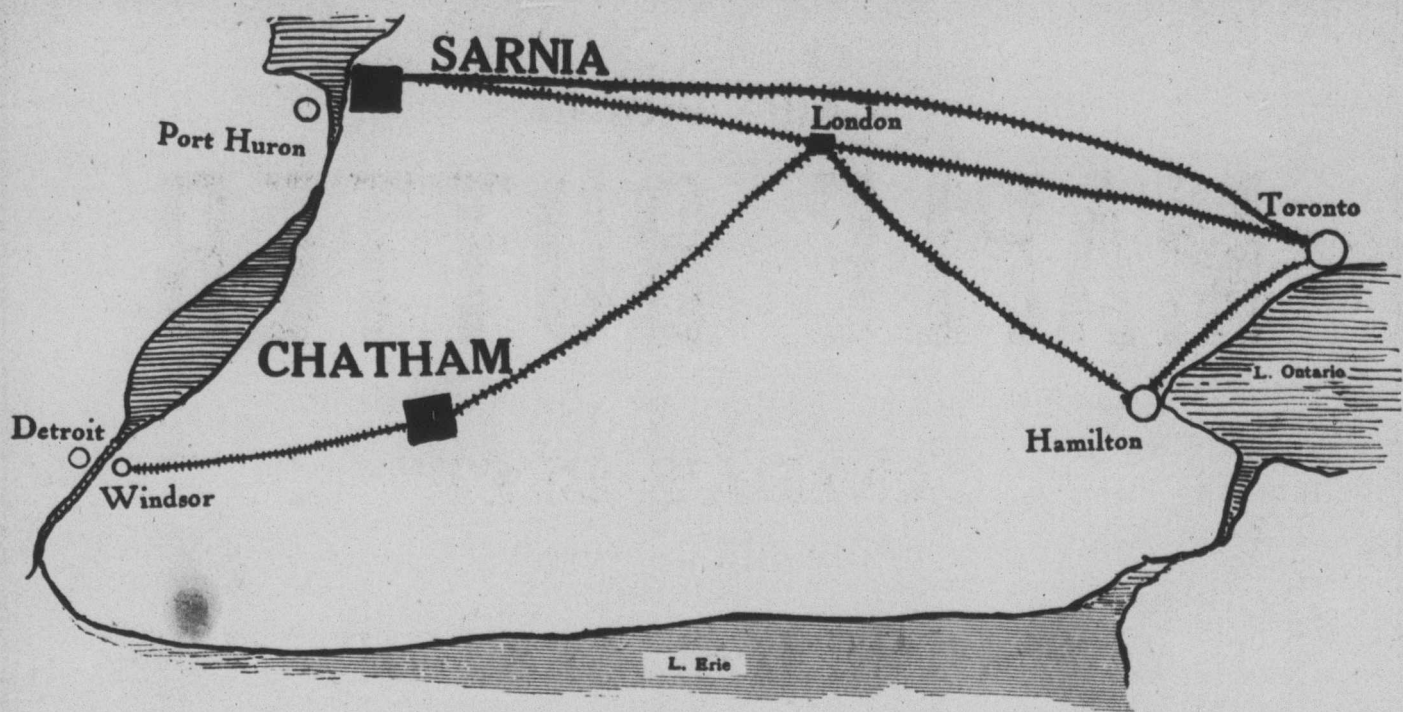
Molasses

All our brands are manufactured under ideal conditions, combining modern methods with expert supervision. We are thus in a position to give the best value at a minimum cost.

Prices Mailed on Request

SOLE MANUFACTURERS OF BAINES' CONFECTIONS

Canada Maple Exchange, Limited
MONTREAL



**You'll get splendid service from either of
our warehouses at Sarnia or Chatham**

**MAPLE LEAF and LIPTON'S TEAS and COFFEES
SUNKIST**

RAISINS, PEACHES, APRICOTS, ETC.

QUEEN CITY VINEGARS

LIBBY, McNEILL AND LIBBY'S PRODUCTS

A Specialty

We take this opportunity of thanking the trade for the strong and liberal response to our new warehouse at Chatham. From the many new accounts and increased business of the old.

No cartage, shipments day order received; phone at our expense.

Established 1875

T. Kenny & Company, Limited

Wholesale Grocers

SARNIA—Phones 5-85

CHATHAM—557



There's a satisfied customer in every sale of Wonderful Soap and Crystal Soap Chips

The record of satisfaction-giving back of these two wash-day favorites is a guarantee that you, too, will find steady sales and satisfied customers the rule once you begin to feature Wonderful Soap and Crystal Soap Chips.

The fact that neither of these two cleansers will injure the softest and most delicate fabric will be a guarantee to you of satisfied housewives and repeat selling.

Start selling Wonderful Soap and Crystal Soap Chips now. You'll get attractive profits.



Crystal Soap Chips

Guelph Soap Company
Guelph, Ontario

Canadian Grocers Order PURITY FLOUR

By the Carload Because They Know That Purity
Is a Sure "Repeater"

It is the experience of all grocers that the housewife who tries one sack of Purity Flour invariably comes back for more.

"Purity" is a widely advertised, trade-marked staple of unquestioned goodness and purity—an "all-purpose," high grade flour for every baking need.

Sales are constantly increasing and thousands of appreciative dealers throughout Canada have found in Purity Flour an infallible medium for building up a steady and profitable flour trade. It will do the same for you. Remember—"Purity" pays!



Western Canada Flour Mills Company, Limited

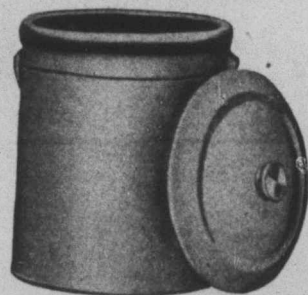
Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster,
Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich,
Ottawa, Montreal and St. John, N.B.

THE TORONTO POTTERY CO., LIMITED



Black Top Tested Shoulder Jugs.

	Per doz.
1/4 gal. Imperial....	\$1.20
1/2 gal. Imperial....	1.80
1 gal. Imperial....	2.40
2 gal. Imperial....	4.80
3 gal. Imperial....	7.20
4 gal. Imperial....	9.60
5 gal. Imperial....	12.00



Tall Butter Jars.

(Dark Glazed inside; Light and Dark or White Glazed outside).

	Without covers per doz.	Covered per doz.
1/4 gal. ..	\$.72	\$1.44
1/2 gal. ..	1.08	2.16
1 gal. ..	1.44	2.88
1 1/2 gal. ..	2.16	3.60
2 gal. ..	2.88	4.32
3 gal. ..	4.32	6.48
4 gal. ..	5.76	7.92
5 gal. ..	7.20	10.08
6 gal. ..	8.64	11.52

The Problem of Winter Prices

is always a serious problem for every good housekeeper.

Show your customers how they can overcome this difficulty by putting away plenty of eggs, butter, vegetables, fruits, etc., in these sanitary and economical Stone Jars.

Note those shown here—Butter Jars, Black Top Tested Shoulder Jugs and Churns with Stone Covers.

Get our complete price list to-day and note your profit-making opportunities. A postcard brings it. Price quoted effective until Nov. 15. Get your order in now.



Churns with Stone Covers (Dashers Included).	Doz.	
2 gal.		\$ 6.60
3 gal.		8.60
4 gal.		10.47
5 gal.		12.07
6 gal.		13.80
8 gal.		21.00
10 gal.		26.00
12 gal.		30.00

Cheaper and more sanitary than wooden churns.

The Toronto Pottery Co., Limited

618 Dominion Bank Bldg., Toronto

Largest Distributors of Clay Products in Canada

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

Worth Suggesting to Every Housewife

Furnivall's
FINE
FRUIT
PURE **JAM**

Worth suggesting because Furnivall quality will meet and satisfy the jam requirements of the most exacting, and because the profit on the sale makes the effort worth while.

Then, too, you can count on many more sales to follow, for Furnivall's Fine Fruit Pure Jam is the kind that sells again and again, its deliciously "different" flavor captivates and makes a lasting friend of every customer.

Show Furnivall Jams in your windows and watch how easy it sells and what extra profits it brings you.

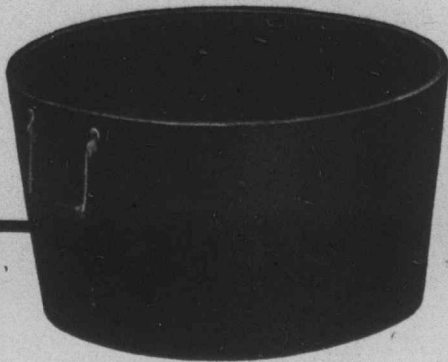
Write us to-day for a list of varieties, sizes and prices. Then order from your wholesaler and start right in to secure a better jam business.



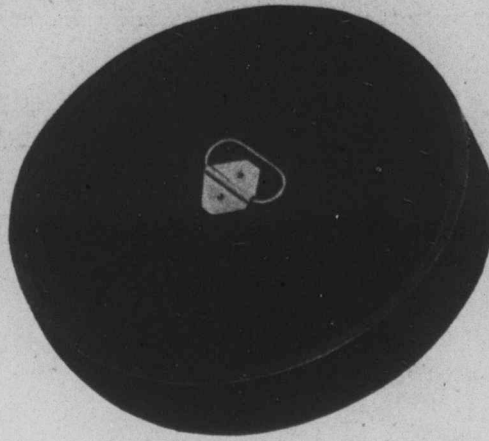
FURNIVALL-NEW, LIMITED

HAMILTON, CANADA

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.



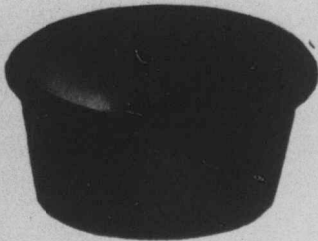
Wash or Baby's Bath Tub
4 sizes



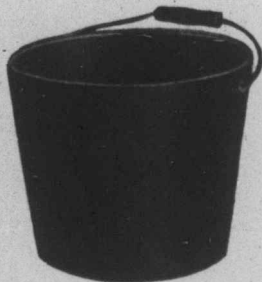
Barrel Cover
2 sizes



Butter Pail for Delivery
and Storage Purposes



Cuspidor
2 sizes



General Utility
Pail

EDDY'S INDURATED FIBREWARE IS A LINE OF UNPRECEDENTED POPULARITY

The prohibitive prices of Zinc, Tin and Galvanized Iron have given a big boost to the selling value of EDDY'S INDURATED WARE.

And justly so—because both in appearance and service EDDY'S Fibreware is ahead of the Zinc, Tin or Galvanized articles. Being absolutely seamless it cannot fall apart, shrink or become water-soaked. Gives almost everlasting wear and retains its good looks all the time it is in use.

NOTE the Tubs, Pails, Washboards, Cuspidors, etc., illustrated here. Note especially the Butter Tub shown in the top right hand corner. It is peculiarly fitted to fill the needs of the Trade. Its smooth, impervious finish allows no taste to filter through to spoil the Butter, and the well-fitting top ensures the Butter reaching Town or Market in perfect condition. Last, but not least, it is the most economical Butter Tub, as it can be used again and again, the smooth surface rendering it very easy to clean. For Delivery or Storage purposes, this Tub cannot be beaten.

These and other articles are listed in our Illustrated Fibreware Catalogue. Write for a copy now and prepare to take advantage of the growing demand for Fibreware Utensils.



Indurated
Fibreware,
Better Than
Zinc, Glass
or Wood



Pigeon Nest

E. B. EDDY COMPANY, LIMITED

HULL, CANADA



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



Keep a Supply of COW BRAND SODA

—because there's customer satisfaction and better profit in every sale. "Cow Brand" has set the standard of quality in baking soda for upwards of seventy years.

Its purity, strength and reliability make it the prime favorite of careful housewives.

Church and Dwight
LIMITED
Manufacturers
MONTREAL

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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



EVERY CAN SOLD SELLS MORE

Getting right down to solid facts,—people judge the canned fruit you sell them on its taste and appearance — on quality.

And there's no mystery about quality. It can be secured if the right fruit is selected and packed the right way. And that is how we get it. DEL MONTE canned fruits are quality through and through because quality is our one aim, throughout all the processes of selecting, grading and packing.

We select only the finest fruit, chosen from the particular district where each variety grows to its highest perfection.

We pack when the fruit is at just the right point of maturity and flavor, and our canneries are located close to the orchards so that the fruit can be packed the day it is picked.

That's why every can of DEL MONTE canned fruits and vegetables sold, sells more,—and makes satisfied customers and substantial profits for you.

Wholesale distributors everywhere.

**CALIFORNIA PACKING
CORPORATION**

San Francisco,
California



Why is Eddy's "Silent 5" The Safest Match in the World?

Because being chemically treated there is positively no smouldering or burning after the match is blown out.

It took 66 years of practical experience in match-making, plus flawless lumber, skilled workmanship, etc., to give this perfect match to an appreciative public.

Great publicity has been given this latest improvement to the "Silent 5", which, coupled with the fact of it being an EDDY product, constitutes a strong selling point.

Stock up with EDDY Goods

There are about 30 Brands of EDDY'S MATCHES, comprising 15 to 20 Domestic in 200 and 500 sized boxes, Wax Vestas (pocket and larger sized) of interest to the Grocer looking for Smokers' Business, Gas-lighters with a 4¼-inch stick for lighting Gas Ranges, Fire Ranges, Torches for Campers, etc., in fact there is an Eddy Match for every known need.

E. B. EDDY COMPANY, LIMITED
HULL, CANADA

There are about 30 Brands of Eddy's Matches, comprising 15 to 20 Domestic.



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



PATRIOTISM

And good business judgment means stocking
RALSTON WHEAT FOOD
PURINA WHOLE WHEAT FLOUR

Last week we told you about our advertising campaign. Now we wish to impress upon the grocers of Canada the advantage of Whole Wheat Products.

RALSTON WHEAT FOOD is a whole-wheat product which is both nourishing and economical—one cup makes a breakfast for 6 persons. It contains the very elements that produce flesh, bone and muscle. Meats are high—beyond the reach of the majority of pocket-books. Ralston Wheat Food takes the place.

PURINA WHOLE WHEAT FLOUR is scientifically prepared. Two bushels of wheat will produce 16 pounds more of Purina Whole Wheat Flour than white flour — more economy.

Then again it contains all the elements required to sustain life, the heat-giving starch, mineral salts, gluten, phosphates and cellulose.

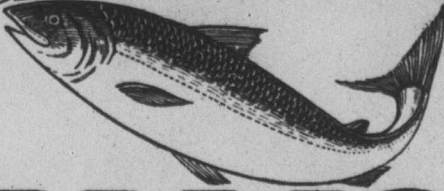
Therefore every loyal and patriotic grocer should display these two products.

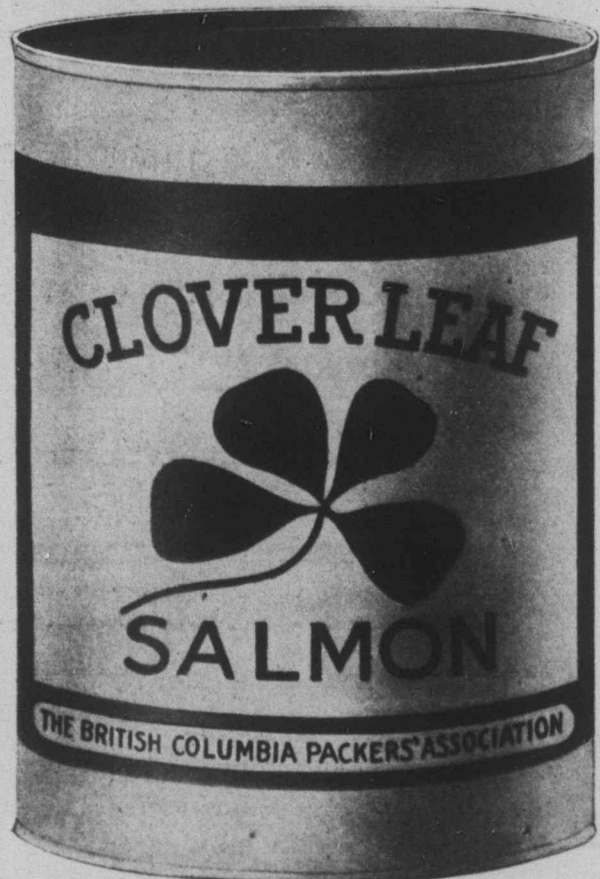
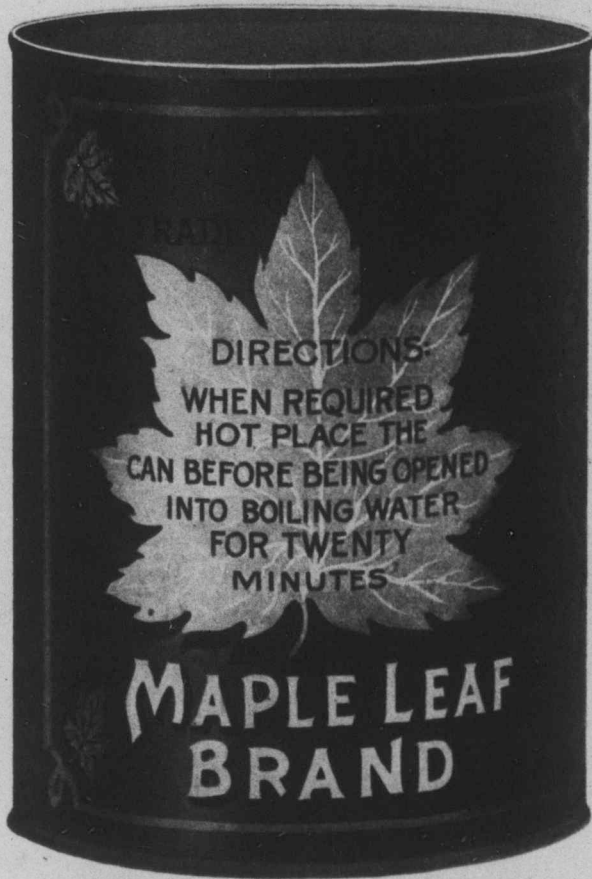
Try them in your own home — on sale through your jobber. If he won't supply you, write us direct.

Upon request we will cheerfully send you circulars and display advertising matter.

The Chisholm Milling Company, Limited
TORONTO, ONTARIO

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

CHOICE SOCKEYE

SALMON



**THE BEST PROCURABLE IN THE WATERS OF
 THE GREAT PACIFIC COAST**

PACKED IN

ONE POUND **TALL TINS** ONE POUND **FLATS** HALF POUND **FLATS**
 EVERY TIN GUARANTEED.

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

Quality Flours



Get big flour profits by selling
the famous McLeod Products

“OUR CHIEF” and “SPECIAL”

Every good housewife approves of the splendid quality of these high grade flours and with home baking constantly becoming more popular it behooves every aggressive grocer to suggest the flours that guarantee good results—“Our Chief” and “Special.”

And your profits will be big enough to prove the advisability of always featuring these two winners.

The highest grade of Manitoba No. 1 Hard Wheat—and no other—is contained in “Our Chief” flour.

There is nothing better in scientific wheat blending than McLeod’s “Special” flour. **Stock McLeod’s Flours** now and note how they’ll satisfy.

THE MCLEOD MILLING COMPANY
STRATFORD, ONTARIO

Sewards' Soaps are sure profit-makers

Are you showing them'?



Every Cake of Seward Toilet Soap is made to meet the most exacting requirements of hard-to-please people.

The "English Process" by which Seward Soaps are made is the last word in scientific soap making, insuring that purity and "inbuilt" quality which is fast creating a Dominion wide reputation for these high-grade lines.

Attractive Variety.

Right Prices.

Wouldn't you like to receive free samples.

Sewards Limited
Cathedral St., Montreal

Western Representatives: The Robt. Gillespie Co., Winnipeg

The State and Our Own Rigid Inspection Guarantee
Sunsweet Quality

**THE
 GUARANTEED
 BRAND**



Before SUNSWEET
Prunes and Apricots

earn the right to bear the SUNSWEET label, they must conform to the highest standards of growing, curing and packing.

They must be passed by state inspection and by our own even more rigorous inspection. They must be the best prunes and apricots produced—or they are not SUNSWEET.

Live grocers everywhere will realize what this means to

them in the way of increased sales and new customers. Stocking SUNSWEET means selling SUNSWEET—not only because of their superior quality—but because this brand will be popularized by a broad advertising campaign to the women of this country.

Order SUNSWEET, California's "Nature Flavored" Prunes and Apricots from your jobber. We will gladly send you upon request valuable dealer helps and advertising matter.

California Prune and Apricot Growers, Inc.
 SAN JOSE, CALIFORNIA

A co-operative growing and marketing association including more than 85% of the growers engaged in this industry in California.

S. DAVIS & SONS, LTD.
CIGAR MAKERS
MONTREAL

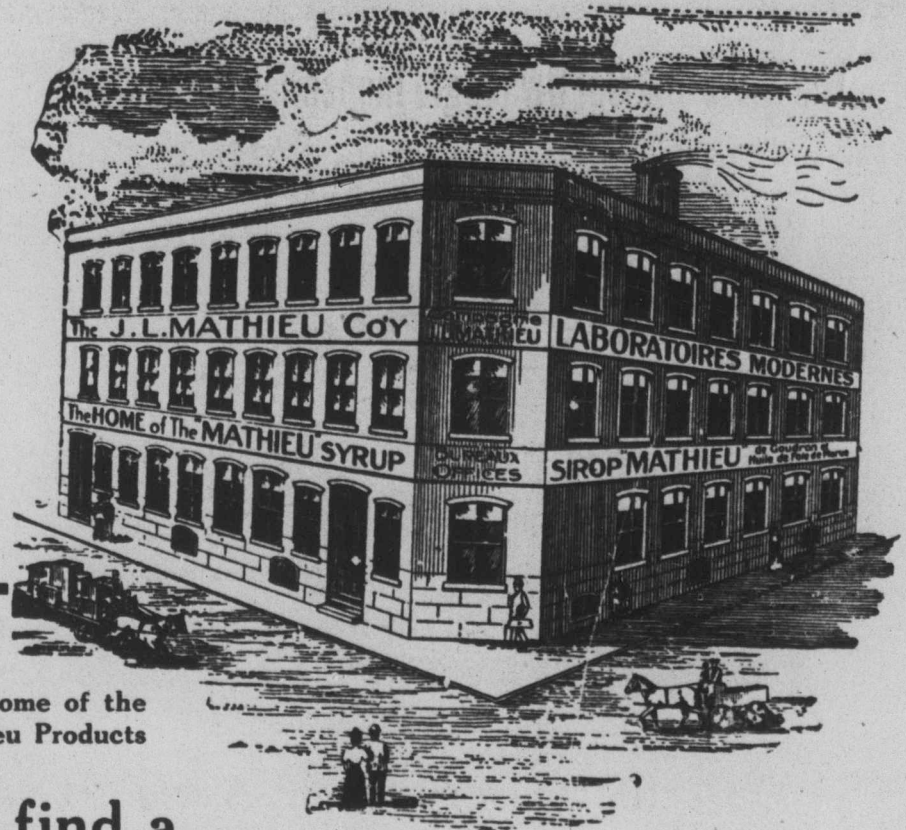
You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

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

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



The Home of the Mathieu Products

You will find a stock of Mathieu's Products particularly profitable

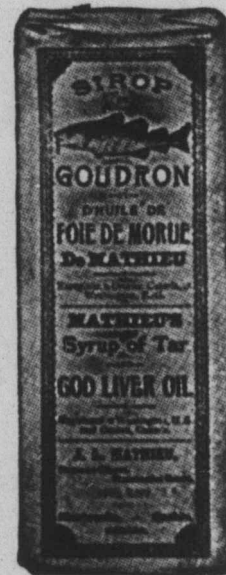
Profitable not only through the direct profits on your sales, but also through the increased customer-confidence resulting from the good results that Mathieu Products always give.

Mathieu's Syrup of Tar and Cod Liver Oil

is a splendid line to concentrate on during the coming cold weather months. It's a sure safeguard against Pneumonia, La Grippe, etc.

MATHIEU'S NERVINE POWDERS. This is a year-round selling line that will justify a little selling effort on your part. A sure customer-pleaser.

Give these two sellers a trial and you'll sell them constantly. Write us.



J. L. Mathieu Company
SHERBROOKE, QUE.

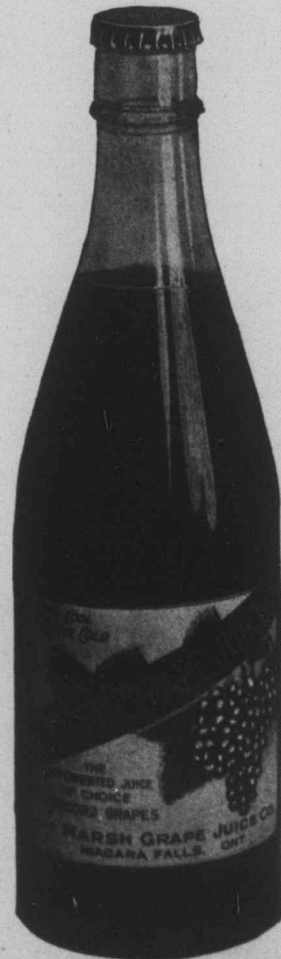
If any advertisement interests you, tear it out now and place with letters to be answered.

The best grocers in Canada find it advisable to always feature

Marsh's Grape Juice

THERE is always a good demand for Marsh's. People like its unspoiled goodness, its pure Concord deliciousness, and they keep coming back for more after a first purchase.

MARSH'S Grape Juice is always worthy of display space. And to each and every customer you can recommend Marsh's, knowing that its unadulterated purity will win renewed confidence from even the most critical.



Five case lots or more prepaid to any part of Ontario or Quebec.

Write for prices and give it a trial.

Marsh Grape Juice Company
NIAGARA FALLS, ONT.

Agents:

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

Rose & Laflamme, Ltd., Montreal, Que.

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

Your profit —your customer's satisfaction—

Both are possible with Royal Blend!

The fact that the best hotels serve Royal Blend makes it in great demand among lovers of really good coffee. And the generous profit the dealer makes from Royal Blend makes it a pleasure to supply this demand.

You can obtain Royal Blend Coffee from any one of these distributors:

Toronto, Ont. Groceries, Limited
Hamilton, Ont. Geo. E. Bristol & Co.
" W. H. Gillard & Co.
" Lumsden Bros.
" James Turner & Co., Ltd.
London M. Masuret & Co.
" Edward Adams & Co., Ltd.
" Elliot, Marr & Co., Ltd.
" Scandrett Bros.
" A. M. Smith & Co.
Brantford Geo. Watt & Sons, Ltd.
Guelph The Simpson Company
Woodstock Fred. Millman
Stratford Stratford Wholesale Grocery Co.
Kitchener Randall & Roos
Belleville J. E. Walmsley & Co., Ltd.
Kingston W. G. Craig & Co., Ltd.
" Fenwick, Hendry & Co.
" George Robertson & Son, Ltd.
" Robertson Wholesale Grocery Co.
Peterboro Rishers, Ltd.
Sault Ste. Marie W. H. Gillard & Co.
St. Thomas, Ont. Harding Co.
Sudbury, Ont. D. L. McKinnon
Montreal, Que. C. B. Hart, Reg., Quebec Representative
Lennoxville, Que. A. L. Parker & Co.
Sherbrooke



ROYAL BLEND

COFFEE



Economy

A careful housekeeper uses *Sani-Flush* to clean toilet bowls, because it saves time and expense. Materials which have less effect are wasteful and cost more for the results accomplished.



Sani-Flush

is made exclusively for this purpose. It cleans toilet bowls quickly and thoroughly. It does one thing and does it well. Save your customers expense—make extra profit for yourself by selling *Sani-Flush*.

Harold F. Ritchie & Co., Limited
10-12-14 McCaul St., Toronto

It's astonishing how quickly the demand for

OCEAN BLUE

increases wherever introduced.

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

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

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

Three Sincere Quality Products

THE same sincerity of quality that makes Shirriff's true vanilla fifty per cent. stronger than Government requirements characterizes Shirriff's Marmalade and Jelly Powders. The experience of our dealers is our warrant in recommending Shirriff's as business-getters for you.



Shirriff's True Vanilla

is a pure essence of the Mexican vanilla bean, made under our secret process which requires a whole year to complete. It is uniform in quality and a favorite for many years.



Shirriff's Scotch Marmalade

A heavy consistency pure marmalade that doesn't "thin out" when being used. It is made from Seville Oranges and Pure Cane Sugar. Packed in hermetically sealed packages.



Shirriff's Jelly Powders

Fruit flavors of lemon, orange, pineapple, strawberry, raspberry, etc. They lend themselves to a wide variety of desserts very popular nowadays.

Push These Popular Products for Pleasing Profits

Shirriff's

Imperial Extract Company, Toronto

Western Representatives: H. F. Ritchie & Co., Limited, Toronto. Montreal: W. S. Silcock. Quebec City: Albert Dunn. Maritime Provinces: H. F. Ritchie & Co., Limited (W. H. L. Usher, Halifax).

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



Regarding the Popularity of Malcolm Milk Products

we refer you to the continuous growth of our business during later years—and this, too, in spite of the fact that we have had mighty stiff competition.

But when you consider the quality of the Malcolm line you will understand just why it satisfies consumer and retailer.

For every Malcolm Milk Product is high class in the extreme—pure—every drop of it—the kind that's bound to satisfy the expectations of the most critical customer.

And the profits are big enough to make a Malcolm "boost" worth while. Especially when you consider the Malcolm quality that keeps the people coming back for more and more.

Will you join the other quality grocers who are pushing *the only All-Canadian Condensed Milk Lines?*

We deliver 5-case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.



The Malcolm Condensing Co., Limited
ST. GEORGE, ONTARIO

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

RICE

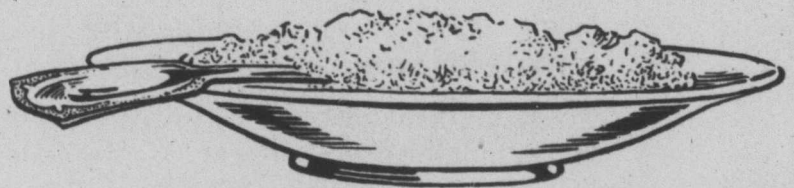
The Popularity of Rice

as a staple article of diet has received a big impetus from the prevailing high cost of food-stuffs in general.

It is no exaggeration to say that Rice offers the housewife more value for money—more real food value—than any other product.

Tell the housewife about this. Remind her occasionally that you can fulfil her requirements in this respect, that you sell the very best Rice there is—
MOUNT
ROYAL
MILLS Brand.

Begin to-day.



**Mount Royal Milling and
Manufacturing Company**

D. W. Ross Co'y, Agents, Montreal

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

Make a daily display of
The Premier Saline Aperient
KHOVAH
HEALTH SALT

Everybody likes Khovah. Its sparkling, healthful deliciousness appeals to all. A teaspoonful in the morning purifies the Stomach, Liver and Blood, and puts added energy into every part of the system.

*Show Khovah constantly and your sales
and profits will quickly grow.*

Another excellent selling line that every
good grocer should carry is

KHOVAH
CUSTARD POWDER

This Custard Powder produces perfect results without the use of eggs—an important point just now, owing to the high cost of the latter.

Housewives who buy Khovah Custard Powder once will buy it right along. And every sale gives you a sizeable profit.

*See that you are well stocked and start
things going with a display on your sales
counter.*

Maclure and Langley, Limited
Montreal TORONTO Winnipeg

OFFER YOUR CUSTOMERS THE Two Royals

They will thank you, and the splendid satisfaction that these two popular dressings give will add many dollars to your profit account.

Royal Salad Dressing

is a tip-top, year-round seller. It always "repeats," so that a little selling effort on your part is decidedly worth while, particularly during the holiday season.

Royal Mayonnaise

Ideal for fruit salads. The same high quality that has won for Royal Salad Dressing the generous approval of the housewife is apparent in Royal Mayonnaise. Fruit Salads are always popular, so that the demand for Royal Mayonnaise is always good.

Put the Two Royals on display now and note the growing demand. And remember—you can guarantee them to keep good right down to the last drop.

The Horton-Cato Manufacturing Co.

WINDSOR, CANADA



Meet the demand for this economical and wholesome food

Ask your jobber to ship you a case or two of Excelsior Cream Macaroni. Get it displayed where your customers will see the neat eye-catching packages. Then you'll find the first sale easy, and the delicious goodness of

Excelsior Cream Macaroni

will take care of the repeats.

More and more people are realizing what splendid food value Excelsior Cream Macaroni offers them. The demand is ever growing. Be one of the many go-ahead dealers who find "Excelsior" a big profit-maker.

Excelsior Cream Macaroni is made in our Winnipeg factory by the French process, under absolutely sanitary conditions.

We make Excelsior Cream Long and Cream Cut Macaroni, Cream Spaghetti, Cream Vermicelli, Playing Cards, Soup Stars and Alphabets.

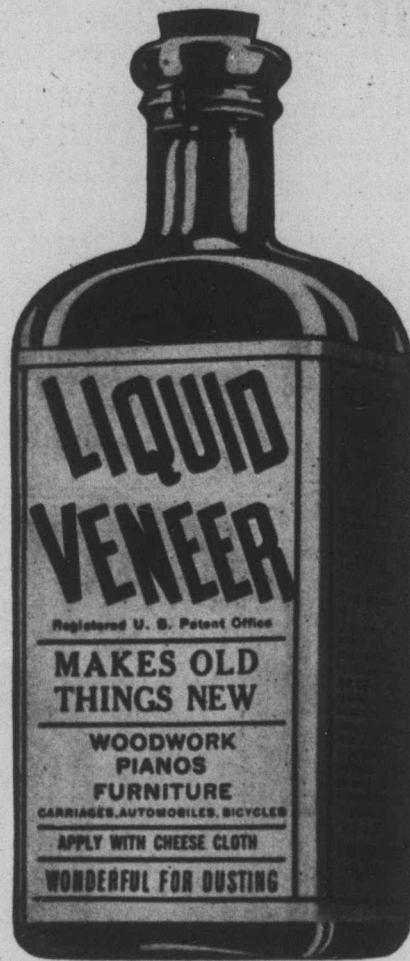
Excelsior Macaroni Products Co.
WINNIPEG, MAN.

Exclusive Representatives:

DONALD H. BAIN COMPANY

Winnipeg, Saskatoon, Regina, Calgary, Edmonton, Lethbridge, Vancouver

You Know You Can Sell



(Pays You 62% Profit On Your Investment)

Why Experiment With Other Polishes?

BUFFALO SPECIALTY CO., BUFFALO, N.Y., U.S.A.

BRIDGEBURG, ONT., CAN.

It Is a Complete Meal

Shredded Wheat is a meal. With milk and a little fruit, at a total cost of five or six cents, it satisfies the appetite and provides enough actual nourishment to give anyone a good start for a day's work.

Call your customers' attention to the economy and food value of

Shredded Wheat

Tell them that every member of the family can eat it for any meal in any season.



The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"MADE IN CANADA"

The Canadian Shredded Wheat Co., Limited
 NIAGARA FALLS, ONTARIO
 Toronto Office: 49 Wellington St., East

Interlake Tissue Mills Limited

MANUFACTURERS OF A FULL LINE OF WHITE AND COLORED M. G. TISSUES, BROWN AND COLORED LIGHT WEIGHT M. G. KRAFT, WHITE AND COLORED SULPHITE WRAP, ALL GRADES OF FRUIT WRAPS, DRY PROOF PAPER. A FULL LINE OF TOILET PAPER, PAPER TOWELS, PAPER NAPKINS, DECORATIVE CREPE ROLLS, LUNCH AND OUTING SETS.

Head Office: 331 Telephone Bldg.
 Toronto. Mills at Merrittion

CENTURY SALT

TRADE MARK

Century Salt is not combined with cheap ingredients, and gives the housewife full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT CO LIMITED
 SARNIA, ONT.

NORWEGIAN SARDINES (STYLED SMOKED SILD) NOTHING LIKE IT! NO BONES! ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE
 Stavanger (Norway)
 Apply: STANDARD IMPORTS, LIMITED, Montreal

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



10 Cents!— that's what it sells at

Both the appearance and the price of this delicious *Worcestershire Sauce* helps to get a stock moving quickly. Its inimitable goodness keeps it moving through constant daily come back sales.

Every bottle is neatly and attractively wrapped suggesting the excellent sauce it contains.

Ask your wholesaler. If he doesn't stock it write us direct.

Chas. M. Edwards and Company

E. B. Thompson, Sole Proprietor

20 Front Street East - Toronto

The Submarine Menace

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

SPRATT'S DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

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

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

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end
ENVELOPES
for mailing Catalogues

Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.



A GOOD
ALL YEAR
AROUND
SELLER

PARIS PATÉ
PARIS MEAT PATTY

A tasty morsel - Display it now

Remind your customers that Paris Pate makes dainty sandwiches for afternoon teas, card parties, etc.

Delicious, wholesome, ready-to-use. Keep a few tins continually on your counter—you'll be surprised at the number you'll sell.

HAVE YOU TASTED OUR DEVILLED TONGUE?

SOCIETE S.P.A. - MONTREAL

91 Reading St.



Give
Little Miss Vi
a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial

beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in the sweetest and cleanest factory in the world.

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

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PROHIBITION BY THE BRITISH GOVERNMENT

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

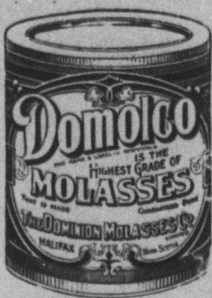
in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished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

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

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



The tins shown above—familiar to all Canadian Grocers—are made by the A. R. Whittall Can Company, Limited, and indicate a few of the many packers of food products who are using our cans.

WE MANUFACTURE:

ROUND AND SQUARE CANS FOR MEATS, FISH, FRUIT, SYRUP, PAINT AND VARNISH, ETC.

LEAD AND PUTTY IRONS



A. R. WHITTALL CAN COMPANY, LIMITED

MONTREAL, CANADA

In the lower space are represented some of the paint manufacturers using our cans.

Write to us if you are interested in tin containers of any kind. We are doubling our plant to take care of new business.



Give snap and variety
to your cooking with



Lea & Perrins
The original
and genuine
Worcestershire Sauce.
Sold by Grocers Everywhere.

No Better Salt
in the World

Windsor
Table
Salt

Made in Canada
THE CANADIAN SALT CO. LIMITED

Lantic
Sugar

*These are among the
Trade Marks of National
Reputation which we
represent on the Western
Market.*

We'll give
you active
and
responsible
representation
in
Western Canada

Made in
Canada



REGAL
FREE RUNNING
Table Salt

Q An efficient selling organization and an old-established connection with the trade place us in a position to offer unexcelled facilities for marketing your products in the West.

Q Owing to business expansion we would welcome a further addition of desirable shippers to our list.

Q We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes.

H. P. Pennock & Co.
Limited

Wholesale Grocery Brokers

Head Office: Winnipeg, Man.

Manitoba, Saskatchewan, Alberta, Western Ontario

Classified Directory of Store Equipment Advertisers

Account Registers

Barr Register Co., Winnipeg, and Trenton, Ont.
Computing Scale Co. of Canada, Winnipeg, Man.
McCaskey Systems, Ltd., Toronto, Canada.

Account Systems

McCaskey Systems, Ltd., Toronto, Ont.

Account Register System

Barr Register Co., Winnipeg, and Trenton, Ont.
Computing Scales Co. of Canada, Winnipeg, Man.

Barrels

The Sarnia Barrel Works, Sarnia, Ont.

Bin Counters, Grocers'

Sherer-Gillett Co., Chicago, U.S.A., and Guelph, Ont.

Bins, Patented

Walker Bin & Store Fixture Co., Kitchener, Ont.

Bins, Tipping

G. W. Murray Co., Ltd., Winnipeg, Man.

Biscuit Cabinets

G. W. Murray Co., Ltd., Winnipeg, Man.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Bone Grinders

Hobart Mfg. Co., Toronto.

Box Strapping

J. N. Warminton & Co., Montreal, Que.

Broom Racks

Walker Bin & Store Fixture Co., Kitchener, Ont.

Butter Dishes

H. P. Eckardt & Co., Toronto. Oval Wood Dish Co., Delta, Ohio.

Butter Tubs

Walker Bin & Store Fixture Co., Kitchener, Ont.

Butter Paper

Walker Bin & Store Fixture Co., Kitchener, Ont.

Cake Cases

The Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.

Cake Mixers

Hobart Mfg. Co., Toronto.

Cash Carriers

Gipe-Hazard Store Service Co., Ltd., Toronto, Ont.

Cash Registers

National Cash Register Co., Toronto, Ont.

Cheese Cutters

American Computing Co., Hamilton, Ont.
Brantford Computing Scale Co., Brantford, Ont.
Computing Scale Co. of Canada, Winnipeg, Man.
W. A. Freeman Co., Hamilton, Ont.

Cheese Cutter Cabinets

Brantford Computing Scale Co., Brantford, Ont.

Clutch Nails

J. N. Warminton & Co., Montreal, Que.

Coffee Grinders

Computing Scale Co. of Canada, Winnipeg, Man.

Coffee Mills

W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.

Coffee Refiners (Electric)

Hobart Mfg. Co., Toronto.

Cold Storage Doors

Eureka Refrigerator Co., Toronto, Ont.

Computing Scales

Brantford Computing Scale Co., Brantford, Ont.
Computing Scale Co. of Canada, Winnipeg, Man.

Containers for Oysters

Connecticut Oyster Co., Toronto.

Cordage

Walter Woods & Co., Hamilton, Ont.

Counters

G. W. Murray Co., Ltd., Winnipeg, Man.

Counters, Grocers'

Sherer-Gillett Co., Chicago, U.S.A., and Guelph, Ont.

Counter Check Books

Computing Scale Co. of Canada, Winnipeg, Man.

J. E. & J. N. Somerville (Independent Brand), 70 Howard Park, Toronto.

McCaskey Systems, Toronto, Ont.

Walter Woods & Co., Hamilton, Ont.

Crate Hasps

J. N. Warminton & Co., Montreal, Que.

Credit Registers

McCaskey Systems, Ltd., Toronto, Ont.

Display Counters

Eureka Refrigerator Co., Toronto, Ont.

G. W. Murray Co., Ltd., Winnipeg, Man.

John Hillock & Co., Toronto.

Sherer-Gillett Co., Guelph, Ont.

Walker Bin & Store Fixture Co., Kitchener, Ont.

Display Bin Wall Cases and Shelving

Walker Bin & Store Fixture Co., Kitchener, Ont.

Display Tables

G. W. Murray Co., Ltd., Winnipeg, Man.

Walker Bin & Store Fixture Co., Kitchener, Ont.

Drug Mills

Woodruff & Edwards, Elgin, Ill.

Egg Carriers

H. P. Eckardt & Co., Toronto, Ont.

Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Walter Woods & Co., Hamilton, Ont.

Egg Trays

Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Egg Carrier Divisions

Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Egg Case Fillers

Trent Mfg. Co., Trenton, Ont.

Egg Carton Fillers

Trent Mfg. Co., Trenton, Ont.

Egg Case Cushion Fillers

Trent Mfg. Co., Trenton, Ont.

Egg Case Corrugated Flats

Trent Mfg. Co., Trenton, Ont.

Enamelled and Lithographed Steel

J. N. Warminton, Ltd., Montreal, Que.

Filing Systems

McCaskey Systems, Ltd., Toronto, Ont.

Fish Boxes

Eureka Refrigerator Co., Toronto, Ont.

John Hillock & Co., Toronto, Ont.

Fruit Stands and Counters

Walker Bin & Store Fixture Co., Kitchener, Ont.

G. W. Murray Co., Ltd., Winnipeg, Man.

Ice Cream Cabinets

Eureka Refrigerator Co., Toronto, Ont.

Ice Machines

W. A. Freeman Co., Hamilton, Ont.

Lead Seals

J. N. Warminton & Co., Montreal, Que.

Meat Choppers

Computing Scale Co. of Canada, Winnipeg, Man.

Meat Grinders

Brantford Computing Scale Co., Brantford, Ont.

W. A. Freeman Co., Hamilton, Ont.

Hobart Mfg. Co., Toronto.

Walker Bin & Store Fixture Co., Kitchener, Ont.

Meat Slicers

Brantford Computing Scale Co., Brantford, Ont.

Computing Scale Co. of Canada, Winnipeg, Man.

W. A. Freeman Co., Hamilton, Ont.

Hobart Mfg. Co., Toronto.

Walker Bin & Store Fixture Co., Kitchener, Ont.

Oil and Gasoline Storage and Distributing System

S. F. Bowser & Co., Inc., Fort Wayne, Ind.

Oil Handling Equipment

S. F. Bowser & Co., Inc., Fort Wayne, Ind.

Open Shelving

Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.

Pail Hooks

J. N. Warminton & Co., Montreal, Que.

Paper

E. B. Eddy Co., Hull, Que.

Walker Bin & Store Fixture Co., Kitchener, Ont.

Paper Balers

H. P. Eckardt & Co., Toronto.

Walter Woods & Co., Hamilton, Ont.

Climax Baler Co., Hamilton.

Paper Bags

Specialty Bag Co.

Peanut Butter Machines

Computing Scale Co. of Canada, Winnipeg, Man.

Hobart Mfg. Co., Toronto.

Pied Metal

J. N. Warminton & Co., Montreal, Que.

Pumps for Gasoline

S. F. Bowser & Co., Toronto.

Pumps for Molasses

Walker Bin & Store Fixture Co., Kitchener, Ont.

Pumps for Oil

S. F. Bowser & Co., Toronto.

Pumps for Vinegar

Walker Bin & Store Fixture Co., Kitchener, Ont.

Refrigerators

Eureka Refrigerator Co., Toronto, Ont.

Computing Scale Co. of Canada, Winnipeg, Man.

W. A. Freeman Co., Hamilton, Ont.

John Hillock & Co., Toronto.

Walker Bin & Store Fixture Co., Kitchener, Ont.

Refrigerator Counters

Eureka Refrigerator Co., Toronto, Ont.

Computing Scale Co. of Canada, Winnipeg, Man.

W. A. Freeman Co., Hamilton, Ont.

Walker Bin & Store Fixture Co., Kitchener, Ont.

Refrigeration System

Eureka Refrigerator Co., Toronto, Ont.

W. A. Freeman Co., Hamilton, Ont.

Safes

International Safe & Register Co., Ltd., Fort Erie.

Sales Books

McCaskey Systems, Toronto, Ont.

Sanitary Display Counters

Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.

Self-measuring Pumps

S. F. Bowser & Co., Inc., Fort Wayne, Ind.

Shelving, Grocery

G. W. Murray Co., Ltd., Winnipeg, Man.

Shipping Boxes

Thompson Norris Co., Ltd., of Canada, Niagara Falls, Ont.

Silent Salesmen

G. W. Murray Co., Ltd., Winnipeg, Man.

Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.

Western Mfg. Co., Regina, Sask.

Show Cases

W. A. Freeman Co., Hamilton, Ont.

John Hillock & Co., Toronto.

G. W. Murray Co., Ltd., Winnipeg, Man.

Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.

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Walker Bin &

CUTTING THE COST

The Grocers of Canada can do much to assist in this National Campaign of Saving and Food Conservation at the present time if they are really in earnest about serving their Country—if their loud talk of Patriotism is not all bluff and bluster.

The Trade accepts every added burden with fine spirit—but, would it not be better to look ahead and co-operate by installing *Walker Bin* Food-Conserving, Labor-Saving Wall Cases and Counters?

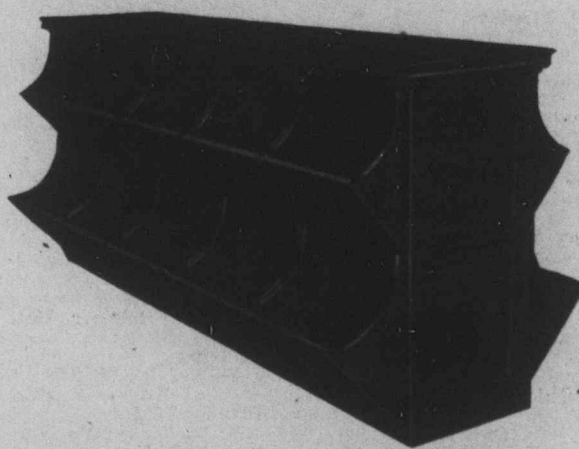
Turn your time, floor and wall space to best possible use. Send us your floor plan and ideas. We will send catalogue, sketches of equipment suitable, and assist you to secure best possible service for your particular trade.

We aim to serve through equipment—not to sell so many counters or cases, and if you allow us to help you, both will be pleased.



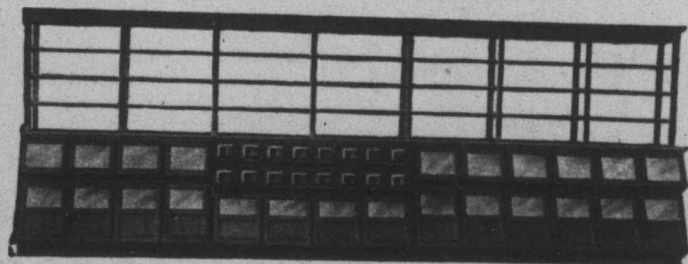
No. 24—Salesman.

Quartered Oak or Mahogany finish in stock, 4', 6' and 8' long. High grade, medium price.



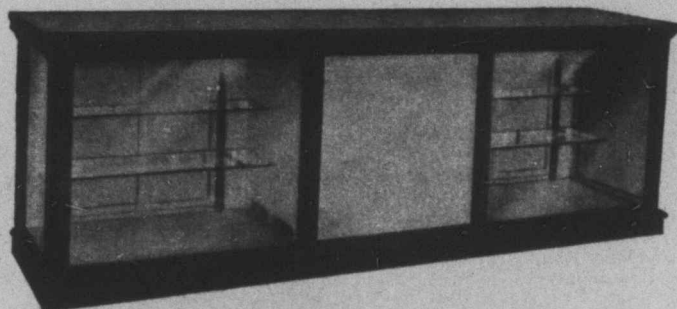
No. 1—Fruit and Vegetable Counter.

The only way to keep floor clear of boxes and baskets and show fruit, etc., in keeping with an up-to-date store. 10' section shown.



Combination X Sectional Wall Case

with varied size Patent Bins. All sections interchangeable, can be changed in length, moved about or taken down by any man or his clerks. Cost no more than display front counters, and while bins have same capacity as counter, you have shelving above gratis for canned, bottled and package goods. Making in large lots reduces the price in comparison with counters.



No. 9—Refrigerator Counter.

Best medium-priced Counter made in Canada. 9' length, \$150.00; 11', \$180.00. Glass display or marble top.

The Walker Bin and Store Fixture Company

Limited

Kitchener

:-:

Ontario

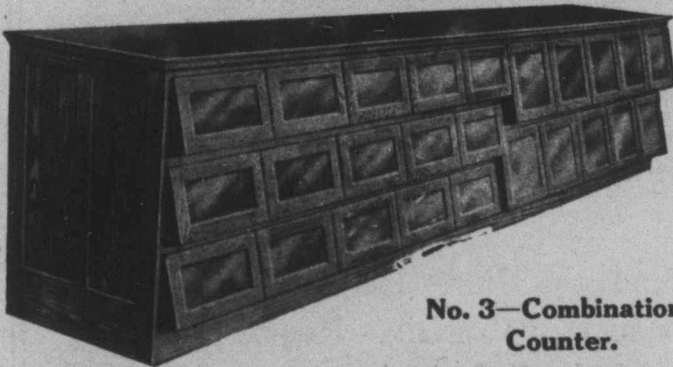
If any advertisement interests you, tear it out now and place with letters to be answered.

MEETING THE MAN FAMINE

What are you doing to meet this question of Real importance to both of us? The MAN famine that Canada faces now, and is going to grow more acute.

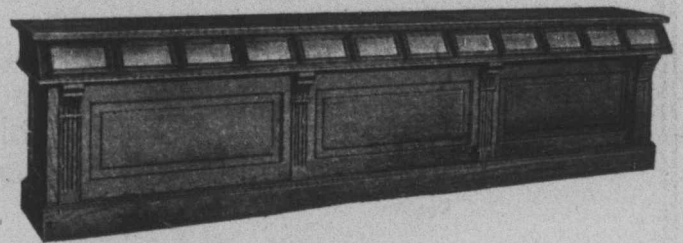
We have tried to co-operate in offering you equipment that would reduce labor required to serve your customers by 25%—one man out of every four—and at the same time serve your customers more acceptably—but you seemed to value the dollars more than men or service to Country. In no trade has the progress in a ten-year period been as slow as your line. Take the stock arguments for NOT buying Walker Bin equipment and they are legion. We find men installing the same style shelving and counters on King Street, Toronto, to-day, as were hewed out of the bush clearing one hundred years ago.

“Walker Bins are fine, but building cost \$500.00 more than expected. Will get about \$60.00 of lumber and carpenters will build shelving and counters for \$125.00 to \$150.00. Cannot afford to buy fixtures now—if business goes well, may put Walker Bins in later.” See the logic?—\$150.00 to equip a \$10,000.00 building for business—a 14-karat solid gold case watch with Ingersoll works—and if he succeeds, after buying a cylinder scale at \$190.00, a smaller at \$90.00, a cash register—to do cash business and know what he made each night—an account register to see at a glance how much the people that don't pay cash owe, before giving them more goods—then a meat slicer to save time and stock in slicing 50c bacon, all costing from \$500.00 up, and bought in some instances because terms are so easy—\$10.00 down and \$10.00 a year until paid for, no interest to pay and they pay for themselves. Well, if he succeeds under this handicap, he is paying for the extra clerk in salary each year 50% of what a Walker Bin equipment would have cost him to start with; he also has waste of stock, insanitary, inconvenient working conditions, and wishes he had used good, sound business sense in starting. All equipment we specify is essential to a well-managed store AFTER IT IS EQUIPPED FOR BUSINESS with Walker Bin cases and counters, but by use of obsolete equipment—old or new—you save at the spigot and waste at the bung, as the old saying goes. Get out of the rut, save food, time, men, money and aim at efficiency instead of following your grandfathers' ways.



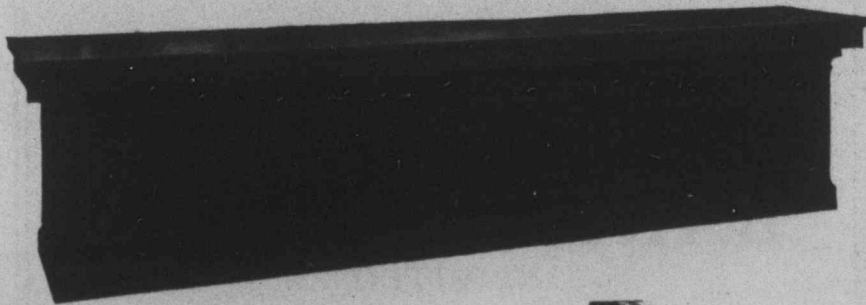
No. 3—Combination Counter.

Displays on a bevel, in line with vision. Roller bins and drawers gravity or self-closing—keeps out flies and dust. 11'3", 14' long stock sizes, 14' shown.



No. 11—False Display Counter.

Bevel display fronts over panel front, best grocery counter. One row sack or two rows medium bins.



No. 7—Plain Panel Counter.

Bins or shelves, same capacity as display front counters at much less money.

All prices are based on cost of manufacture, and we would as soon sell you a Sectional Wall Case and Shelving at \$12.00 per foot as a No. 3 Combination Counter at \$12.50, or a No. 7 at \$7.50, with two rows of bins, or \$7.00 with one row of sack bins for cereals, meal, sugars, etc.

The Walker Bin and Store Fixture Company

Limited

Kitchener

:-:

Ontario

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

Solve the labor
shortage problem
by installing the

BARR ACCOUNT REGISTER

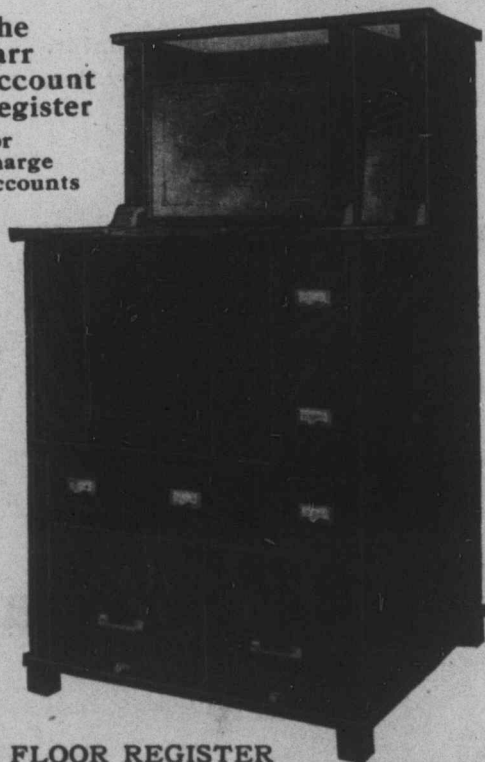


COUNTER REGISTER (Closed)

The Military Service Act will make the shortage of young men in stores, as elsewhere, still more pronounced in the near future. We offer you a solution of this difficulty in the Barr Account Register. By installing this up-to-the-minute System you can relieve the labors of your remaining staff, yourself included.

The Barr Register will take care of any number of accounts from 100 to 1,000 without the use of the day book and ledger, without making out one solitary account, without one minute of time more than it now takes to make out the ordinary sales slip.

The
Barr
Account
Register
For
Charge
Accounts



FLOOR REGISTER

And the Barr Register is a
Made - in - Canada Register—
made in Canada for the Cana-
dian trade.

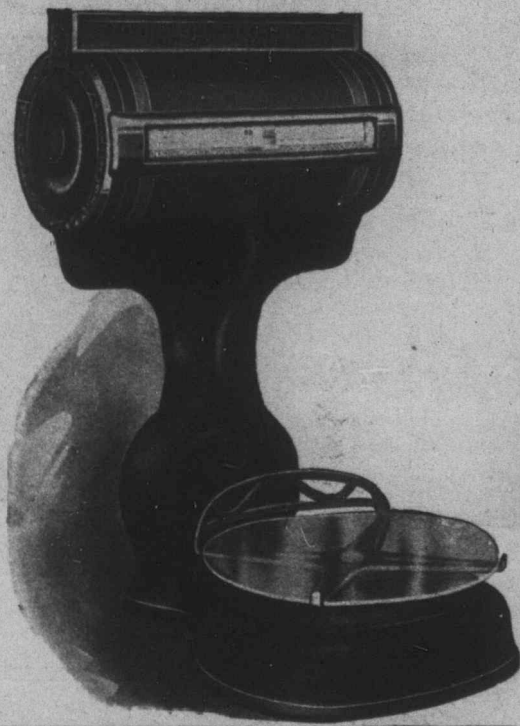
Get full particulars of this time-
saver and money-maker.

BARR REGISTERS LIMITED

Winnipeg Office

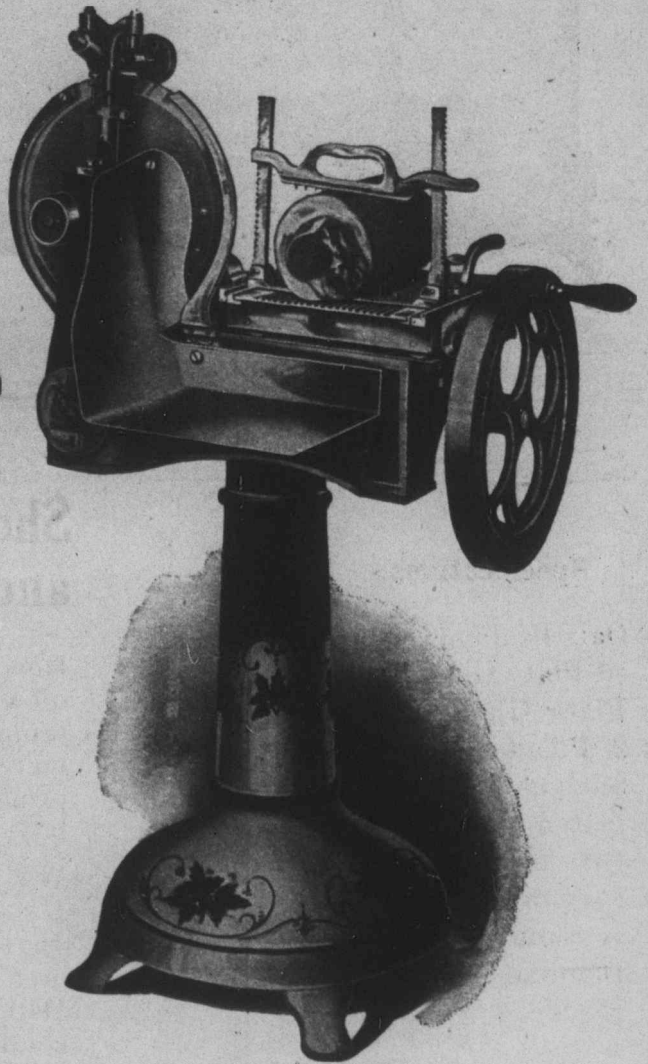
227-231 McDermott Ave., Phone Garry 2676
Head Office and Factory at

TRENTON, ONT.



**The Brantford
New Cylinder
Scale**

The Best Yet



**The Brantford
Slicer**

Cuts to Last Slice

*Get equipped with these
two money-makers*

The Brantford New Cylinder Scale

This excellent store equipment will quickly cover its cost over and above in the better service it makes possible.

It is good-looking, strictly sanitary and entirely dust-proof, as all the working parts are enclosed.

Instal it now and win increased patronage and bigger profits.

And

The Brantford Slicer

—the most satisfactory Slicer on the market.

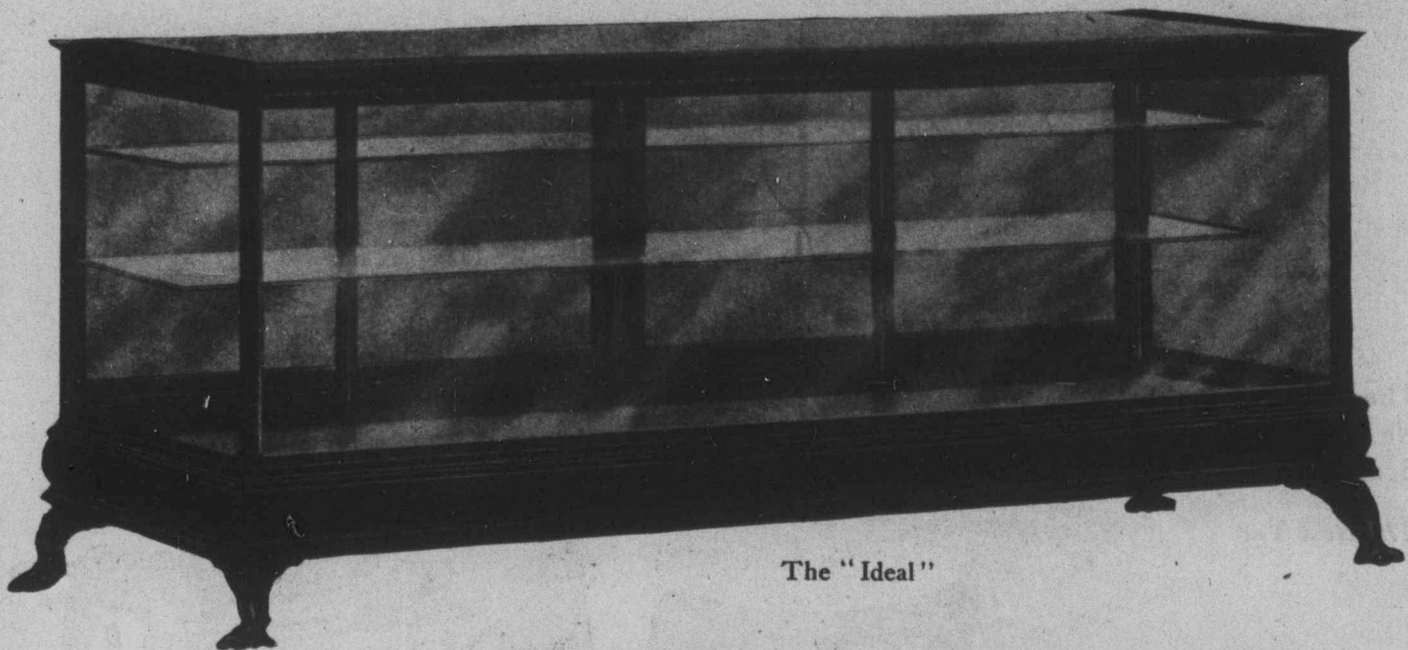
We positively guarantee THE BRANTFORD SLICER to be perfectly satisfactory and thoroughly reliable in every way. It cuts all boneless meats and cuts them right down to the very last slice. No waste whatever. THE BRANTFORD SLICER will win you more customers because it improves your service.

Our catalog describes the BRANTFORD lines in detail. We'll send you a copy on request.

Keep Your Money in Canada.

The Brantford Computing Scale Co., Limited
BRANTFORD, ONTARIO

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



The "Ideal"

Specifications:

Oak Frame, Beveled Plate Glass Top, Plate Glass Front, 2 Plate Glass Shelves on Nickel-plated Adjustable Brackets, Metal Feet or Wood Base as required, Sliding Doors on Roller Bearings.

Show your stock attractively and people will buy more

Good store equipment will enable you to show off your goods to advantage—to display them temptingly and invitingly—to get the fancy merchandise, "the kind that pays the big profits," where your customers will see it and buy it.

We can give you this kind of equipment. Handsome Show Cases, Shelving, Counters—anything and everything in the line of sales-creating, business-building, store equipment. Don't be handicapped with that old-style counter and those out-of-date wall shelves. Put your store on a thoroughly up-to-date basis by equipping yourself with the money-making fixtures we supply.

Whatever your requirements may be we can meet them satisfactorily.

Special Terms or Liberal Discounts for Cash.

Let us help you decide. Estimates furnished without obligating you in any way.

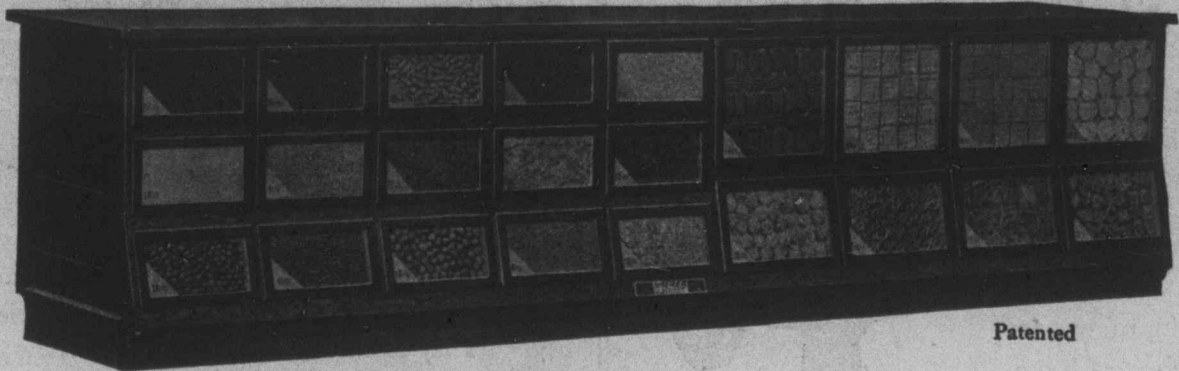
Geo. W. Murray Co., Ltd., Winnipeg

Established 1882



The "New Jersey"

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



Patented

ABOVE SUSPICION!

The SHERER COUNTER places your store above suspicion. It convinces your customers that you are a wide-awake, progressive, up-to-the-minute merchant and that you are looking after their best interests as well as your own. It advertises your store as the home of clean food. With it you handle your bulk foods in such a fashion that all can see there is no opportunity for contact with dirt, dust, disease germs, or contamination of any sort.

When you stand in the center of this counter, you have within two steps of your scales 2,000 pounds of quick selling goods of 31 sorts. Think of the saving in time—in putting up orders—in waiting on customers!

Think of displaying 31 different sorts of profitable goods in a tasty, tempting, top-o'-the-box fashion and having the top of your counter free for the work for which it was intended.

Your loss from evaporation on some foods is as high as 13%! Peas, beans, rice, nuts, cereals, dried fruits, etc., all give off some of their moisture weight into the air. The moisture which leaves these foods is part of your profit. It is part of the weight for which you have paid your wholesaler. The SHERER COUNTER saves this loss.

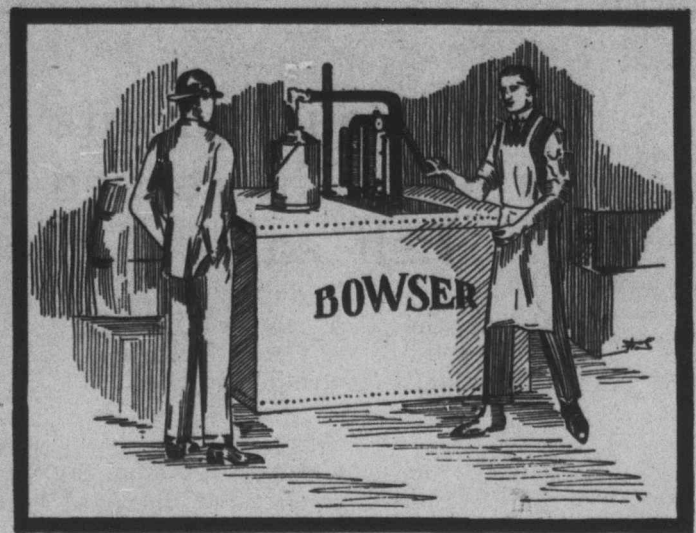
The style of counter shown above has three sizes of drawers. Each size is designed to contain original packages, or adequate daily stocks of quick-selling, bulk goods. Behind the little crystal sheet glass windows are samples of the goods contained in each of the drawers. Thus the counter displays and sells bulk merchandise in the most attractive way possible—the goods showing themselves!

IT PAYS FOR ITSELF

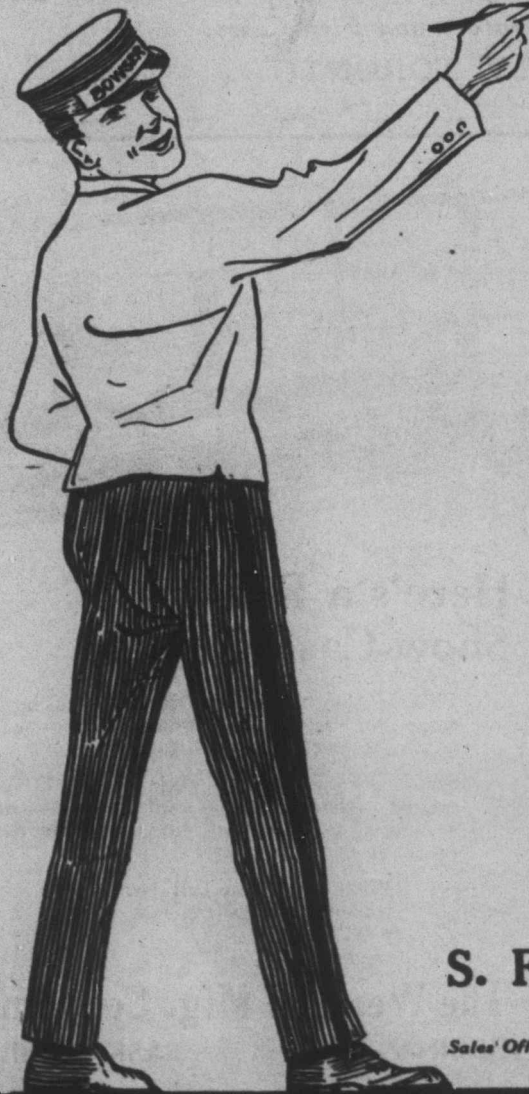
The SHERER COUNTER pays for itself out of the savings in many directions which it makes for you. After it has paid for itself it continues to make daily profits. Booklet AC10 contains full description of Sherer counters and interesting facts on economical store arrangement. It is free. Write to-day for Booklet AC10.

THE SHERER-GILLETT CO., LIMITED
GUELPH, ONTARIO

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



Which oil room is yours?



Oil stored and handled the old-fashioned way handicaps the dealer in the service he gives and the profit gained; at the same time, it is a constant fire menace.

A little thought will quickly convince any merchant that the tin tank and barrel method of oil storage is a thing of the past—that oil should be stored in the

BOWSER Oil Storage System

It is the scientific way to handle and sell oil; does away with all waste, inconvenience, danger and loss of profit.

The Bowser prevents dripping, splashing and over-filled cans; eliminates oil-soaked floors and rags.

Measures accurately a gallon at a stroke, or lesser quantities as desired, direct to customer's can.

Keeps oil pure, free from dust and dirt; prevents evaporation and deterioration—oil can be stored indefinitely.

Is durable, attractive, a permanent and profitable addition to your store.

A postcard will bring complete information—
No obligation.

S. F. BOWSER & COMPANY, INC.
66-68 FRASER AVENUE, TORONTO, ONTARIO

Sales Offices In All Centers

Representative Everywhere

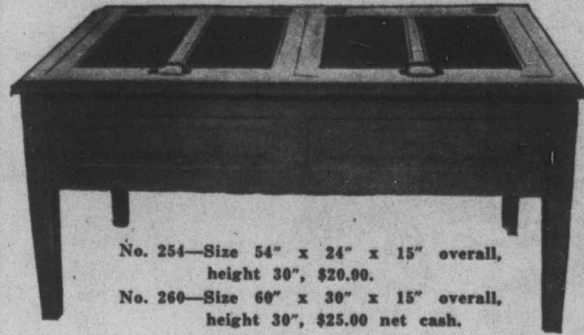
If any advertisement interests you, tear it out now and place with letters to be answered.

Build your profits through increased fish sales

An "Arctic" Fish Display Case will enable you to show your fish stocks in a tempting, sales-creating way.

The growing popularity of fish offers every progressive dealer an unusual opportunity to secure increased sales and profits. Fish displayed in the Arctic Display Case will sell quickly and easily and will not deteriorate or spoil in the least degree.

We would like to tell you all about this money-making equipment. Particulars gladly given (without obligation) on receipt of a post card.



No. 254—Size 54" x 24" x 15" overall,
height 30", \$20.00.
No. 260—Size 60" x 30" x 15" overall,
height 30", \$25.00 net cash.



JOHN HILLOCK & COMPANY, LIMITED

Makers of High-Grade Refrigerators and Fish Cases.

154 GEORGE STREET, TORONTO



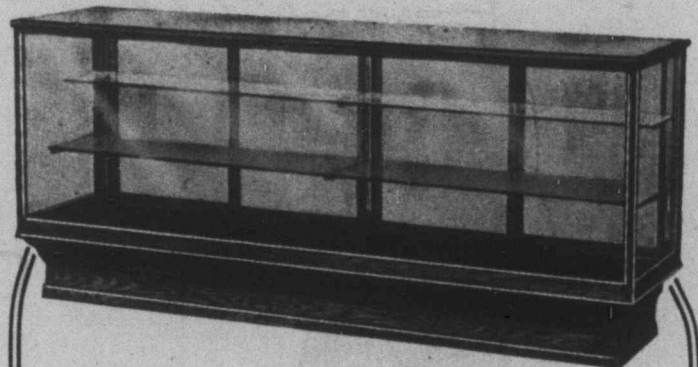
"McCASKEY" Account Systems For Every Business.

Send for booklet—

"A Credit Plan that Works."

McCaskey Systems
Limited

245 Carlaw Ave., - Toronto



Here's a Real Show-Case Bargain

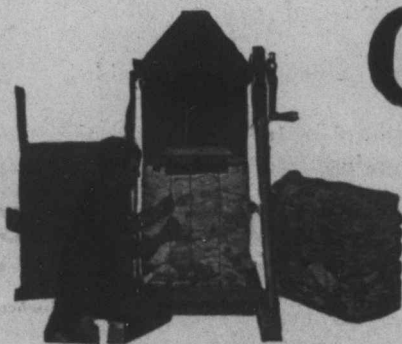
This is the "Western Display"—as handsome and correctly constructed a show-case as any dealer could wish for.

Solid oak woodwork, stained, filled, varnished—three coats—and polished—and selling at a price that puts it within easy reach of every grocer.

We'll send you full particulars without obligating you in any way.

The Western Mfg. Co., Limited
REGINA - SASKATCHEWAN

STOP! THE WASTE



ALL STEEL
CLIMAX
FIREPROOF

Baling Press

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

Climax Baler Co.
Hamilton, Ont.

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



1917-1918


Fall and Winter Staples

Brooms, Brushes, Baskets,
Paper and Twine, Egg Cases,
Butter Tubs, Parchment
Butter Paper, Paprus Egg
Carriers, Paper Balers, Broom
Racks, Butter Dishes, Cheese
Cutters, Counter Check
Books, Refrigerators, Meat
Choppers, Show Cases,
Molasses Pumps, Vinegar
Pumps, Fibre Vinegar
Measures.

Send post card for catalog.

WALTER WOODS & COMPANY

HAMILTON and WINNIPEG



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



"Riteshape"

Fall fruits look well in the "Riteshape."

Make neat "Riteshape" packages of all the smaller fall vineyard, garden and orchard products.

The 10 pound "Riteshape" makes the best big fruit basket you ever saw.

Make up a 10 pound combination and look it over. You'll take it home sure.

Grapes especially and California fruits, delicacies that must have careful and tasty handling, belong in the "Riteshape" always.

The "Riteshape" serves so many purposes about the store. Few foods that do not look and carry better in the "Riteshape."

There is only one "Riteshape," remember. Get the real thing.

Victoria Paper & Twine Company
LIMITED

Head Office:
TORONTO

Branches:
**Montreal, Winnipeg
and Halifax**

THE OVAL WOOD DISH COMPANY
Manufacturers
Delta, Ohio, U.S.A.



Perfection Computing Cheese Cutter

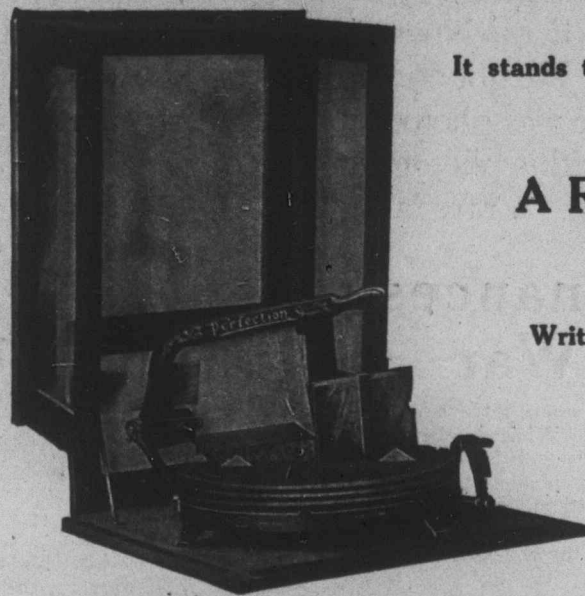
(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do.



It stands the test for durability, for it lasts a lifetime.

A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combination prices with cabinets and pedestals.

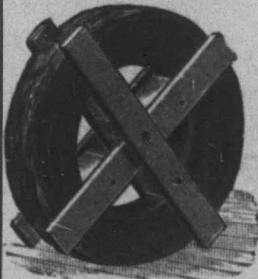
IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

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



CLUTCH NAILS
PROTECT THE BUNG



BOX STRAPPING
on 6000 ft. reels, also put up on smaller reels for your convenience.

Write for Catalog.

Our Shipping Specialties are BOUND to deliver the goods.

J. N. Warminton & Co., Montreal



P
A
I
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C
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A
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P
S

Coppered, Plain and Cement Coated.

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

Perfect PAPER Baler

Strongest, simplest, most efficient and easiest to operate — Full particulars from SPIELMANN AGENCIES RGP, 45 St. Alexander St., Montreal

WRITE TO-DAY

THE "WANT" AD.

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

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

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

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

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

When Writing to Advertiser Kindly Mention This Paper.

Are You Interested?

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

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

No Other Paper Reaches All These Men.

In Selling a Business?

In Buying a Business?

In Engaging a Clerk?

In Securing a Position?

In Securing a Partner?

In Disposing of Second-hand Fixtures?

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

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

Canadian Grocer

143-153 University Ave., Toronto

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

Escaped from Germany

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

Canadian Finances After the War

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

Back from the Arctic

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

Slackers and Conscription

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

The Nation's Business

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

Sketches of Trench Life

By Gunner McRitchie

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

The Late Sir Mortimer Clark

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

A Complete Novelette

By Peter B. Kyne

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

Short Story

By Ethel Watts Mumford

THE writer of this short story—the first of a delightful series by this author to appear in **MACLEAN'S**—is very well known among short story writers. Delicate fancy, wholesomeness, freshness and finished workmanship characterize all her work.

Short Story

By W. A. Fraser

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

Hendryx and Oppenheim

SERIALISTS

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

MACLEAN'S MAGAZINE

for November

At All News Dealers **15c.**

The Success of Canada's Victory Loan will Provide your Customers with Money to Spend

GREAT BRITAIN cannot continue to buy the agricultural and manufactured products of Canada unless Canada is prepared to grant credit to Britain.

And if Great Britain were compelled, through the lack of this credit, to buy in some other producing country, where she **COULD** get credit, think of the effect it would have upon **YOUR CUSTOMERS**.

The farmers would lose their best market for live-stock, grain, cheese and other products; miners would have to work short shifts; workers in manufacturing industries of every kind would have their wages reduced, and many would be thrown out of employment.

You would have to face **IMPOVERISHED CUSTOMERS** with your shelves loaded with merchandise bought at above normal prices.

For the great business prosperity of Canada is very largely due to the millions upon millions of dollars expended in Canada by Great Britain.

And, as Great Britain requires credit so that she may continue to buy, Canada's Victory Bonds are offered so that this credit may be established.

The money so raised will be **SPENT IN CANADA**—will be used so that those who **SELL** to Great Britain can be paid **IN CASH**.

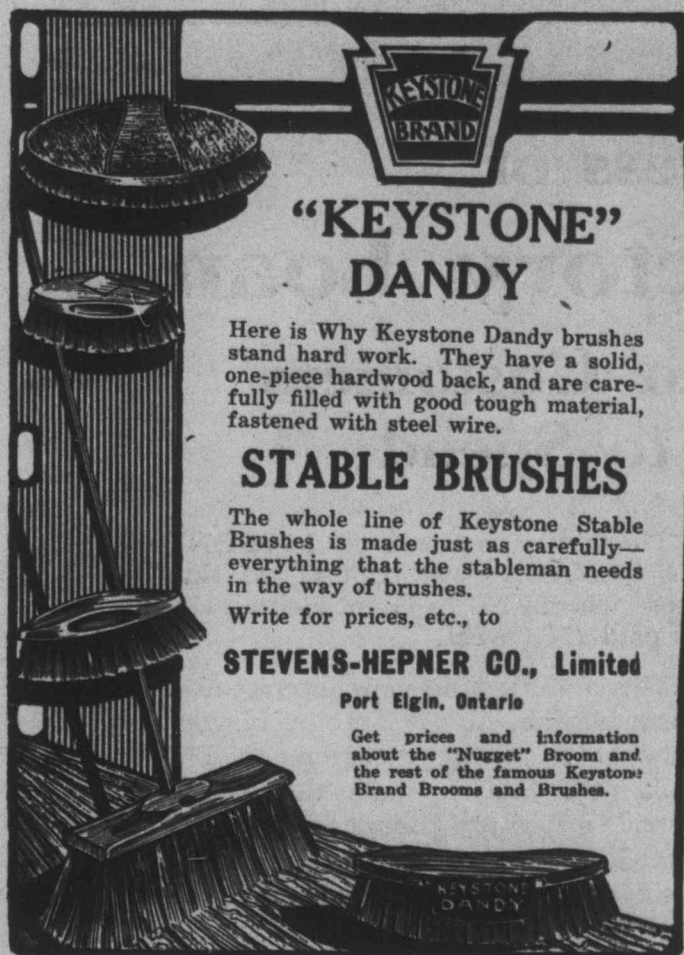
Therefore, it is in your interest as a business man—to say nothing of your duty as a patriotic citizen—to **DO ALL YOU CAN** to make the issue of Canada's Victory Bonds a **GREAT SUCCESS**. Suggest it, discuss it with your customers. Study the question so that you can advise those who are sure to ask you about it.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada, backed by all the resources of Canada. Any bank will lend money upon their security alone, and the bonds can be sold at any time.

Buy Canada's Victory Bonds when offered in November, to the limit of your ability. Even anticipate future profits so that you may do so. Your bank manager will help you—he will arrange any accommodation within his power for this patriotic purpose.

That's the Way to Keep Your Business Booming

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



**“KEYSTONE”
DANDY**

Here is Why Keystone Dandy brushes stand hard work. They have a solid, one-piece hardwood back, and are carefully filled with good tough material, fastened with steel wire.

STABLE BRUSHES

The whole line of Keystone Stable Brushes is made just as carefully—everything that the stableman needs in the way of brushes.

Write for prices, etc., to

STEVENS-HEPNER CO., Limited
Port Elgin, Ontario

Get prices and information about the “Nugget” Broom and the rest of the famous Keystone Brand Brooms and Brushes.

Buy Right

Then it is no trouble to sell. Get quotations from

Sapho Mfg. Co.

WE MANUFACTURE :

Anti-Dust Sweeping Powder
Ammonia (Household)
Brass Polish, Liquid and Paste
Insecticide, Liquid (Sapho)
Insecticide, Powder (Sapho)
Hard Soap, Liquid Soap
Hand Cleaner, Union Brand
Hand Cleaner, Sapho Brand
Javel Water
Moth Balls

Ontario Distributors :

MacLaren Imperial Cheese Co., Ltd., Toronto

Sapho Mfg. Co., Montreal

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

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

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.
MONTREAL

BAYLE FOOD PRODUCTS CO.

St. Louis, Mo., U.S.A.

Make

Salted Peanuts	Prepared Blanched Peanuts
Peanut Butter	Raw Shelled Peanuts
Salted Peanuts in bags and cartons	Worcestershire Sauce
Prepared Mustard	Prepared Horseradish
Grated Horseradish	Salad Dressing

Our goods sold through grocery jobbers.

A neat little
seller
for your
window and
counter
displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made Queen **QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

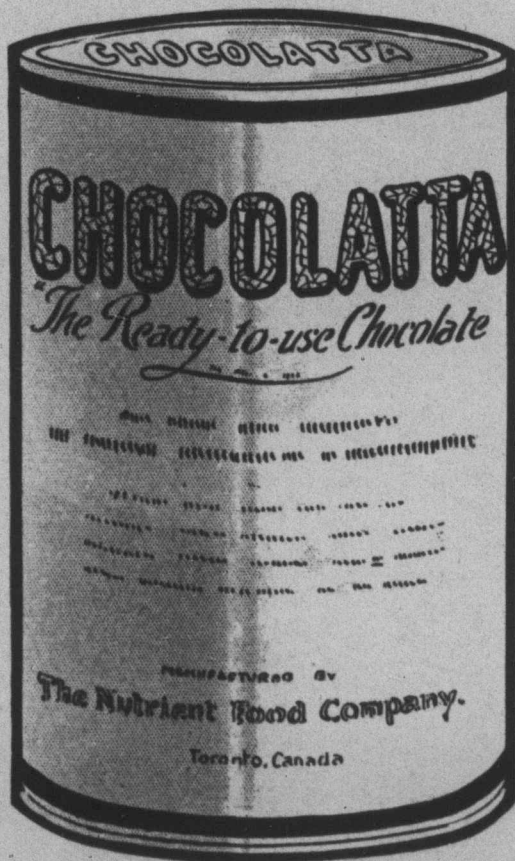
Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

CHOCOLATTA

contains the Chocolate, Milk and Sugar in powder form

Prepared instantly by adding boiling water only

The wonderful success attained by this product is not because it is a pleasant drink—it is very rich in "Protein," the body building, reconstructing element found chiefly in meat.



Enormous quantities have gone to the boys at the Front where it has proved a veritable boon as the following extracts from letters show:

"What the steel helmet is to my head chocolatta is to my stomach; it sure is great."

"I lay in a shell hole, wounded, for two nights and a day with nothing to eat but chocolatta powder. I came out strong."

"Believe me, a cup of chocolatta with French bread and butter, makes a meal fit for a king."

Small size, 24 cans to the case - - \$2.80 per doz.

Large (1 lb. net) 24 cans to the case - \$5.50 per doz.

Retail at 30 and 55 cents.

Buy from your Wholesaler If he cannot supply you write us direct.

The Nutrient Food Co.

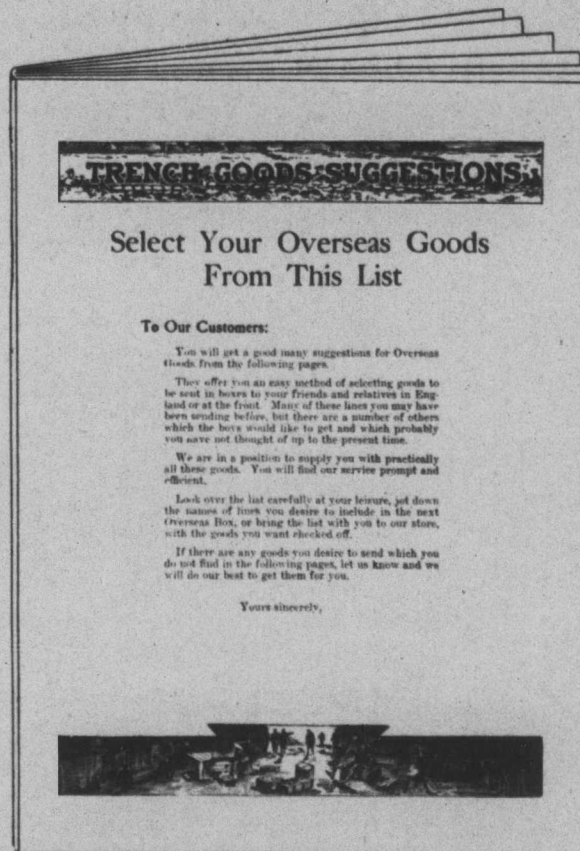
TORONTO, CANADA

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

Wire your order to us for reprints of this Trench Goods Section

YOU see this picture. It illustrates the introductory page that will appear in the following Trench goods section, as it reaches you for distribution among your customers. It is

A MESSAGE to your customers from you. You can have your name signed, printed in by us; or sign it with pen and ink; or with a rubber stamp, just as you choose. This message from you is a suggestion to your customers to consult this little magazine to make up lists of goods to be sent overseas. The remaining pages will be suggestive of suitable things which your customers can buy.



Reproduction of your message to your customers on first page of the section sent to you.

What's It Going to Cost?

\$3.00 a hundred copies, without your name printed in. If you want us to print in your name and address, then the price will be \$3.50 per 100 copies. (No quantity less than 100 printed at this price).

You can distribute these among your best customers—those who have sons of their own at the front, or kindred, or friends. It will cost you 3c for each customer. You'll get back dollars probably for this 3-cent outlay.

The quantity we have available is strictly limited. Already, in response to a try-out letter, a goodly portion of the edition of 5,000 we are printing has been ordered. Fifty grocers, ordering 100 copies each, will clean the edition out.

Wire your order to-day at our expense

THE CANADIAN GROCER

143-153 University Avenue - - Toronto

TRENCH GOODS SUGGESTIONS

Plans for Developing Trench Goods Trade

"Give us some suggestions which we can pass along to our customers in connection with how boxes should be sent overseas to the boys at the front and the kind of goods the boys like to get."

THIS request as well as a number of others from readers of **CANADIAN GROCER** prompted us to open a special section for Trench Goods in this the Annual Fall Number.

In the Editorial Department a great many suggestions are given in regard to selling more goods for the trenches, from the experiences of a number of retailers.

In the **Trench Goods** Section that follows manufacturers present a large number of ideas and suggestions in so far as the actual goods are concerned. These pages should be very carefully read. They give the dealer many handy and timely suggestions for building up this Fall and Winter a good trade in Trench goods.

This section undoubtedly gives the most complete information about goods for overseas boxes that has ever been presented to the trade. One of its chief values lies in the fact that it can be shown to customers buying goods for overseas.

So that the retailer may make the most of it **CANADIAN GROCER** has printed additional copies of this Section for the use of retailers for distribution among customers who have been or may be sending goods to friends at the front. A number of retailers have already ordered a supply of these reprints. Additional copies are on hand and will be disposed of as the orders come in. Price is \$3.00 per hundred copies. Name and address printed in for 50c hundred additional. Address — **Canadian Grocer, 143-153 University Avenue, Toronto**



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

TRENCH GOODS SUGGESTIONS

Mr. Grocer

Do you know that Kellogg's Toasted Corn Flakes, "in that familiar red, white and green package," from a food value standpoint, and by expert analysis, are one of the cheapest articles you sell?



Kellogg's Toasted Corn Flakes cost less than

$\frac{1}{4}$ the price of Beef

Eggs
Chicken
Haddock

$\frac{1}{2}$ the cost of Potatoes

Apples
Beets
Onions

$\frac{1}{5}$ the cost of Carrots

Peaches
Oranges

$\frac{1}{10}$ the cost of Celery.

Tell your customers about it, and help them to reduce the cost of living by buying foods on their food value.

The corn situation from now until the end of the year looks serious. Do not let your stock get too low. We do not anticipate any reduction in price before the first of the year. The best Corn Flakes are Kellogg's, in the red, white and green package. Do not buy cut-rate Corn Flakes. The chances are they are stale, and they cost you a lot of money before you are rid of them.

Get the original in the red, white and green package.

They are made only in London, Canada, by the

Battle Creek Toasted Corn Flake Company, Limited

Head Office and Factory: LONDON, CANADA



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

TRENCH GOODS SUGGESTIONS

When the
Christmas Boxes
arrive from home

what more acceptable gift can
Tommy find—than a few cans of

Reindeer Condensed
Coffee

(With Milk and Sugar)

the delicious, wholesome, appetiz-
ing coffee that can be prepared in a
few minutes in dugout or rest billet.



*Just Add
Boiling Water*

Grocers everywhere should remind their customers of this fact. People will now be planning the parcels for those who are dear to them, and a Reindeer Coffee Suggestion from the dealer will be much appreciated.

Arrange now—to-day—to get a display of Reindeer Coffee into your window with a little card suggesting its suitability for overseas parcels. Then you can anticipate rapid selling and good, big profits.

BORDEN MILK CO.

LIMITED

“Leaders of Quality”

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



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

TRENCH GOODS SUGGESTIONS



For the Boys in the Trenches

“XMAS” BRAND

Roasted and
Salted Peanuts,
Almonds
and Pecans

There is no better value on the market than “Xmas” Brand goods. The grocer displaying our handsome counter cartons or glass goods, as shown here, will find a steady demand.

“Xmas” Salted Nuts are hand-cleaned, roasted and salted and delicious enough to please the most exacting taste. The eye-catching packages and cartons make easy selling.

PACKED IN CANADA BY

Walter Christmas Co., Ltd., Montreal



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

TRENCH GOODS SUGGESTIONS

Simplify the Overseas Gift Box question for your customers

Parcels promptly dispatched from factories in Great Britain will effect a great saving in cost and carriage, also time and trouble

These packages are specially prepared for us in **England and Scotland** by specialists in Food Comforts for the Army and Navy.

They comprise the following:

The "HOME MEMORIES" Series, The "LITTLE LUXURIES" Series, The "FIRING LINE" Series, The "BILLET" Series, The "TRENCH" Series, The "MESS" Series, The "SMOKES" Series. Over 60 different assortments.

Our Wholesale List, which will be mailed you on request, shows the splendid assortment of good things these boxes contain, and the net cost to you.

The following assortments, selected at random, will give you an idea of the value these boxes represent. The selling prices range from \$1.10 to \$29.00.

BOX NO. K 2.

To England or France.....\$5.00
 One 3-lb. Fruit Loaf, twelve small Fancy Cakes, 3 Scotch Shortbread, one pound Maple Rock, one pound Scotch Cream Toffee, one pound tin Bull's Eyes, one pound Block Chocolate, one tin Cream de Menthe, one pound Peppermint Drops.

NO. L 5.

To England or France.....\$3.80
 One tin Herrings and Tomato, 1 tin Fruit Cake, 1 tin Sardines, 1 tin Potted Meat, 1 cake Chocolate, 1 tin Peppermint Bull's Eyes, 1 tin Cafe au lait, 5 "Court Royal" Petit Ducs Cigars, 2-oz. tin Navy Cut Tobacco.

NO. F 3.

To England or France.....\$7.20
 One tin Ox Tail Soup, 1 tin Devilled Ham, 1 tin Bloater Paste, 1 tin Potted Grouse, 1 pot Gentleman's Relish, 1 tin Melton Hunt Pie, 1 tin Roast Turkey, 1 tin Oxford Sausage, 1 tin Finest French Beans, 1 tin Christmas Pudding, 1 tin English Cream, 1 box Best Muscatels and Almonds, 1 box Dessert Almonds, 1 box Tunis Dates, 1 tin Fortmason Chocolate.

NO. L 33.

To England or France.....\$1.25
 Sixty Virginia Cigarettes, ¼ lb. Smoking Mixture, 1 Good Briar Pipe.

NO. L 35.

To England or France.....\$2.65
 200 Virginia Cigarettes, ½ lb. Navy Cut Tobacco, 10 Panatelas Cigars, 1 Good Briar Pipe.

NO. L 42.

To England or France.....\$3.00
 1,000 Woodbine Cigarettes.

Show our complete list to your customers who contemplate sending Christmas Parcels overseas. Book their orders. Send us full particulars and correct addresses and the parcels selected will reach their destinations promptly and satisfactorily.

Send now for the list and get a good show of the overseas Christmas trade.

Stewart Menzies & Co., *Manufacturers' Agents, Import and Export Merchants* : : :
 Lombard Building - 70 Lombard Street - Toronto

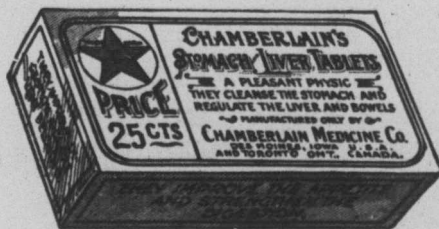


If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

Remind her to put a bottle of Chamberlain's Tablets in the Overseas Christmas Box

Chamberlain's is a standard Family Medicine with an enviable reputation for reliability. It is just the right line to recommend and a bottle or two in the Soldier's Christmas Parcel will be thoroughly appreciated.



Thousands of parcels for the trenches will be dispatched during the next few weeks and every aggressive grocer should help his customers make up their lists of good things for the dear ones overseas.

Your suggestions will be appreciated by the customers and you cannot suggest a more sensible enclosure than a bottle of Chamberlain's Tablets.

See now that your stock is ample for all requirements and show Chamberlain's in neat, eye-catching displays.

Your profits will be good.

"Say! Would you mail me a dozen Chamberlain's stomach and liver tablets—that should last me until end of war, don't you think?"

Quotation from letter received this week from Sergeant serving in France.

Chamberlain Medicine Company, Limited

TORONTO, CANADA



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

TRENCH GOODS SUGGESTIONS



The Ideal Trench Parcel

Postage Paid to Any Point in England or to Any Soldier c/o Army Post Office, London, for delivery in France.

11 lbs.

**\$5.00 ALL CHARGES
PREPAID**

11 lbs.

This Parcel is the result of careful study—it contains what the boys in the trenches ask for—FRUIT CAKE—CHOCOLATE—XMAS PUDDING—NUT BARS—GUM—NUTS—SHORTBREAD—CARMELS—CLEAR CANDIES—Manufactured in our own factory—pure and wholesome—in fact as good as pure ingredients and human skill can make them. Each article is air proof wrapped and placed in a cardboard box. These boxes are carefully packed in a corrugated board container and securely sealed thus ensuring delivery in perfect condition. We have sent many boxes overseas and received only favorable comment—many letters have been received from boys at the front requesting that STUART'S boxes be sent to them.

TO RETAIL GROCERS

You can take orders from your customers giving receipt in the usual manner. On receipt of order and full address of soldier we will ship the goods overseas and if you furnish us with your customer's name we will also write him direct stating that the parcel has been dispatched. **WRITE US FOR TERMS.**

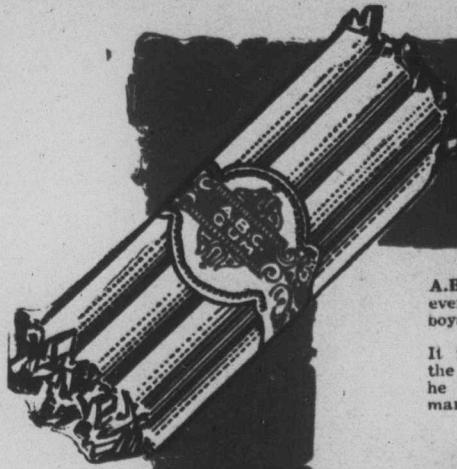
The Stuart Company, Inc.

173 Laurier Avenue West, Montreal



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

TRENCH GOODS SUGGESTIONS



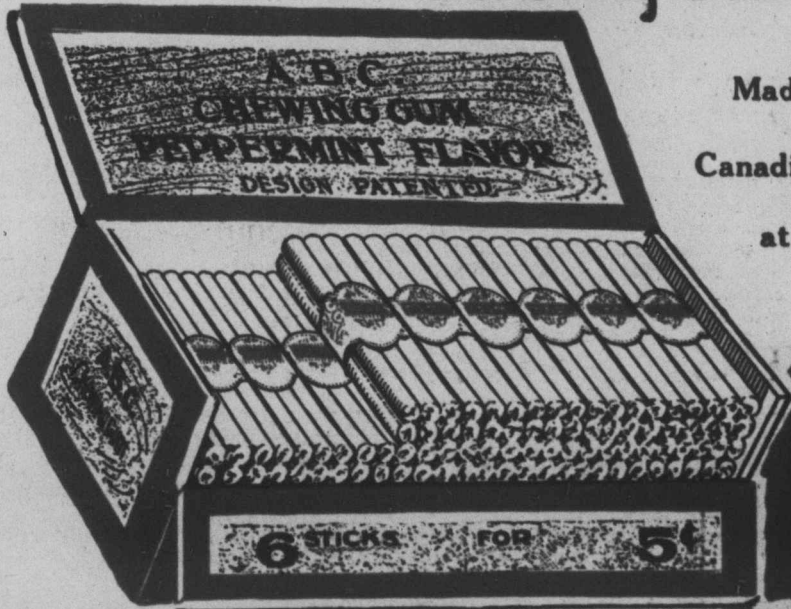
A.B.C. Chewing Gum should be in every box going overseas to the boys at the front.

It is convenient, easily carried by the soldier, and just "the thing" he needs to sustain him on his marches and in the trenches.

6 sticks for 5 cents



A.B.C. Chewing Gum



Made in Canada
by the
Canadian Chicle Co.
Limited
at Peterboro

86



TRENCH GOODS SUGGESTIONS

BOWES
PEANUT BUTTER



BOWES
PEANUT BUTTER

*Put up in
Jars and Tin Pails*

*Price List
Sent on Request*

A Treat for the Tommies in the Trenches

AND Bowes Peanut Butter is not only deliciously appetizing, but it also has great energizing and stimulating qualities.

This is the kind of a treat that appeals to the soldier. It's a sensible food because it nourishes him and helps him

keep in good physical trim; its a tid-bit because it has a palate appeal which no other item on his daily bill of fare can have.

And it doesn't require cooking. It spreads just like creamery butter.

The Soldier's Box is Not Complete Without It.

The Bowes Company Limited

Winnipeg, Man.

TORONTO

St. John, N.B.



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

TRENCH GOODS SUGGESTIONS



A strong concentrated Chocolate specially prepared in our factory for overseas forces. It is an ideal food for soldiers subject to the trials and privations of trench life. There will be times, when food is unprocurable, that a Chocolate such as this will be a veritable life saver. It may be obtained anywhere in 5c. and 25c packages. The 25c. package is specially wrapped for immediate mailing.



This Chocolate also makes a very nourishing and palatable drink when mixed with hot water. Explain this when writing to your friends.

Made by
The Cowan Company
Limited, Toronto

COWAN'S ACTIVE SERVICE CHOCOLATE

B-16

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

TRENCH GOODS SUGGESTIONS

Pack KLIM in your Christmas Boxes because milk is not included in Trench rations



Whether you make up complete Soldiers' Christmas Boxes or whether your customers make their own selections, be sure to include a pound tin of KLIM. Letters received from the boys at the front say, "Send more KLIM, it is the only milk we get."

KLIM is the one form of milk that you can safely send long distances without fear of it souring or spoiling.

KLIM is all the food value of separated pasteurized milk and nothing else—in powder form. Dissolved in water it tastes like liquid milk. It takes Ontario milk right into the trenches.

You can make many sales at a good profit and also interest many people who do not use KLIM regularly in place of liquid milk in their homes.

Now is the time to sell KLIM and get a big share of the milk business, because the high prices for liquid milk are automatically creating a demand for it.

Order From Your Wholesale Grocer

CANADIAN MILK PRODUCTS, LIMITED

10-12 William Street, Toronto

10 Ste. Sophie Lane, Montreal

Quebec Office:
Montreal, P.Q.

W. H. Escott Co., Limited,
Winnipeg, Man.
Calgary, Edmonton, Saskatoon, Regina

Kirkland & Rose,
Vancouver, B.C.



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

Splendid Opportunity for Retailers

SEND us your order early for reprints of this Trench Goods section. By distributing these among customers whom you know are sending boxes to friends and relatives at the front, you secure the advantage of no waste circulation. You will be able to sell them in future a wider range of goods. See page 53 for further particulars.

Canadian Grocer

TRENCH GOODS SUGGESTIONS

YOU can surely recommend the following goods to be included in boxes for the boys at the front as we have sent them to our own boys and know how they are appreciated.

CANNED LOBSTER

Patrico Brand.

CREAMED CHICKEN A LA KING

Large and Small Sizes.

SLICED CANNED PINEAPPLE

No. 1 Can.

**PRESERVED STEM GINGER
IN TINS**

BOSTON BROWN BREAD

With Raisins.

OLIVE BUTTER, 4 and 8-oz. Jars

Delicious on Sandwiches.

CROSSED FISH SARDINES

WAVE KIST TUNA FISH

H.P. SAUCE

makes Bully Beef a luxury in the trenches.

Ask the boys who have been there and tried it.

Write for Prices

W. G. PATRICK & CO., LTD., Distributors

TORONTO MONTREAL WINNIPEG NEW YORK



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

TRENCH GOODS SUGGESTIONS



Get Your Share of This Big Demand

Thousands of Bodley's Overseas Cakes and Bodley's Christmas Puddings will soon be on their way to the boys in the trenches from the folks at home.

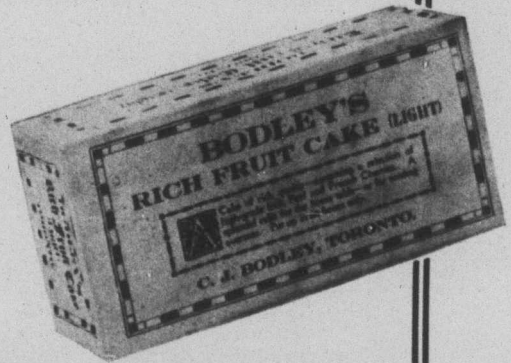
Dealers should make a point of drawing their customers' attention to the suitability of

Bodley's Overseas Cakes and Christmas Puddings

for this purpose. They are made up specially for Overseas—the Cake in 1-lb. and 1½-lb. tins, and the Pudding in 1-lb. tins.

We are creating the demand by lively consumer advertising. Will you profit by it?

C. J. Bodley, 95 Ontario St., Toronto



Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

A comforting Trench companion for the boys "out there."

NATIONAL LICORICE COMPANY
MONTREAL

Send Us That Photograph

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

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

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

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

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

The Editor, Canadian Grocer

143-153 University Ave., Toronto, Ontario

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

TRENCH GOODS SUGGESTIONS

What Three Canadian Brothers Fighting in France Write to Their Parents

From Letters of three Canadian brothers fighting in France.

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

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

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

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

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

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

With G. Washington's Refined Coffee in his kit, the soldier is prepared to serve himself a good cup of coffee wherever water is available, either hot or cold. It dissolves instantly in either. A 90c can will provide the soldier with coffee three times a day for thirty days.

No Coffee Pot No Boiling No Waste No Spoiling

It is delicious even without milk and sugar. It will relieve fatigue and the tired and tired nerves. Please suggest it to be included in the packages being sent to the Front.



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

TRENCH GOODS SUGGESTIONS



Take this tobacco business

Here is business being coaxed to your door.
 Many men with appetites whetted for King George's Navy Plug Chewing Tobacco. These men have read in their own newspapers of the rich, full flavor of this choice chew. Everywhere billboards remind them of "King George's Navy." Naturally, they want none other. They come to you—profitable, steady, friendly business at the cost of no effort. Can you supply them?

MASTER	ROSE	LONG
MASON	QUESNEL	TOM

The three good Rock City Brands of Smoking Tobaccos. All with natural flavor and constantly increasing popularity—all extensively advertised.



The Rock City Tobacco Co. Limited.



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

Make a daily display of
The Premier Saline Aperient
“KKOVAH”
HEALTH SALT

Everybody likes Kkovah. Its sparkling, healthful deliciousness appeals to all. A teaspoonful in the morning purifies the Stomach, Liver and Blood, and puts added energy into every part of the system.

Show Kkovah constantly and your sales and profits will quickly grow.

Another excellent selling line that every good grocer should carry is

“KKOVAH”
CUSTARD POWDER

This Custard Powder produces perfect results without the use of eggs—an important point just now, owing to the high cost of the latter.

Housewives who buy Kkovah Custard Powder once will buy it right along. And every sale gives you a sizeable profit.

See that you are well stocked and start things going with a display on your sales counter.

Maclure and Langley, Limited
Montreal TORONTO Winnipeg



—as fresh and clean as a breeze from the sea

From one end of the Dominion to the other people are thinking deeply on the food question.

The Government is preaching throughout the land the food value and economy of fish.

Take advantage of these two facts. They can be turned into sales of Brunswick Brand, the Perfect Sea Foods.

Preach Brunswick Brand Cleanliness and Convenience.

Brunswick Brand Cleanliness is real and it is sure and certain.

Only the choicest of freshly-caught fish goes into Brunswick Brand tins; and from the moment it comes into the factory until it is served on the tables of your customers this fresh, clean fish is absolutely protected from contamination of any kind.

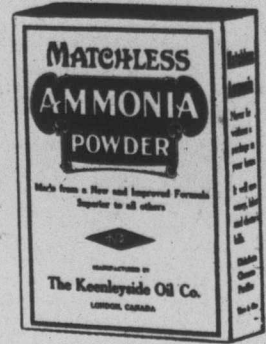
Brunswick Brand Sea Foods are fully prepared—ready to eat. This is sea food in its most convenient form. No fuss, no muss—just open and serve.

The advantages of "Brunswick Brand" are so obvious that a mere reminder of them will help sales.

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

No advance in the price of Matchless Ammonia Powder

We wish to inform the trade that notwithstanding the increase in cost of raw materials the price of MATCHLESS AMMONIA POWDER remains as before. This fact will do much to still further enhance its "Matchless" selling qualities; wherever displayed it has proven its merits as a dependable seller and a sure "repeater."



"For Mother!"

You can recommend Matchless Ammonia to every housewife, even to the woman with an extremely sensitive skin, because Matchless Ammonia, unlike most other powders, is absolutely non-injurious. This point taken in conjunction with the splendid results it produces makes a selling combination hard to beat. Our special selling proposition is sure to interest you. A postcard will bring you full particulars.

We're agents for *Best Corn Starch* and *Best and Liberty Gloss Starch* in bulk and packages. Freight paid on 5-case lots.

Link up your business with us. It will pay you well.

The Keenleyside Oil Co., London, Ontario

Western Distributors: THE H. L. PERRY CO., Winnipeg

McCormick's JERSEY CREAM Sodas

Quality Sells Quantity

McCormick's Jersey Cream Sodas have broken all records in Biscuit popularity and the demand is steadily increasing. This widely advertised trade-marked staple is one of the most profitable lines you can carry.

McCormick's Jersey Cream Sodas contain more actual food value than white, brown, graham, whole wheat or rye bread. Mention this fact to your customers and it will lead to more sales—and profits for you.

McCormick Manufacturing Company, Limited

General Offices and Factory: London, Canada. Branch Warehouses: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B.

Makers also of McCormick's Fancy Biscuits



WETHEY'S Orange Marmalade

*The recognized
standard of excellence.*

**No High-Class Grocery Stock
is Complete Without It**

*Packed in Canada's
premier "day-light" food plant.*

Buy from your jobber.
If he cannot supply you—then write us.

J. H. Wethey, Limited
St. Catharines, Ontario



White Swan Cereals

Quality Counts—Costs More—Worth It!

FLAKED WHEAT. WHITE SWAN is the highest priced Flaked Wheat on the market—and the cheapest.

To the ordinary man wheat is just—wheat, but if you stop to think, there is a vast difference between the kind of wheat you buy in the open market and the kind that we buy for milling purposes. We use nothing but the very choicest Ontario white winter wheat, and not only every load, but every bag, is carefully examined by our miller before it is taken into stock. This is thoroughly cleaned and pan-dried before it is passed on to the Flakers.

The wheat is then prepared under a special process which retains the full value of the whole-wheat as well as the full quantity of nitrogenous matter and mineral salts, including all the protein phosphates and bran.

EVERY BARREL GUARANTEED

WHITE SWAN CEREALS have been awarded **Gold Medals, Diplomas, Testimonials and Recommendations at International Expositions in Europe, Canada and United States.**

Send us your order for anything in the following list. Owing to fluctuations in the cereal market prices are subject to continual change—prevailing quotations will be supplied upon request.

Flaked Wheat	Flour, Rye
Barley, Pearl	“ Wholewheat
“ Pot	Meal, Brose
Cornmeal, Gold Dust	“ Rye
Flour, Buckwheat	Oats, Rolled
“ “ (Self-Rising)	Oatmeal (Standard or Granulated)
“ Biscuit (Self-Rising)	Peas, Split
“ Corn	“ Flaked
“ Diet	Rice Flakes
“ Graham	Wheat Kernels (Fine or Coarse)
“ Pancake (Self-Rising)	“ “ Energy
“ Rice	“ Cracked

Packed in bags or barrels. We prepay freight on five bags or equivalent.

You know us—you know our methods—you know that WHITE SWAN is your “Surety of Purity,” and our money-back guarantee permits you to return at any time any WHITE SWAN goods that are not found entirely satisfactory.

We know our goods and want none but satisfied customers.

WHITE SWAN SPICES & CEREALS, Ltd., Toronto, Canada

Meatless Day Suggestion



Simcoe Pork and Beans contain a greater amount of nutrition than most meats; they make the ideal substitute for meat on meatless days. Suggest

SIMCOE BRAND PORK and BEANS

(With Tomato Sauce)

to your customers.



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

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

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

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

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

Address all communications to

SMALLS LIMITED

101 PARTHENAIS STREET

MONTREAL

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



Cream of Tartar

10 cwt. casks crystals—300 lb. bbls. powdered. Prices advancing and imports difficult to procure.

Tartaric Acid

224 lb. bbls. crystals or powdered.

Citric Acid

112 lb. kegs crystals or powdered.

Castor Oil

4 cwt. bbls. or cases of two tins, 40 lbs. each (80 lbs. per case).

Glycerine

10 cwt. drums—5 cwt. drums—2 tin cases (56 lbs. each)—1 tin cases (56 lbs. each).

Borax

Crystals or powdered, 300 lb. bbls.

B. & S. H. THOMPSON & CO.

LIMITED

MONTREAL

ESTABLISHED 1790

Branches at TORONTO, WINNIPEG and NEW GLASGOW, N. S.



THIS MODERN, SANITARY FACTORY AND REFINERY IS DEVOTED
ENTIRELY TO THE MANUFACTURE OF

CHARBONNEAU'S
BISCUITS
CONFECTIONERY
CHOCOLATES

IMPERIAL and SUNSHINE Table Syrup
IMPERIAL Maple Cream Butter

Our Prices are right.
Write for our price list.

CHARBONNEAU LIMITED

Office and Factory:
330 Nicolet Street - **MONTREAL, P.Q.**

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

“Yes, Madam,
it’s fresh.
It is sealed
with the
Anchor Cap”



WHEN you hand a customer a jar of jam or jelly or pickles sealed with an Anchor Cap you can be sure the contents are just as fresh as the day they were packed. This because, being absolutely air and liquid-tight, the Anchor Cap allows the product to retain its flavor and purity.

AND, besides, the attractive appearance of this reliable seal always keeps a stock moving rapidly and prevents loss through spilling, leaking or other forms of spoilation.

See that the Anchor Cap is on your next stock of jams, jellies, marmalades, etc. They'll sell better.

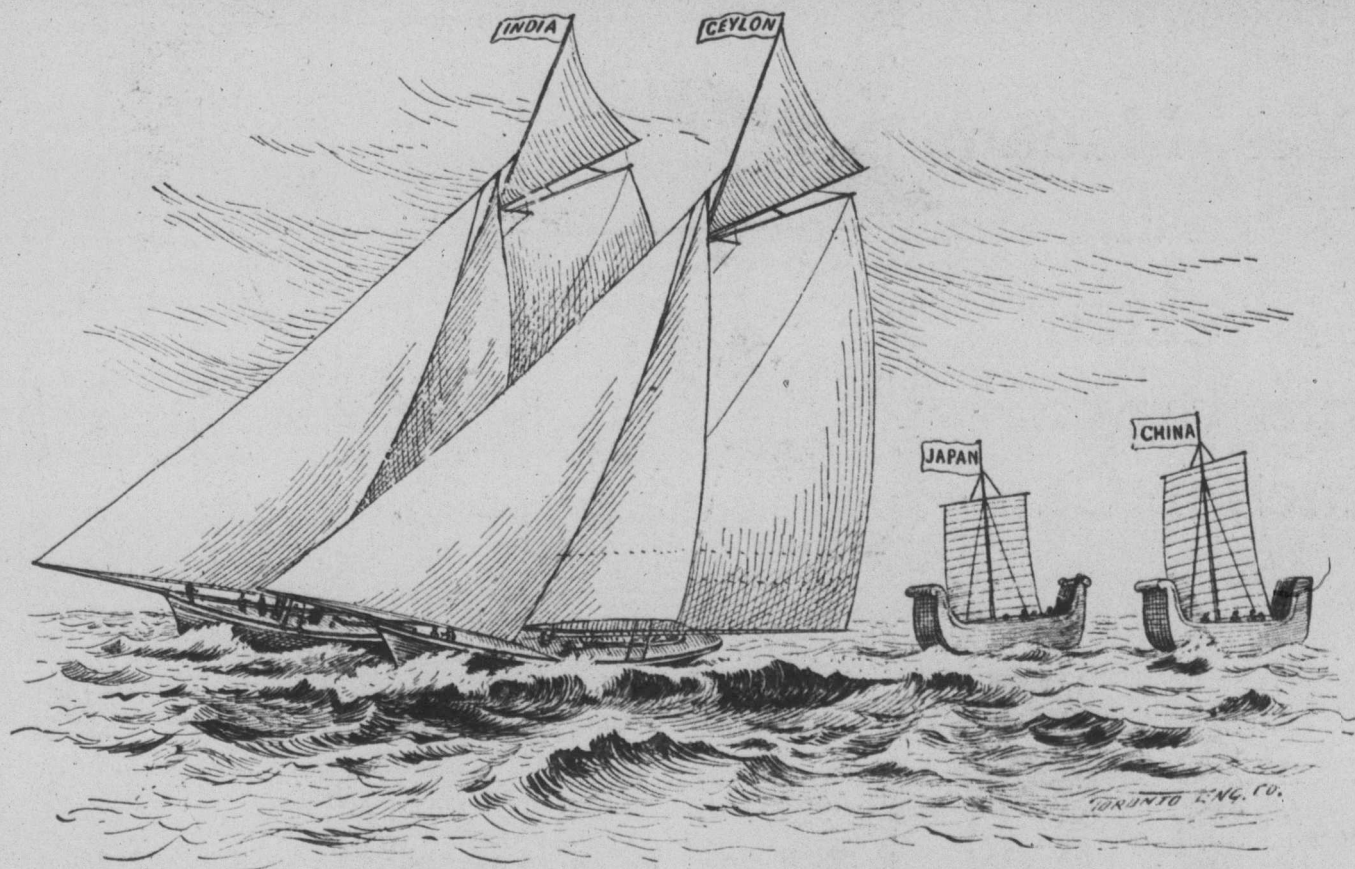
PACKERS. Wouldn't your product look better and sell more readily if you used the Anchor Cap? Let us demonstrate in your own factory. Correspondence welcomed.



**Anchor Cap & Closure Corporation
of Canada, Limited**

50 Dovercourt Road, TORONTO

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



It Was In 1874—Just 43 Years Ago

that we commenced the business of importing Teas and Coffees to Canada from the far-off countries where these leaves and berries are grown.

During these 43 years we have specialized in

TEAS and COFFEES

To-day we are carrying over 140 grades of Tea in store, and can suit your requirements, no matter what the demands of your trade.

Our long experience in the successful buying and blending of Teas and Coffees warrants us in pursuing our well-known policy of

SATISFACTION GUARANTEED OR RETURN AT OUR EXPENSE.

TEAS

Expertly selected range of Ceylons, Indians, Japans and Chinas,—black and green. You can reap better profits and at the same time make your store distinctive by featuring selected bulk teas.

COFFEES

Finest cup selections of Java, Mocha, Bogota, Maricaibo, Ceylon, Mexican, Santos, Jamaica, Rio, fresh roasted daily. It is worth your while to buy right and get the Coffee trade of your town.

Write us to-day for Samples and Prices.

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 1/2 St. Peter St.

ESTABLISHED 1874

Montreal



New Eureka Cold Storage Counters and Refrigerator in Tom Brown's store, St. Clarens Avenue, Toronto. See further description in editorial pages in this issue.

Have a Store Like This

Eureka Equipment will make your store just as attractive looking and just as sales-compelling as the one illustrated here.

People like to come into a store that's equipped with up-to-the-minute fixtures. The appearance of the place attracts them, and they like to deal in such a place regularly.

Therefore is it false economy to defer the installing of Eureka Refrigeration and Display. The increased business that such equipment will attract will soon cover their cost over and above.



Every Grocer should have a

Eureka Odorless Fish Cabinet

It will make fish-selling easy, pleasant and very profitable. Ice consumption is reduced to a minimum, and the cold water below ice retains every bit of odor. No drain connection or sloppy floor pan required. Can be moved from place to place in your store on its own castors.

The best fish cabinet on the market at any price.

We'll give you full particulars of the Eureka System if you'll just drop us a card. No obligation.

Eureka Refrigerator Co., Ltd.
 Showrooms: 11 Colborne St., Phones M. 2484 and Park. 513
 TORONTO

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

DA COSTA & CO'S

Barbados Extra Fancy

MOLASSES

Noted for its purity, high quality and delightful flavor.

Take no chances on other brands said to be just as good, but insist upon having

DA COSTA'S

the brand of proved quality. The price is no higher than for other brands.

Agents: West India Company, Limited, Montreal

TO THE WHOLESALE TRADE ONLY

WEST INDIA COMPANY, LIMITED

CORISTINE BUILDING, MONTREAL

SUGARS, MOLASSES, SPICES,
COCOA, COFFEE, COCOANUTS, Etc.

We represent chief business houses of Demerara, Barbados, Trinidad, Jamaica, St. Kitts, Antigua, St. Lucia, Grenada and other West India Islands.

We solicit orders and inquiries for all descriptions of West India Produce.

EUROPEAN DEPARTMENT

We also beg to call attention to our *EUROPEAN DEPARTMENT*, which is in close touch, through our Liverpool House, with English, Continental and Asiatic markets.

We can usually quote attractive prices on shelled and unshelled Walnuts, Peanuts, Almonds, and all Nuts for Confectionery purposes. Muscatels and Grocery specialties of all kinds.

We solicit inquiries for any articles you want from Europe or East Indies, and if there is any special article you require for your trade, please ask us about same.

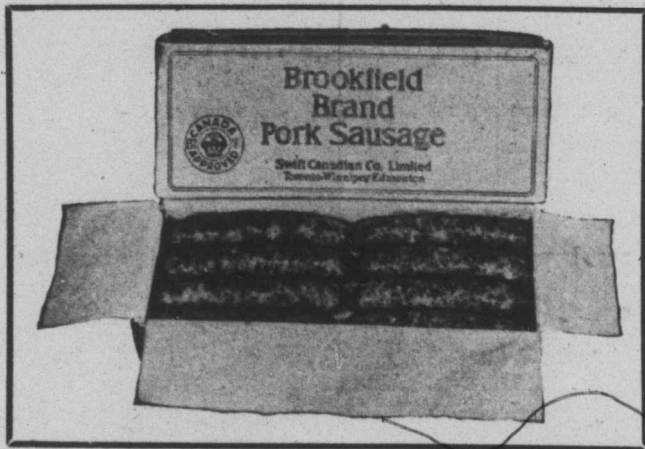
Season Now Open

These Chilly Mornings
Create the Demand

It is profitable to get the
Housewife to place Standing
Orders for Delivery on
certain days each week.



"THE DATED PACKAGE"



"THE BEST MADE"

See our Salesman
or Write Direct
for Particulars of
Weekly Shipping
Plan.

Swift Canadian Co. Limited

Toronto

Winnipeg

Edmonton

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

Get big Western business through these hustling wholesalers

If you want good, live representation in the West you cannot do better than link up with this organization. We buy and import for the undermentioned wholesalers,

Groceries and Green Fruits

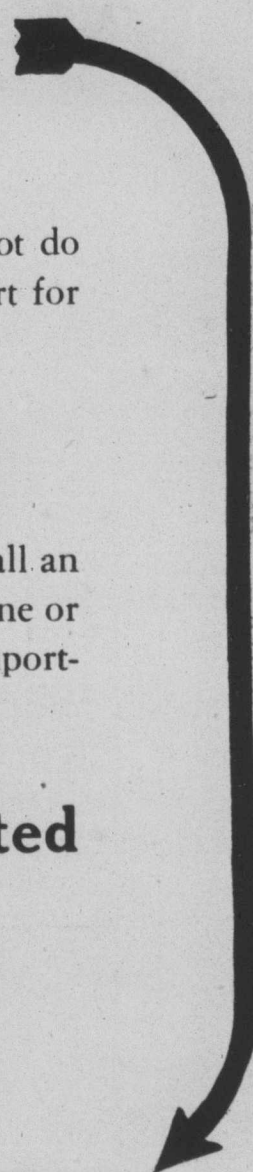
The wholesale firms whom we represent, as listed below, have all an aggressive sales force who get results. Please note we have one or more representative houses in every city of any commercial importance in Alberta, Manitoba and Saskatchewan.

Mutual Purchasing Company, Limited

E. NICHOLSON, General Manager

401 ROSS AVENUE WINNIPEG, MANITOBA

We Invite Correspondence from Manufacturers and Shippers.



WHOLESALE GROCERY HOUSES

- Alexander Grocery Co., Ltd. Camrose, Alta.
- Brandon Grocery Co., Ltd. Brandon, Man.
- Camrose Grocery Co., Ltd. Camrose, Alta.
- Crown Grocery Co., Ltd. North Battleford, Sask.
- MacLean Grocery Co., Ltd. Regina, Sask.
- Medicine Hat Grocery Co., Ltd. Medicine Hat, Alta.
- Moose Grocery Co., Ltd. Moose Jaw, Sask.
- Red Deer Grocery Co., Ltd. Red Deer, Alta.
- Simington Co., Ltd. Calgary, Alta.
- Swift Current Grocery Co., Ltd. Swift Current, Sask.
- Weyburn Grocery Co., Ltd. Weyburn, Sask.
- Yorkton Grocery Co., Ltd. Yorkton, Sask.

WHOLESALE FRUIT HOUSES

- Acme Fruit Co., Ltd. Calgary, Alta.
- Bright Emery Co., Ltd. Winnipeg, Man.
- Canadian Fruit Co., Ltd. Moose Jaw, Sask.
- Early Fruit Co., Ltd. Saskatoon, Sask.
- Kerrobot Merc. Co., Ltd. Kerrobot, Sask.
- Lethbridge Merc. Co., Ltd. Lethbridge, Alta.
- Northern Fruit Co., Ltd. Saskatoon, Sask.
- Pioneer Fruit Co., Ltd. Brandon, Man.
- Portage Fruit Co., Ltd. Portage, Man.
- Prince Albert Fruit Co., Ltd. Prince Albert, Sask.
- Rex Fruit Co., Ltd. Moose Jaw, Sask.
- Rogers Fruit Co., Ltd. Winnipeg, Man.
- Royal Fruit Co., Ltd. Edmonton, Alta.
- Sterling Fruit Co., Ltd. Winnipeg, Man.
- Stockton Mallinson Co., Ltd. Regina, Sask.
- Walker Fruit Co., Ltd. Weyburn, Sask.
- Lloyd Fruit Co., Ltd. Regina, Sask.
- Mitchell Fruit Co., Ltd. Calgary, Alta.
- Brown Fruit Co., Ltd. Edmonton, Alta.



Again we emphasize the importance of the ASSAM Quality of Red Rose Tea

ASSAM teas are the richest and strongest in the world—and it is because Red Rose consists chiefly of these teas, skilfully blended by experts, that it has—

a flavor distinctive and delightful;
a rich strength that satisfies;
an economy that means less tea required in the pot.

Red Rose Tea is "The War-Time" tea—it combines Quality and Economy in the same sealed package.

It is a trade-builder and a sure profit-earner.

T. H. ESTABROOKS CO., Limited

St. John

Toronto

Winnipeg

You will Save Money

by sending us your orders. Our Price List, on the face of it, quotes you lower prices than any other house. In addition, we allow an extra 4 per cent. discount of non-combine goods, if your account is paid by 10th of following month.

PLEASES YOUR
CUSTOMERS,
PROFITS
YOU.



Per Dozen

6 oz. \$1.00	16 oz. \$2.00
8 oz. 1.20	2½ lb. 4.70
12 oz. 1.65	5 lb. 8.50
5 c/s lots less 10 and 3%	
10 c/s lots less 15 and 3%	

We handle highest quality goods, and never sacrifice quality for price. Read our Price List carefully.



Compare our prices with those asked by others and you will find you will save money by mailing your orders to

THE
PERFECT
YEAST

Best quality on the market and the best money maker for you.



Per 3-dozen Box

\$1.00
Less 3%.

Macdonald-Chapman, Limited
WHOLESALE GROCERS
WINNIPEG

Connections: Fort William, Moose Jaw, Saskatoon, Swift Current, North Battleford, Edmonton, Fernie, Nelson, Vancouver.

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, OCTOBER 26, 1917

No. 43

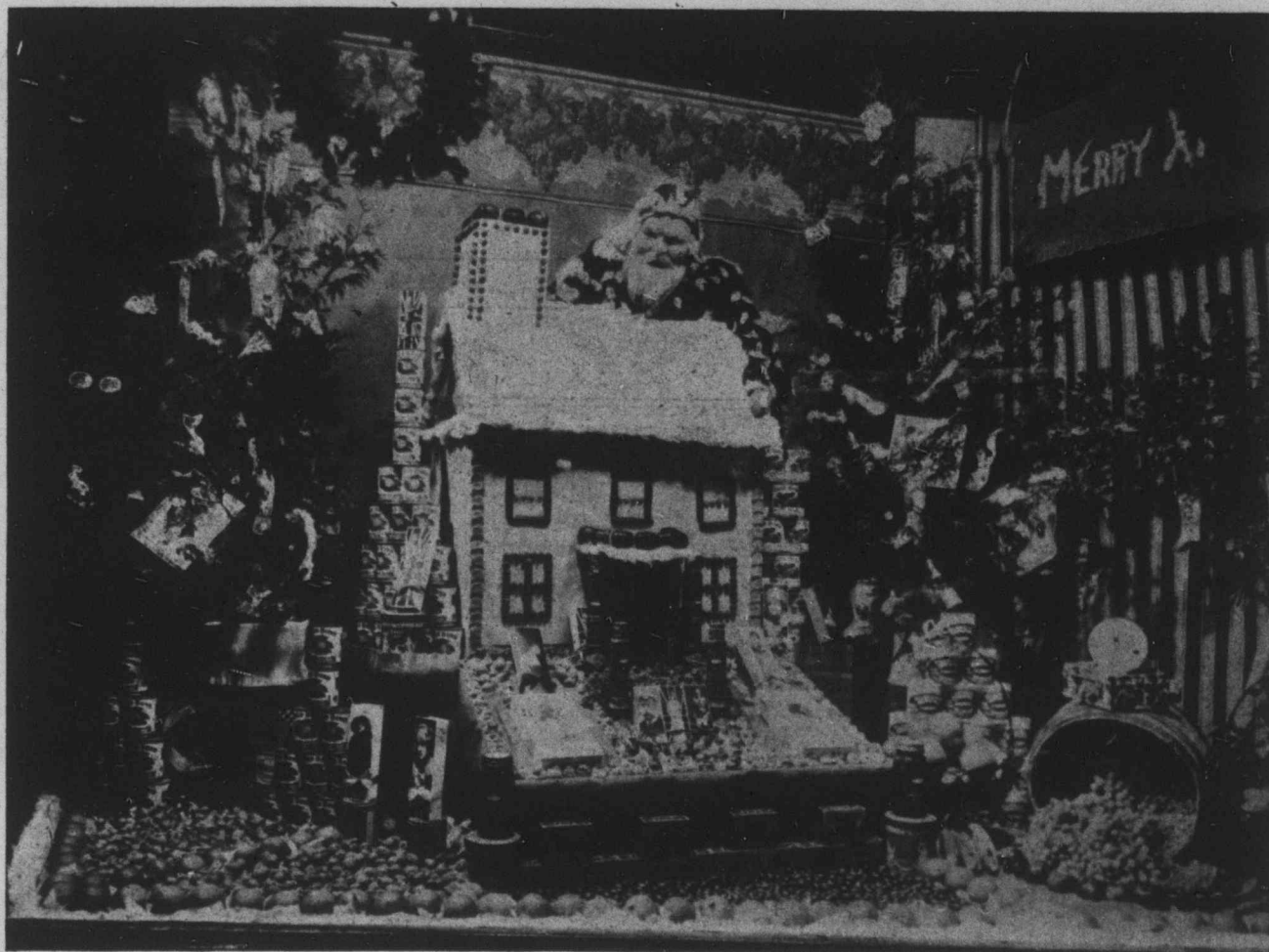
THE PURPOSE OF THE FALL AND WINTER NUMBER

WITH the present issue, CANADIAN GROCER presents another in its long series of Fall and Winter numbers, which we trust have been found of service to the trade. The idea behind these important numbers is essentially one of service to the retailer. Spring and Fall each present their separate problems, problems that are of outstanding importance. It is the idea, therefore, to make these numbers a book of reference that the merchant can keep near him at all times. This has been the object of the editorial staff in preparing these pages, and in so far as they are not only interesting for the moment but of value over an extended period, this object will have been accomplished.

The present era is one of unusual conditions. World changes have swept aside many long-established ideas and activities, and in their place have come other ideas and other activities the outcome of the needs and opportunities of the hour. It is on some of the most outstanding of these dawning opportunities that special stress has been laid. In that direction, we believe, there lies for the merchant the prospect of success in these days of change.

It has been the effort of the staff to provide suggestions not only for the employer, but for the whole staff of the store. Might it not be the part of wisdom for the employer to discuss these matters with his staff? Perhaps from such discussions would grow a business hitherto undreamed of. That this is so, or may be so, is, we believe, a sufficient indication of the need of just such issues as the present.





The winner of First Prize in Class A of the Canadian Grocer's Christmas Window Competition. The display of W. V. Webster, Trenton, Ont.

More Dollars from the Christmas Trade

Preparing For the Holiday Season Business Well in Advance—A New Class of Customers Has Arisen—How Conditions Have Changed the Christmas Trade.

FOR the past few years, in fact, since the war began, there has been a general feeling as the Christmas season approached that there wasn't much to be expected from the Christmas trade, that prices were high, and people were not able to buy. Every year these gloomy forebodings had to be discarded before the Christmas season had well advanced, but every year they have come to life anew. There is a certain semblance of reason for these suppositions. There are unquestionably many people who in former days bought recklessly at Christmas time, who have curtailed their expenses, but in their place there has come the working man as a new feature in this special trade, and this new factor has every year saved the situation and given the grocer a brisk Christmas business, despite his forebodings.

Now there is no reason to expect that conditions will be otherwise this year. The working man is still here with his comfortable salary, and he is going to be a very decided factor in the Christmas trade this year. Moreover, the working man is not buying the solid necessary

goods that were supposed to be his daily fare. He is buying everything, and all the specialty lines, the luxuries, and the Christmas novelty lines come under that head.

This being the case, it behooves the merchant to plan his Christmas business with more than usual care. Some of the old sources of supply are closed to him and he will have to seek elsewhere. Some standard lines that he possibly may have featured in the past are no longer obtainable, owing to conditions incident upon the war. He must know these things and be ready to provide the necessary substitutes. He should be posted early on the market conditions of all lines that will come into this Christmas business. Most grocers have in the past made quite a feature of lines used in the Christmas baking. This department should be more strongly featured than ever. Many people who were accustomed to buy English pudding and cakes will be compelled this year to do without them. This is an effective argument to be used in the sale of Canadian-made puddings and cakes. But the Christmas baking should come in

for special attention this year. Owing to the higher prices of goods, more people than ever before are doing their own baking. There is thus a fruitful field for extra sales of staple products—flour, sugar, baking powder, flavoring extracts, cream of tartar, dried fruits and raisins, candied peels, and the whole line of goods that go to the making of the Christmas delicacies.

The Special Christmas Lines Should be Given Prominence

But, aside from this trade, there are many other lines that should be given prominence. Many of the Christmas delicacies came from across the water and are no longer available, but manufacturers here have met this difficulty by adding to the list of products that are produced on this side of the water. Such things as Christmas wines, canned and bottled fruits, high-class confectionery fruits and biscuits, nuts, dates, figs and similar lines should be strongly featured. There is a larger class of buyers for these goods than there has ever been, and it is the dealer's opportunity to make this season's trade a record one.

Catering to the Men's Trade

Men Are the Best and Most Lavish Purchasers, and Their Business is Worth Having—Encourage Them to Come, by a Display of Interest in Their Needs—How Featuring the "Cigars by the Box" Movement at Christmas Aids in Building Sales.

IN many grocery stores there is growing up quite up quite a satisfactory trade in cigars. There is a good demand for these goods from the grocer as well as from other sources. The unfortunate part of the matter is that some grocers are actually letting this trade go elsewhere. Now there is no reason in the world why the grocery store should not be one of the most satisfactory mediums for the sale of these goods. Moreover, it would be for the benefit of the store. The average grocery store makes comparatively little bid for the actual trade of the men. Yet it is an established fact that the man's trade is the best paying trade there is. The man as a rule is not bound by an allowance, and when he sees a thing that appeals to him, he is rather inclined to buy it without figuring what the cost may be. Now that may not be a good system, but it means that the grocer will have a market for many fancy lines that might otherwise waste. It means moreover that the man of the household will have a more definite interest in the store, a thing that is of unquestioned advantage.

Something For the Men

The merchant who wants this trade, must do something to foster it. A well placed show case featuring cigars will induce many a man to buy who would not otherwise think of doing so. This

has been found the case by many merchants in different parts of the country, who have built up quite a brisk business in featuring these goods.

The Cigar Business for the Grocer

Then there is another viewpoint. At Christmas time a box of cigars is one of the best known of goods. The box of cigars that the wife gives to her husband has been the subject of jest in the comic press ever since the first cigar was smoked. Well why should it be a joke? Why shouldn't the wife be able to purchase cigars intelligently? Mainly because she is densely ignorant of the subject, and has no one to assist her. The grocery store is her natural purchasing place, and if the grocer were able to suggest such a gift, and was able to tell her just what variety of cigars her husband preferred, or which he would probably prefer, then this hoary joke could be relegated to the scrap heap, and the grocer could build up a substantial additional business.

There is a Western Ontario grocer who always about Christmas time dresses a window with cigars. That gives the public the idea that he keeps these lines, and suggests that these would be good Christmas presents for many different persons.

Several merchants that have attracted the attention of CANADIAN GROCER

have had small boxes of cigars packed for them, in a suitably attractive Christmas package, and inscribed with their own name. This has been found to be a most successful device, the recipient naturally noting the name of the store and in many instances turning his business that way.

Special Boxes for Xmas. Trade

In a picture of the Limoges Bros. store, Montreal, that appears on another page of this issue there is shown the silent salesman that is always full of a good assortment of cigars and smokers' needs. Not merely the cheap cigar, be it noted, but the finer grades as well. J. A. Debien of Montreal also do a substantial business in this department, and carry a very fine display of these goods. Michies, Toronto, have a special department set apart for the exclusive display and sale of smokers' requirements.

This is a paying line, and one that the grocer might well consider. It needs a certain amount of care, but any merchant with a spare display case can feature these lines satisfactorily. All that is needed is a moderate degree of moisture, and this is easily maintained in any closed show case. This business is an appeal to the men, and as such it would add a new element to almost any business.



A simple and effective cigar display; one that would be a trade-getter for the Xmas season.



Trench Boxes the Year Round

A Profitable Trade for the Grocer—Getting the Men's Trade is Found Business —
Suggestion of Lines to be Sent and Something Regarding
Regulations for Sending.

THREE years of war have come and gone, and the fourth is on its way, and all the time, beyond seas, Canada's army of sons and brothers has been growing. It is true that dotted over the plains of Flanders are pathetic cross-marked plots that mark that "last full measure of devotion" that Canada's sons have given to the cause that they believed to be right. Dotted over France and England, too, are hospitals, where lonely lads are waiting eagerly for a word from home. Dotted over Germany are noisome prison camps, where Canadian boys are waiting for the war to cease, while along the shell-swept battle front there are Canadian boys enduring cold and discomfort, and pain and loneliness in order that liberty shall not perish from the earth.

There, in the far fields of France and Belgium, and even Germany, our uttermost outposts are, and it is well for us to remember this fact, to keep in mind the boys who are away from home, to provide for them the little comforts that will aid in making the life out there somewhat easier, that will be a bond to hold them through all the blood and suffering to their homelands and the folks at home.

The Task of the Grocery Trade

In this great task the grocery trade has a work to do, and a work that will result to their own profit. Unquestionably, and rightly so, there will be a profit; but there can be at the same time a service that will rob this profit of anything resembling selfishness. It is the grocer's great chance to sell more than goods—to sell with them service and understanding and sympathy; to know that, while he is doing business, he is not doing it from an entirely self-interested standpoint, but is doing something to help other folks to make the lives of the boys across seas more bearable.

Some dealers in the past have done a little of this business at Christmas time, and have forgotten about it for the remainder of the year. Others still have done nothing, and have let their customers buy such goods at their store as have seemed to suggest themselves, and have done nothing to help. In this way they have not only thrown away the opportunity to make sales, but have also thrown away the opportunity to be of service, to render the kind of service that people remember. Which is the most serious blunder it would be hard to say.

For Christmas and for all the Year

The Christmas trade for the trenches is a great item, and deservedly so. We in Canada have always made Christmas a great day. The boys out there will be remembering other Christmases, and it would be a shame if something were not done to make this one day a little different from all the other mud-colored days of the year. Christmas is, of course, the great day, and the dearest day. But it is not the only one. This service for the trenches should be the thought of the merchant throughout the whole year. It should be his idea to keep it before his customers, because people, even those who have friends and relatives at the front, grow careless and need to have their attention drawn to this matter ever and anon.

Catching the Men's Trade by Making Things Easy

Then, too, almost all men have some intimate friend over in France, and would gladly do something to add to his comfort. But men are careless beings; more so than women; and to get the man's trade the grocer must prepare to go after it, not by any personal canvas, but by drawing the matter forcibly to his

attention. When he passes the store smoking his after-dinner cigar, he would be open to the suggestion of a box of cigars or cigarettes to be sent to the friend in France. But the appeal must be direct. The man is not likely to go to the grocery store to purchase a box of cigars for such a purpose, but if in passing that window there is called to his attention the fact that such goods can be sent to France, and that there are easy ways of doing it, he will be interested; and it is to be sadly remembered that it is this little difficulty of packing that has done more to stop the sending of parcels than all other causes put together. Therefore, to catch the patronage of the man, the ideas must be suggested, the knowledge that all the trouble of wrapping and sending will be obviated must be assured. Probably the man will enter the store to purchase his box of cigars or cigarettes. If the merchant lets it go at that, the sale will end there; but if the merchant is able to point to a show case containing lines of goods suitable for filling just such boxes as he provides, or can outline the list of things most generally sent, he will probably receive a full order.

To get that trade, the merchant must cater to it. He must assume most of the responsibility, but in return he gets business that is "found" business. It is a sale actually created, for without his creative force the sale would probably not be made.

Postal Regulations on Parcels to France and England

One of the chief services that the grocer can give to his customer is in suggesting lines of goods suitable for boxes for the soldiers, and here it must be remembered that there are certain postal restrictions.



For parcels to be sent by parcel post, the limit for France is 7 pounds; on parcels from one to three pounds the rate is 24 cents, and on parcels from three to seven pounds the rate is 32 cents. Parcels for England, on the other hand, have an 11-pound limit and a rate of 12 cents a pound.

It should be remembered, too, that parcels intended to arrive by Christmas should be sold and away by the 1st of November.

The Kind of Goods to Send

Now just a word about the sort of things that are especially required. Generally speaking, there is little of the grocer's stock that would not be acceptable. The soldiers at the front and in

England get plenty of good wholesome food, but it is the monotony of the diet that palls. Anything, therefore, that is a change from the staple food may be recommended.

Soups and broths are among the things most generally asked for; after that, candies—hard candy and chocolate especially—salted nuts, cakes, tinned fruits, dried fruits, biscuits, cocoa, prepared coffees, and milks; relishes of all sorts, canned meats and fish; candles also are in great demand; curry powders, chewing gum, lime juice—these and many other lines from the grocer's stock, limited only by the size of the package, will also be appreciated. Then there are cigars, cigarettes, tobacco, pipes and all the paraphernalia that goes with them, soap,

tooth brushes, tooth powder, insect powder, sponges, writing paper and envelopes, pen nibs, pencils, toilet paper, and health salts.

The list might be continued indefinitely, but these suggestions will be enough to give an idea as to what kind of things are in most demand. If the merchant does not have them all in stock, it is easy for him to procure them from some neighboring merchant.

Above and before all, keep the trench goods department to the fore throughout the whole year, for the sake of the boys in the trenches, for the sake of the feeling of mutual interest engendered between the merchant and his customer, and for the sake of the good business that will result therefrom.



Drawing Trade with a Trench Container

Bulk Display of Trench Boxes a Telling Scheme—Featuring Trench Goods in the Store—Drawing New Customers by This Service.

A GOOD many merchants have in the past featured the idea of providing goods for the boys in the trenches, but unfortunately they made little or no provision for the shipment of these parcels. If they had a stray box that could be used, they used it, but in the greater number of cases the sender was more or less left to his or her own devices in looking after this matter for themselves. Of course there were firms who had systematized this business and thought out practically all the difficulties, and had endeavored to meet them, but the majority left the matter more or less to chance.

The Box the Crux of the Trade

This last year, however, has seen a very considerable change in this situation. Merchants are beginning to realize the possibilities of this new phase of business, and have been going after it with a will. One of the most effective ways of encouraging it has been in the provision of suitable containers, for that was the crux of the situation. The old packages were either too weak or too heavy, and in either case they meant a world of trouble to the sender.

F. A. Wilson, of St. Catharines, Ont., is one of the merchants who have recognized the value of providing a suitable package and letting the customer know that it was to be had. When the CANADIAN GROCER representative passed the store lately the two large windows were piled high with boxes, made to con-

tain either three or seven or eleven pounds of goods—the first two for sending direct to the trenches, the last for sending to England.

That has been the best argument of sale that Mr. Wilson has devised, though he has thought of several others. Among these others might be noted a carefully selected box full of comforts all ready for shipment. Several of these were placed in the front of the windows, and to them was attached one of the regular bills of the store itemizing the goods contained, with their price and showing the total cost in large figures. At all times of the day and well on into the evening there were people stopping to look and study this list. It was the suggestion that so many people need to crystallize their ideas. As a result a great many boxes were sold, just as outlined in this list.

Displaying Trench Goods

Then, again, just inside the door there was a silent salesman, that was devoted at all times to the display of articles suitable for these boxes. People who came in were naturally interested in this collection that was kept always complete and in the best of order. In this way the idea was often suggested to persons who had entered the store with no thought of sending a present to the front.

Drawing New Customers by This Method

The stress was always laid on the sale of the boxes. If a person wanted to purchase the box alone he was at perfect

liberty to do so. It became quite a practice to purchase these boxes; churches and societies would buy them in large lots, in seventy-fives, in hundreds, and hundred and fifties. There was some profit in these boxes, and there was little or no trouble in handling them. Moreover, it drew people to the store, many of them. When it is stated that on one Saturday night 150 of these boxes were sold to different individuals it will readily be seen what a force for drawing trade they have been. People who had never been in the store before came to purchase boxes, and so by this agency were brought under the influence of the store. Practically everyone who came to the store bought something; it might be little or much, but it all showed a profit; and as the store carried and displayed, in the manner above referred to, a pretty complete line of goods, such as might be used in these packages, the sales usually averaged fairly high, and consequently showed a very good profit indeed. Moreover, the customers who were attracted to the store by the fact that they knew that they could get such boxes as they might require, and were later influenced by the pleasant surroundings and courteous service of the store to become regular customers, formed an item of profit that is not easily estimated. In this case at least the providing and featuring of these trench containers has proved to be one of the best trade-getting schemes that the store has ever devised.

Building a Business in Trench Boxes

A Great Business With Many Pitfalls For the Unwary—How This Business Might Become Advantageous or the Reverse—The Need of a Thorough Understanding, and the Wisdom of Not Promising Too Much—How the Michie Company, Toronto, Have Built up a Great Trade.

THERE is money to be made in featuring boxes for the soldiers overseas. There is a world of anxiety and care and planning and actual hard work also. There is the need for a disinterested service, the need for an actual understanding of the requirements of the boys in the trenches and

or to do the planning or to give himself heart and soul to the task of putting himself in the place of the soldier across seas, so that he can better gauge his needs, then he is better away from the trench box business for the trouble he will find will more than outweigh the gain.

If, on the other hand, he is willing to study and plan and work hard, to follow this line of business as carefully and conscientiously as he does his ordinary business, and if he adds to that a sympathy with the feeling that leads people to send these little gifts and an actual desire to help them at whatever cost to himself, then not only should this business prove a success, but it should carry with it a satisfaction that is not the meed of every ordinary success.

In some such way might be epitomized the opinion of C. E. Stone of Michie's, Toronto, who, ever since the war began, or shortly after, has given the bulk of his time to systematizing and putting on a sound basis this intricate business of serving the needs of those many thousands who for years past now have been fighting for an ideal in the muddy fields of Flanders.

Out of those years of experience, this firm has been able to found a business that is as reliable as any single agency could make it: a business that has of late meant not a large, but a fair profit to the firm has meant much too in great, if less tangible assets, the confidence and appreciation of the hundreds and thousands who have been well served.

Difficulties to Be Met

Mr. Stone very frankly points out the difficulties that face any merchant who enters on any such business. Anybody, of course, can send a parcel. But not everybody can send a parcel that will be delivered safely and will meet the actual needs of the chap in the trenches or in the hospital or in the training camp; and unless these needs can be met, unless the mud-covered Tommy who opens this parcel, weeks or months perhaps after it has been shipped, finds in it the things that he actually needs, not the things that the grocer is glad to get rid of, the business whatever its immediate profit, will not be a paying venture for the merchant.

In order that the merchant may be in a better position to do this business and to do it satisfactorily, in order that he may avoid some of the pitfalls that surround undertakings of this kind, some hints from the experience of this store, as suggested by Mr. Stone, might be noted here.

Perhaps in no other direction is there so much danger of failure as in the se-

lection of the articles to be sent. The fabulous wastage of good money and time and energy that has resulted, because some fond mother, or wife, or

About Michie Soldier Boxes

Stir Warmth in A Soldier's Heart

The brightest day of the soldier's life comes with the parcel of good things from home.

Old-acquainted dainties, sweets, appetisers, smokes—will kindle warmth in his heart. More so, if rightly chosen—to answer his needs.

That problem Michie experience has solved. Just what to pack, just how to pack, have been learned in shipping hundreds of parcels overseas each week.

You'll find your overseas parcels even more heartily welcomed, their goodness better appreciated, their safe arrival made more sure, if you buy from the Michie list of ready-chosen assortments.

This list saves you time, trouble, money. It includes:—
M 18—to France \$2.85, England \$3.25, M 32—to France \$4.00, England \$4.75.

M 36 is "Some" Treat

Contains: 1 pkg. Loaf Sugar, 1 tin Butter, 1 tin Strawberry Jam, 1 tin Fruit Cake, 1 pkg. Ginger Snaps, 1 box Candy Figs, 3 pkgs. Gum, 3 pkgs. Mint Lozenges, 50 Cigarettes.

To France \$3.50, To England \$3.85

Michie

& Co., Limited

Established 1835

Seven King West Toronto

How Michie & Company have built up a business in Trench Comforts.

elsewhere across seas, and if the merchant is not willing to take the trouble

About Michie Soldier Boxes No. 10

"Jake"

Tommy in the trenches finds many new expressive phrases. His highest appreciation is put in one brief word—"Jake." Many soldiers who received Michie boxes of good things to eat found them—"Jake"; by which tribute they covered wise selection, careful packing, efficient delivery. Read their comments:

Staff-Sergt. T. G. Crosson, Box L14.

"The package, to use a military vernacular is JAKE. Not bad. Could not be better if personally selected."

Signaller C. Waddell, Box M5.

"Received both parcels and they were in splendid condition on arrival. The one with the tin and goods arrived when I was in the trenches, and of course it was enjoyed exceedingly by the boys and myself. We teased the staff over a 'Tommy cooker' and it sure went 'Jake'. Enjoyed 'as other one also'."

Lt. J. W. Boyd, Box L14.

"Package was 'top hole'."

Corp. Roy R. Richardson, Box M4.

"Received your welcome parcel while in action on the front line. Enjoyed the contents very much. It was delivered in good condition."

The soldier in camp or in the trenches will call these welcome boxes "jake" with ever greater appreciation now than at Xmas. We are packing and forwarding every week hundreds of assortments such as those so highly praised above.

Michie & Co., Ltd.

7 King St. West
TORONTO

sweetheart thinks that such and such an article would be nice for John in the trenches, is difficult to estimate. The needs of John in the trenches are simple needs, simple to austerity. All the frills are forgotten, the decorative article, and the thousand and one fancy articles made expressly to meet a need that does not exist, are just so much sheer waste. As an illustration of this fact, Mr. Stone spoke of the thing that his own son in the trenches was always asking for, flour, pancake flour. He couldn't get enough of it. Yet probably pancake flour would be conspicuous by its absence in most of the millions of packages that find their way to the trenches.

Needs of Trenches Are Primal Needs

As a matter of fact, the needs of the trenches are primal needs, things to wear for warmth, rather than decoration, things to eat, and things to keep the body sanitary. In the nature of things the bulk of these needs are to be found on the grocer's shelves. That is why the grocer seems to be the logical person to handle this business. But it should be remembered too that the needs of the trenches are not the needs of the man in the more comfortable billets of the commissariat division, nor are the needs of this division the needs of the lonely Tommy in the hospital, nor are these needs again the needs of the boy in the

Selling a Service with the Goods

The Necessity of Making the Goods Meet the Actual Necessities of the Different Conditions of the Service—How These Conditions Vary, and How Each Condition Presents a Different Need—Getting Satisfaction From Service Well Performed.

training camp in England. In each case there are some particular goods that are peculiarly suited to the particular place. That is where the understanding and

as has been suggested, but there are many sources of information that are open to him. There are many returned soldiers in all parts of the country who would be glad to give just such information, there are letters coming daily from the trenches that are crowded with hints. This is all for the merchant to find out for himself. "Of course, there are people who come to the store daily," said Mr. Stone, "who know just what they want to buy. In such cases, of course, we make no definite attempt to influence them. There are people who come with bundles of socks and mufflers and who buy a few articles and ask to have them sent. This sort of a transaction when the time and labor of packing is considered, probably means a net loss to the store. This is part of the service, however, and is gladly given. The merchant who loses sight of this item of service, who sees in this business an opportunity to unload some unsaleable goods, or who in any way scamps the service given, who does not find in this business a certain satisfaction in itself apart from the profit that may accrue had better leave it alone, it will do him more harm than good. For ourselves," Mr. Stone continued, "it is our ambition to give the best service at the lowest possible margin at which we can do the business. If we tried to scamp this business in any particular, if we tried to substitute inferior goods, or to send packages short in some detail, I don't believe that the clerks who make up these packages would stand for it. But we try to give the best service we can, and take a pride in doing this business well, and we consider that no small part of the profit is in the good will of the customer, and in the kind letters from the boys at the front who have received these packages."

Possibilities of Annoyance in Goods Shipped From England

In this connection, Mr. Stone noted one of the difficulties in the parcel sent direct from England, on lists furnished by English houses. Many merchants were adopting this system. There were times when the press of business necessitated them doing the same thing, but in doing so they tried to forestall this difficulty. Prices of goods are constantly increasing, and the English lists must perforce be old when they are used by the merchant. The list of goods supplied, would probably, when the order was received in England, cost more than the stipulated price. To compensate, some article would be left out. There was the difficulty, and a cause for misunderstanding. Not that the English houses were not conducting the business on a strictly honest and honorable basis, there could be no question of that, but when John

Smith wrote home to thank the donor, and mentioned the things in the package, there would be something missing, and the customer would come to the store with a grievance. When they sold such packages, Mr. Stone stated, they always made this point clear. Here was the list, but prices were increasing, it was more than likely that some article would be

About Michie Soldier Boxes

What Do You Send Your Soldier?

Hundreds of letters have been written by soldiers about Michie parcels.

Some have praised the careful packing. Others the goodness of the contents, but one and all have appreciated the wise selection.

"Just what is needed out here" they say.

Your parcels overseas will be even more valued once you see Michie service.

There's a lot of ready-made assortments at your service—save time, trouble money. It includes—

The Michie list includes: M 20, France, \$3.00; England, \$4.25; M 18, France, \$2.85; England, \$3.25. Also Mediterranean packages and special Smokers' assortments.

Michie & Co., Limited
Established 1895
Seven King West Toronto

Send M 32 as a Trial!
Contents—1 pkg. Sugar, 1 cake Maple Sugar, 1 tin Butter, 1 tin Jam, 1 tin Roast Beef, 1 tin Spaghetti, 1 tin Beaver Chicken, 1 tin Mixed Biscuits, 1 tin Prunes, 1 tin Pineapple.

To France \$4.00, England \$4.75

study is required, to meet an actual need with the actual things needed.

In the early days the Michie Company carried on an elaborate service of investigations to find out just what things were needed. Men who had been in France were questioned, letters, many of them, were sent to boys in every imaginable branch of the service, and under every condition of that service, people who had sons or relatives at the front were questioned, all this material was sifted and from it grew an understanding of the actual needs of the soldier under many varying conditions. Now, when a customer comes to the store seeking for aid in planning a box for someone at the front, the first question that is asked, is: "Where is he?" If he is in the trenches, the clerk knows just the things to suggest, things that will meet the actual wants of those cold, sodden mud covered days. If he is in hospital somewhere in France, there are other things to be suggested, that will come to the poor chap in the hospital cot, as the answer to an expressed need. If in England, the suggestions are different, but none the less suited to the needs of the case.

How Every Merchant Can Post Himself for Service

Of course, the merchant to-day cannot make as thorough an investigation

About Michie Soldier Boxes

Packed With Comforts He Needs

FOR many comforts and conveniences the soldier overseas must look to home.

Just what turns his fancy takes Michie experience has discovered.

Buy your sweets, dainties, smokes—the things he craves for—from the Michie list of ready-chosen assortments.

Hundreds do this each week—trust to Michie knowledge and Michie care in shipping, save themselves time, money, trouble.

The list includes: M20, France, \$3.90; England, \$4.25. M18, France, \$2.85; England, \$3.25. Also Mediterranean packages and special Smokers' Assortments.

A Welcome Treat?

M32, France, \$4.00; England, \$4.75—Contains 1 pkg. Sugar, 1 cake Maple Sugar, 1 tin Butter, 1 tin Jam, 1 tin Roast Beef, 1 tin Spaghetti, 1 tin Beaver Chicken, 1 tin Mixed Biscuits, 1 tin Prunes, 1 tin Pineapple.

Michie & Co., Limited

Established 1895
Seven King West, Toronto.

One of the series of advertisements that have been appearing daily for over two years.

left out of the package shipped, they did not know what one, but there would probably be something. In that way, by being perfectly frank with the customer, a great element of discord was avoided. But a better system was to put up a package, then it could be shown to the customer, who would know that just these things would be in it, and there was no possibility of misunderstanding.

The Folly of Promising Too Much

Another item that the store had aimed at was not to promise too much. For instance, two packages might be sent for Christmas, sent on the same day. The one might arrive before Christmas, the other might not arrive until March. Experience had taught them this, taught them, too, that there was no way of overcoming this difficulty. They had developed a system, whereby they were able to trace a package till it was delivered in good condition to the military authorities. Once there, it was part of perhaps a million, and had to take its chances. The only way for the merchant was to frankly tell the customer of these conditions and not to promise things that were beyond his power to perform.

The Possibility of Mishap and How Such Difficulties Can Be Met

In all such business there was, of course, Mr. Stone continued, the possibility of disappointment, and there the merchant was brought face to face with the matter of compensation. Here lay one of the greatest difficulties, and one that required the utmost tact. They had developed a system whereby they were able to prove to the customer that the parcel had been actually delivered to the military authorities, there the ability of the store to govern the matter ended. If the parcel arrived there in a broken or pilfered condition, the store without hesitation assumed responsibility for it, and without question would send another package. In the case, however, where they were able to show a clear receipt, the matter had to be treated with discretion. It might be that the customer, even when faced with the proof and admitting its force, might yet feel that he had a grievance against somebody. In many such cases, it was in the store's interest to shoulder the loss, and though they had not been in fault, make the loss good. There could, however, be no hard and fast rule in such cases. Each individual instance had to be considered by itself, and settled on the basis of what was in the best interests of the store. Always remembering, of course, that a store, like a person, has a self respect that it is in the interest of all to maintain.

Since the Michie Company started this business, it has grown steadily, and is now one of the features of an all the year business. Christmas time is, of course, the great time, but Mr. Stone stated that an ordinary week's business now was more than equal to last year's Christmas trade. This trade did not come of itself, it was the result of persistent advertising, which had been constantly maintained throughout the past years.



An effectively arranged Christmas window of B. C. Watson, Leamington, Ont., arranged by Ted Locke. Note the design in candies and nuts in the foreground.

In this account, there should be nothing to discourage the merchant from undertaking this kind of business. The warnings contained herein, should serve to set many a merchant on the right track and assure him of a successfully

profitable business, and a business in which he might well feel that he was doing something, giving some of his energy and time into aiding his customers and making the lives of the boys at the front a little more bright.

Are You Sending Parcels to a Soldier Overseas?

You are probably, then, eager to find something different from that contained in your last package—something equally acceptable and practical, which has the additional attraction of being novel—something to make happier a soldier's day. To assist those engaged in the interesting work of packing boxes this page has been arranged. Everything mentioned has delighted some soldier—and may contain something having a particular appeal for one of your acquaintances.

The "Shopping Service" Will Send Packages for You
Save a Few Mils Up at Various Prices, Which We Will Indemnify Postage.

THE MANY OF PATRICK DESIGNS are noted by famous designers and each with separate articles for the "Shopping Service" a true friend to you. They will give you the best possible selection, and the items which have been carefully arranged with thought to their practicality, at your request. We mention the contents of a few packages. The postage is, of course, additional.

NO. 1	NO. 2	NO. 3	NO. 4	NO. 5
1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2
1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2
1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2
1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2	1000 Buttons, 12 1/2

THE NEW BREVETED SWEATER AND POPULAR BALESTRA CAP
Available in Various Colors and Styles. See Our Price List.

YOUTHS AND FINE CUTS—A True Boon to the Man in France
White and Black, various styles. See our Price List.

GENUINE GARMENTS WHICH WILL HELP PREVENT COLDS AND ILLNESS
The Man's Undershirt Section Offers These Selections.

THE INDEPENDENT CORNUCOPUS BOX IN WHICH TO PUT YOUR "COMFORTS"
See our Price List.

THE ESSENTIAL KNUIT HOSIERY
See our Price List.

GLASSES AND MOUNTS FOR EVERY SORT OF MILITARY SERVICE
See our Price List.

T. EATON CO. LIMITED

How the T. Eaton Company features the Trench goods business in their advertising.

Making a Specialty of Parcels for Soldiers

The Experience of Fraser, Viger & Co., Grocers, Montreal, Who Employ a Staff Expert to Handle This Business and Have Proved it Profitable.

THERE is good, steady business for the grocer in the supplying of goods for sending to the boys in the trenches and to prisoners of war. The latter are apt to be overlooked by the average man considering this question, and the needs of the soldiers on active service or in training camp bulk bigger to the imagination. But the grocer, anxious to render the most service and reap the reasonable reward of service, at the same time winning the hearts of his customers and the community in general, will not overlook the prisoners of war when considering how to supply the most suitable goods, and how to facilitate the process of getting the goods to the consumers.

Assumes Entire Responsibility

One of the best known retail grocery firms in Montreal, Fraser, Viger & Co., Limited, makes a specialty of assuming the entire responsibility of sending parcels regularly to soldiers at the front and prisoners of war, and has found the plan a great success in every way. Fraser, Viger & Co. supply the goods, pack the parcels, address and mail them regularly to their consumers in Europe and conduct the whole system on a basis of cash with order or charge to accredited customers.

How the System Started

Very soon after the needs of the boys at the front began to be known to their friends in Canada, requests began to reach Fraser, Viger & Co. from many customers for such goods as were asked for frequently by soldiers at the front. There came also requests for suitable boxes in which to pack the goods, and now and then inquiries for advice in the matter of sending them. The business began to assume considerable proportions. Then somebody wanted a parcel packed and sent direct from Fraser, Viger's store to the Post Office addressed to a soldier at the front. From that the whole idea of the firm's assuming the responsibility of forwarding the parcels developed rapidly, and now Fraser, Viger & Co. have a member of the staff, a man of integrity, ingenuity and reliability, taking entire charge of this department for the despatching of parcels to the soldiers and to prisoners of war.

Only Two Misses in Thousands

It is something of a testimonial to the accuracy of the methods employed, that only two packages of all the thousands that have been despatched since the plan was initiated have failed to reach their proper recipients. These parcels, bearing many postmarks, came back to Fraser, Viger's store, and when opened, after the months that had elapsed since their despatch, the contents were found in perfect condition. This is an important point to notice in connection with

COUNTRY ORDER DEPARTMENT.

The Country Order Department has figures to numerous specialties, which is sent due to our correct methods, fine goods at reasonable prices and quick despatch of all shipping orders.

This department is presided over by a reliable staff of employees. All orders, whether large or small, receive the same prompt and careful attention as if purchased in person.

(As an accommodation to our out-of-town patrons, we purchase such articles as they may desire, which are sent to our store, and ship them with orders purchased from ourselves, without extra charge.)

"Special For Overseas"

Assorted Afternoon Tea Biscuits 7c per Tin.
In strongly sealed Tins, No. 2 Tins.

New Pack Choice French Olives
1/2 Pint Bottles, 2c per Bottle. Post Section, 10c per Bottle.

The Original McHenry, New Iberia, Tabasco
Pepper Sauce
The most perfect pepper sauce, for use in the kitchen or at the table. No macerations complete without it. 1/2 Pint Bottles.

Hollbrook's Potato Flour—Finest Quality
Sweet, light and easy to digest, for cakes, waffles, Russe and puddings. 5c per Package.

Cadbury's, Bourneville, Export Assorted
Chocolate Biscuits 50c per Tin.
Mintella for Afternoon Tea, etc.

Inexpensive Puddings
Invincible Coconut and Tapioca Quick Puddings
Add 1 quart milk to contents of package, stir and boil 15 minutes, serve hot or cold. 12c per Package.

Pure Fruit Jellies
Delicious With Whipped Cream

Red Currant, Blue Raspberry, 1/2 Pint Glasses,	40c per Jar
Apple, Orange & Blackberry, 1 Pint Glasses,	40c per Jar
Cherry, Strawberry, 1/2 Pint Glasses,	40c per Jar
Raspberry, 1/2 Pint Glasses,	40c per Jar
Guava, 1/2 Pint Glasses,	40c per Jar
Orange, Lemon & Strawberry, 1/2 Pint Glasses,	40c per Jar
Grape, Orange & Strawberry, 1/2 Pint Glasses,	40c per Jar

Build Up the System With Good Reliable
Malt Extracts

Best Maltine, Anheuser-Busch,	50c per Bottle, \$1.25 per Dozen
Pilner Malt Extract,	35c per Bottle, 1.25 per Dozen
Wheat Malt Extract,	30c per Bottle, 1.10 per Dozen
Wheat Malt Extract,	35c per Bottle, 1.25 per Dozen

FRASER, VIGER & CO., Limited
Italian Warehouse, 211 St. James Street,
North-End Branch, 218-222 Laurier Avenue West,
MONTREAL.

Calling attention to "specials for Overseas."

this business, for only by exercising the most scrupulous care in selecting and packing the goods for sending across the seas can such a reputation be established and upheld as will mean real commercial advantage to the firm undertaking this special service. Here is a matter in which the character, personality, and patriotism of the retailer himself count very strongly in his business building. Here is an opportunity for rendering real service that will be immensely appreciated by customers. And there need be no financial loss in connection with the business, for the goods packed in the parcels all represent so much additional turnover to the store.

Goods That Are Most Acceptable

From the experience of Fraser, Viger & Co., certain classes of goods are particularly in request by the boys in the trenches and by prisoners of war. These include, of course, principally all kinds of foodstuffs that can be sent without deterioration. The canned goods come first. Flour has proved very acceptable to war prisoners.

Pork and beans in cans has been a prime favorite consignment, and has ensured requests for more. Condensed coffee, condensed milk, canned peaches, apricots and pears, jams, and various kinds of appetizing canned meats and soups, but not "bully beef" or corned beef in cans. The boys get plenty of that in army rations. Sardines are often asked for, however, and other kinds of appetizing canned sea-foods do not come amiss.

Canned ox tongue in the large sizes has been marked out for especial favor by men at the front, and many parcels sent through the Fraser, Viger system

contain this. Then there are the canned vegetables. These are especially demanded over and over again by prisoners of war whenever they can get messages through. Almost any kind of canned vegetable is acceptable, the most nutritious, of course, being most advisable. Canned peas and beans, canned corn, and such goods are regularly sent by Fraser, Viger & Co.

Useful Little Lines

Apart from the more substantial classes of canned goods, there are certain highly acceptable lines of goods which go into small bulk, but carry much nutrition with them. These include well known brands of coffee in the small tins, desiccated soups in all sorts of flavors and kinds—the 5-cent packages being the most frequently requested, and 10-cent packages of cigarettes. It is inadvisable, according to the facts ascertained by Fraser, Viger & Co., to send soldiers the larger packages of cigarettes. The boys write that they are seldom able to store away large tins of cigarettes, but can handily stow away the smaller packages. The loss of large tins of cigarettes is disappointing and annoying to a soldier, who has tried to "cache" them or carry them around under difficulties, but a few ten-cent packages can be much more easily managed, and the loss of one or two smaller packages is less aggravating. This information has been gathered by Fraser, Viger's soldiers' parcel expert from a number of sources.

Tea, Coffee, Jam, Biscuits

Tea and coffee, jam and biscuits are all good items for soldiers' parcels, frequently asked for, and always acceptable. Dried fruits, especially prunes, chocolate, and almost all other handily compact foodstuffs which are not too perishable, form excellent items for soldiers' parcels.

A special line, not always stocked by the grocery retailer, but often asked for by men at the front, is the "canned heat" that comes in the form of solidified alcohol in small tins. The various makes of this fuel are all acceptable, and the compact little tripod and windshield with saucepan, which form the canned heat outfit, can be sent also with great acceptance. Fuel is especially scarce at the front, and when a consignment of desiccated soups, say, is accompanied by the means to make them hot and good to eat under difficult circumstances, the parcel becomes still more welcome to the soldier.

Packing the Parcels

Some firms going in for sending parcels to boys at the front might incur the extra expense of securing special boxes for filling, but after considerable experience, Fraser, Viger & Co. have reached the conclusion that special boxes are un-

necessary. And the firm has sent thousands of parcels in the past three years or more with only two returns, and not one case of loss through imperfect packing. The returned packages came back after long wanderings, because their intended recipients (two Russian reservists) had removed into their own country out of reach.

As a rule, in a retail grocery store a good many different suitable sizes and strengths of boxes can be secured without trouble. Tin, wooden, or strong pasteboard boxes serve. They can be protected further by canvas wrappings and plenty of good strong brown paper.

Precautions to Take

The parcels must be packed tight, so that they do not rattle, or else they may

be refused by the postal authorities. Matches or intoxicating liquor must not be put in. A declaration of the contents of the parcel has to be made and attached to the package, and name of the sender must also be upon the parcel, while the name of the intended recipient should be plainly written where it can be most clearly read. It is also a good plan to put a card in the parcel saying who the package comes from. Fraser, Viger & Co. keep in close touch with the postal regulations, which vary from time to time as to weights allowed, and thus ensure the correct condition of all parcels consigned.

The average value of these soldiers' packages runs to anything between \$2 and \$5, the usual amounts of charge for

them being \$2, \$2.50, and \$3.50. The matter of postage is easily calculated, as the weights are uniform, as a rule about six or seven pounds, and the necessary allowance for the trouble entailed may be made also, though Fraser, Viger & Co. have not found it necessary to make any extra charge beyond that for the goods themselves and postage. Parcels to prisoners of war need no postage, being sent by arrangement with the Government.

This class of business has developed greatly through the long duration of the war, and while some grocers find it quite sufficient to sell the goods, and let the soldiers' relatives look after the packing and consignment, other firms may follow the plan of the Fraser, Viger Co. with still greater profit.

Grocery Trench Goods Department

Wallbridge & Clark, Belleville, Ont., Devote Special Attention to Soldiers' Parcels—
Groceries With Liquor by Mail Order—Illustrated Booklet of Stock Carried.

WALLBRIDGE & CLARK, grocers, of Belleville, Ont., have won a place in the affections of the many soldiers who have gone to the front from that city. This may seem a peculiar statement to make, but it is a fact, as the innumerable letters of appreciation which pour into the management of the store, from France, would indicate.

The sending of parcels of eatables to soldiers at the front is more of a problem than some people are aware of — not necessarily the sending of the articles, but from the standpoint of parcelling; and it is admittedly even more discouraging for the soldier in the trenches to open a parcel which has been rendered almost useless owing to poor parcelling, than it is to receive none at all.

Special Department for Trench Goods.

This bold fact was realized by the management of the store soon after the outbreak of the war, and in order that the disappointing feature of the above case might be eliminated, and in order that economy might be effected, the store opened a special department to look after the parcelling and forwarding of parcels to the trenches. At first the store arranged its own parcels, consisting of a combination of articles agreed upon after a study of the question, in which much good assistance was given by returned soldiers who knew the tastes of their comrades at the front.

Some assistance was also secured, in the matter of selecting articles for the parcels, from the three Wallbridge brothers now on service, including Major Frederick Wallbridge, Lieut. Joseph Wallbridge, and Capt. Francis G. Wallbridge. It was found that the soldiers in the trenches had a special desire for acids and for fruits, and with that information, parcels consisting of tasty combinations were arranged at prices ranging from \$2 to \$7, according to their contents, the latter containing cigars.

Getting the Department "Under Way."

The opening of the trench goods department was well received and it was kept very busy at first by the large number of Belleville relatives of boys at the front. These relatives knew the necessity of having the parcels well arranged and well parcelled, and from that time on entrusted the sending of parcels to the Wallbridge & Clark store. Later on a suggestion to allow relatives to include parcels of their own in the packages, was adopted, and still later this developed to the stage where people could provide all the articles and the store would merely

Delicious Coffee

Southern Blend	30c. lb.
American Blend	35c. lb.
Club Blend	40c. lb.
Special Blend	45c. lb.

PURE—Highest Grade Coffee.

Compare these blends of coffee with the higher priced brands sold in tins.

Wallbridge & Clarke's Delicious Coffee is ground by electric power as required. It pays to buy the best.

OVERSEAS PARCELS.

Wallbridge & Clarke are sending out daily numbers of parcels for overseas. Letters from the Front acknowledge the perfect condition in which they arrive.

Parcels made up of Cakes in tins, Chocolates, Cigarettes, Tobacco, Fruit, Raisins, Nuts, Coffee, etc., etc.

Postage to France, 7 lbs. 32c.

Postage to England . 12c. lb.

Keeping the trench comfort idea constantly before the public in the regular store advertising.

attend to the parcelling and forwarding.

Great success has attended the forwarding of parcels from the store, owing to the elimination of the difficulties which have been found previously. For instance, cardboard and paper have been substituted for tin boxes which did untold damage in large shipments. In fact it was reported that many parcels were damaged on a certain day before Christmas at the distribution centre in France when 200,000 parcels were being sent through for soldiers at the front. The tin parcels would become battered, and projecting sharp edges cut into other parcels. By using cardboard and paper in abundance the Wallbridge & Clark store was able to send very fragile goods without breakage, and stories of sending glass jars of pickles, olives, and eggs by the dozen, seem almost mythical.

Wholesale Shipments Curtail Expense.

It was soon found by the people that handling this business through the store was not only advantageous in the foregoing manner, but also from the standpoint of expense. Of course, if the management had been out to make a big profit on the department this would not have been the case, but the operations were carried on with a very slim margin, and often wrapping material and time were devoted to parcels wholly made up of goods supplied by outsiders, and, therefore, bringing no return. As a rule such articles as cakes, socks and personal effects were supplied, and the store added the remaining articles.

Overseas Table.

At first a special overseas table was used to work up this branch, and sample boxes were shown in combination with displays of the articles used in arranging them. Special attention was paid to tobaccos and cigarettes, which form a major part of all parcels sent to France. A large sign was printed, giving a list of

suggestions with prices, under the heading "Wallbridge & Clarke will pack your orders carefully and correctly." The sign was designed as follows:

Comforts for the Soldiers Overseas

"Boxes of cigars, cigarettes, smoking tobacco, toilet soaps, candles, gum, chocolate. Special packages of the following: Pineapple, peaches, dates, figs, blue raisins, prunes, honey, cheese, chocolate, coffee and milk, cocoa, maple butter, mixed vegetables, Irish stew, mustard, beefsteak and onions, roast beef, salmon, lobster, chicken, spaghetti and tomatoes, tea tablets, marmalade, jams, olives, nuts, tea, sugar, cake and biscuits."

With such a wide range of articles to choose from and with such good packing facilities, some very tasty and attractive parcels were made up. This fact has been confirmed by the letters which are constantly being received by the store management recording the receipt of parcels in perfect condition and invariably winding up with a hearty expression of appreciation for the interest and attention paid to the wants of the soldiers, and the matter of correct parcelling.

Groceries and Liquor by Mail Order.

The grocery trade in Belleville is of a generally firm character, and has been little affected by war conditions, though one point of outstanding importance was brought out when the representative of CANADIAN GROCER was in conversation with a grocery merchant of the city. This point was that the grocers of the city were of the opinion that a considerable mail order business was being done in groceries in combination with liquor from the large stores of Montreal. Since the advent of the prohibition measure in Ontario it is well known that extensive orders are placed by mail through Montreal liquor stores, and it is possible that some firms solicit their groceries by the same system, where the two branches are carried.

Illustrated Booklet of Stock Carried.

Some very attractive booklets concerning the stock carried, and the store were prepared at various periods of the Wallbridge & Clark management. One of these took the form of a descriptive and illustrated booklet of the City of Belleville, emphasizing its importance as a market centre. Some interesting details of the cheese industry were given showing that in 1905 there were sold 92,000 boxes, or 8,400,000 lbs., valued at \$850,425. At that time there were 100 factories in Hastings turning out 158,000 boxes annually with a value of \$1,460,512.50. The average price of cheese on the Belleville Board at that time was 10% cents, as compared with to-day's quotations of about 23 cents per pound.

A more recent booklet prepared by the management took the form of a detailed record of the stock carried, with illustrations of the store and of Belleville; and including advertising matter on opposite pages to the record of the similar lines of stock. The booklet was an attractive arrangement of forty pages with a blue and gold cover, and proved a big

factor in the trade development of the business.

Contents of Booklet.

Effectively arranged in good order, and brightened up with illustrations of well arranged store displays and advertising matter, the following lines were featured. Tea, coffee, chocolate and cocoa in various sized packages with prices occupied the first few pages. Canned and potted meats, with canned meats on ice in the summer, and other preserved lines such as olives and pickles, were next shown. Suitable and interesting illustrations were intermingled to illustrate the lines described, such illustrations consisting of store displays and also of outside views

such as a fish catch or a hunting scene.

Imported nuts and fruits preserved in tins and glass figured largely in the following section as well as an extensive range of fish and tinned sea foods. Next in order came a page devoted to cereals, breakfast and farinaceous foods, followed by a list of biscuits offering wide selection. Cheese, spices, soups, extracts and gelatine occupied the next few pages, along with ham, bacon and lard, intermingled with some interesting illustrations of a fall duck shot on the Bay of Quinte and a fish catch by a party from Belleville.

Flour, baking powders, vinegars, tinned vegetables, sugars and syrups were de-

(Continued on page 124)

WALLBRIDGE & CLARKE'S.

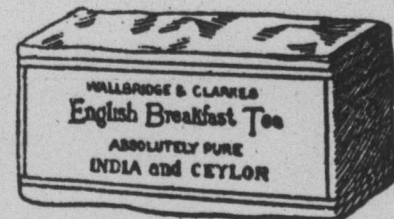
3

TEA.

NEW SEASON'S FIRST CROP.
FRAGRANT AND DELICIOUS.

Fine Indo-Ceylon
Black Teas—

Packed by Wallbridge
& Clarke in ½ pound
lead packages. Every
package contains a
half-pound of Tea.



Wallbridge & Clarke's own Blends of the choicest
Indian and Ceylon Teas at 30, 40, 50 and 60 cts. per lb.

Fine Indo-Ceylon Black Tea at 25 and 30 cts. per lb.
Fine Japan Tea at 25, 30, 40 and 50 cts per lb.
Young Hyson at 40 and 60 cts. per lb.
Also Indians, Ceylons, Orange Pekoe, Darjeelings,
Oolong, etc.

**Extra Value in Indo-Ceylon
Black Tea, or Japan Green Tea,
at 30 cts. lb—4 lbs. for \$1.**

(Eight half-pound sealed packets—full weight—for
one dollar.

SPECIAL PRICES FOR 5, 10, 25
OR 50 LB. ORDERS. :: :: ::

WALLBRIDGE & CLARKE'S FINE TEAS

Are carefully selected for the best family trade, and will be found always reliable and of a superior quality. Special attention is given to the Blending of Teas. Wallbridge & Clarke use the latest machinery for packing Teas in ½ lb. and 1 lb. packages.

"It pays to Buy the Best."

The Unit Argument in Fruit Sales

The Unit Display Appeals to a Class Different From That Appealed to by the Ordinary Display But it Shows as Much Profit on the Business—How a Quality Argument in Window Dressing Adds to the Prestige of the Store—Selling Unit Displays For the Christmas Table.

THERE is a big argument to be made in favor of fruit sales in bulk, not so much in the pyramids and parallelograms of the Greek merchant, but in the simple display of quantity. Oranges piled hodgepodge in a window, provided there are enough of them, are one of the surest advertising means of selling quantities of oranges. But there is an argument also for the other type of display, for the carefully arranged, artistically designed display, that not only catches the momentary attention of the passer by, but is remembered as a thing of actual beauty.

Working the Bulk and Unit Systems Together

Of course, these two systems meet an entirely different class of trade. The one appeals for big sales at a narrow margin, the other for smaller sales to a clientele to whom price is no particular object. There are stores who have both

classes of customers. Even in such a case, it is well to consider this unit idea. It forms a very attractive style of table decoration for the interior of the store, and probably will sell fruit in cases where your bulk display has been powerless to interest the customer. It is well for the merchant to study both systems, it is well for him on occasions to vary the systems adopted. A different aspect given to any line of goods will be of great advantage in the majority of cases.

The Units Appeal to a Fancy Trade

J. H. Brown of the Wellwood Fruit Company, Toronto, is a firm believer in the unit display idea. His windows and the interior display are built up in a series of units, each complete in itself, and each sharing in making a harmonious whole. When questioned regarding the success of this system, Mr. Brown stated that he had adopted the system because he believed it was the way to get the

class of trade he wished to attract, and experience stretching over a period of years in different locations in the city, had led him to feel justified in his belief. He had established a reputation for being a handler of something a little better in the line of fruit than the average merchant, first by his unique window displays, and second by the fact that he actually did carry fruits that other merchants did not handle and gave them care that possibly other merchants catering to a different trade were not able to give. In any event, he has built up a discriminating trade and has fostered it only with such advertising devices as are found within the limits of a window display. Mr. Brown admits that he could do more business by adopting different methods, but he maintains that it would not profit him so to do, for to adopt this course would be to lose the trade that he has struggled to gain, would mean, with this growing business, a growing anxiety,



A unit arrangement that might form the centre of any fall or winter display.

and would in return give no increase in profits to justify the change. That, at least, is Mr. Brown's opinion, and certainly in any city there is the scope for some such store as his, or for some stores which in a greater or less degree cater to this class of trade.

The Wellwood Fruit Company's store is situated on Yonge Street, far away from the people it serves. It is in the betwixt and between district, not quite down town, and not quite up town. None of its customers would naturally shop in that location. That is an indication that the methods that Mr. Brown adopts have a decided pulling power, for he does a substantial business at a substantial profit.

Keeping Wastage Down

It might be expected that in such a business, the wastage would be great. This is not the case Mr. Brown states. Whatever wastage there is never appears. He does not feature cheap prices on goods that are trembling on the brink of being over ripe. These goods are made up into boxes, and sold to the foreign population who inhabit a district not far distant. There is always a demand for these boxes. They show a loss, but not a large loss, for practically everything can be sold at some figure.

Then the principle that Mr. Brown has set for himself of buying the best quality of goods that are available, is, in itself, a protection, for in such goods the wastage is reduced to a minimum.

Making the Unit Itself an Item in Trade

But Mr. Brown is an advocate of the unit display for still another reason. The actual display unit has been a selling proposition with him. People passing in their cars have noted some of the attractive baskets of fruit in the window, and have stopped to see if some such display could not be made the centre of some dinner table, or the decoration for some buffet. A glance at the unit illustration that accompanies this article will be evidence enough of the artistic effects that can be produced in such ways. Well, someone bought one of these baskets for a dinner party and some of her friends saw and admired it and thought it a good idea and determined to duplicate it. In this way, a brisk business has grown up. Especially at Christmas time have these attractively arranged baskets been an effective drawing card. People have bought them for decorations for the Christmas table, smaller baskets have served as a kindly attention for some acquaintance, or some sick friend. There have been a hundred and one ways in which these displays have been to appeal to the public.

This is one of the possibilities of fruit sales that the average merchant knows nothing of, yet it is an effective method of making sales. Such a display would serve as a welcome suggestion to a multitude, who in moments of desperation in the Christmas season, give some trumpery gift that means nothing but that the

giver's good intentions were not equal to the task of providing something of value. Now if the merchant would arrange to have some of these baskets of fruit for the Christmas season, there is no question but that they would meet with a keen demand. Moreover, they would form a decorative feature for the store, requiring no more pains and no more time than the old-time systems of decoration that have lost some of their novelty.

Keep this idea in mind for the Christmas time at least. Try your hand at this unit display, and see if it will not prove as paying a venture to you as it has to the Wellwood Fruit Company.

This idea may not be according to the general practice of the grocery trade, which has grown accustomed to certain established practices. But new developments are arising in every department of the store. More aggressive methods are being employed. Here is a new method that has been successfully adopted by one merchant at least. There is the strong probability therefore that it might be equally successful if applied in other places. At least it is worth the trial. It is not suggested that such displays should supersede established methods, methods that have proven their worth; but there might be solid wisdom in using some such system to supplement the ordinary means. At the Christmas season, at least, there is a solid argument for every grocer to try his hand at this new method of decoration.



An elaborate combination of unit displays effectively used by the Wellwood Fruit Company, Toronto.

Enlarging the Scope of Grocery Store

How the Developments of Recent Days Have Tended to Enlarge the Scope of the Store Taking in Other Important Elements—The Union of Grocery and Meat Departments, a Problem For the Winter Months.

THERE are some interesting phases developing of late years in connection with the grocery trade. More and more the tendency has been to enlarge the number of the lines of goods handled, but not only that, some developments have come along entirely different lines, the enlarging of the actual scope of the business, to take in activities that were formerly not considered business for the grocery store.

Among such changes might be instanced the growing tendency to add a meat department. This was an almost unheard of thing a generation ago, now there are very few towns of moderate size which cannot show one or a number of stores with a well developed meat department. In a measure this has been the outcome of the development of the cooked and dried meat end of the grocery business. This was the thin end of the wedge, the grocer began to see that if this business could be successfully done, and show a profit, and prove an element in the store's success, then the larger business ought to be equally profitable. Out of this idea has developed the two department store, and the proof of the success of the idea is that in many instances this meat department has grown to assume an importance equal to that of the original store.

Of course, there are other matters to be considered. It is not a scheme to be attacked in a headlong fashion, but it is a growing tendency, and the merchant who starts that business early will have that much the advantage over his future competitors.

A Problem for the Winter Months

Moreover, the grocer, when he is pondering some evening over possible plans for the winter, will do well to give the matter his most careful attention, for it is during the winter months that this new policy can be best tried out. Some of the greatest difficulties of the butcher business are difficulties connected with the warm weather of the Summer months. If the merchant, therefore, cannot make a success of this business during the winter time, there is very little likelihood of him pulling it through the summer months successfully. Moreover, the winter is the most logical time to break into such a venture. The danger of wastage is decreased to a great extent.

natural cold storage, supplied by the weather, may for a time be used to supplement the equipment for handling meats, in this way the merchant will have a chance to find his feet before the somewhat trying months of summer arrive. The faults of overbuying, one of the greatest temptations and dangers of this business will be remedied by experience before the results of such indiscretion can become financially serious. Oh yes! Winter is the natural time to consider any such change.

What are the results to be gained? Well, increased business to begin with, and the pulling power of another line that influences every single member of the community. That is a consideration worth pondering over, it is a consideration that many merchants have pondered over and have come to the conclusion that the combination of the two great food lines was a force too strong to be neglected.

The Experience of Many Merchants

H. L. Charleton of Aylmer, Ont., when spoken to by a CANADIAN GROCER representative, stated that he was going to instal a thoroughly modern butcher department. When questioned as to his reason for considering this change, he stated that he did not like to see his customers going elsewhere to get goods that they could just as well get in his store. That's about the gist of the idea.

W. N. S. Hunter, of Hamilton, has developed an outstanding butchering business in connection with his grocery store. The matter as to whether it pays or not is not guesswork with him. He knows it pays, because he keeps a separate system of stock sheets and accounts for the two departments and can readily verify any suspicion of falling off in this line.

Henry Russell, of Montreal, is another progressive grocer who has a well established meat department. With him the matter presented itself from a different angle. He had the meat business, well established and serving a well-to-do neighborhood. It appeared to him that it was a shame to see patrons going elsewhere for their groceries when he could just as well serve them. As a result there grew up the two departments that

can provide for practically all the household wants of the housekeeper.

Adopting a Co-operative System

Then there is another phase of the situation. There are merchants who have not considered it wise to launch out in the scheme by themselves. This has resulted in a system of two stores, one a butcher department, and the other a meat department, working together for their mutual advantage. The Park Provision Company, of Montreal, for many years carried on a successful co-operation of this sort. It was a clerk from the store who first opened up the business and carried it along successfully. A swinging glass door connected the two establishments, and gave the idea of it being one single store. In that way most of the advantages of such a union were maintained without any development into a more complicated business. A somewhat similar arrangement is the case with Garner Brothers, St. Catharines, Ont. This firm owns a double store, one half of which is used as a grocery department. The other half was rented to a butcher firm, and an arrangement made with them whereby there should be a kind of community interest. Each department should in a measure be a puller for the other, and should use their best efforts to see that the other was kept well to the fore with their various customers. When the grocery department sent out its delivery and picked up orders, they would also take orders for meat, these orders were in no way binding on the firm, the butcher store gave or refused credit as it saw fit. But on such orders as were delivered, the store paid a percentage to the store getting the order. This was a mutual arrangement and worked very well. Then, too, there was a doorway cut between the two stores, so that they were connected in that way, and a customer did not have to go outside to get from one to the other. In this way, Mr. Garner stated, business had been built up in a most satisfactory manner, and not a little of this progress he attributed to the fortunate association of these two important departments.

This is a proposition that the merchant should not fail to consider when planning his winter campaign.





The attractive interior of the Limoges Bros.' store, Hutcheson Street, Montreal. Note the door opening into the meat department and the glass faced office that serves for both grocery and butcher store.

Double-barrelled Stores Fill the Larder

It Pays to Run a Butcher and Grocery Department for the Convenience of Customers
—But There Are Some Details to Take Care of—Some Suggestions From
the Experience of the A. Dionne & Sons Co. and Limoges
Bros. of Montreal.

MOST retail grocers have met many times the customer who would quite willingly do all her buying for the culinary department in one store. Most grocers are willing to encourage such profitable customers by stocking as many lines of goods as they can to meet the many needs of a household culinary department in full swing. This leads to the addition by the retail grocer of fruits, vegetables and various meats to the stock-in-trade. Gradually the grocer making a feature of his meat department finds that if he stocks the simpler easily stored cooked meats, the ham and cooked beef lines, and the vegetables, his customers get thinking of other meat requirements, and often on a Saturday night perhaps, or on a busy week-day morning a grocer will be asked why he doesn't run a butcher-meat department also so as to save time and trouble for customers.

Some Grocers Make a Success Of It

Some grocers do run a butcher-meat and vegetable department to meet just

this class of business and make a great success of it. The feature is growing to some extent in districts where there does not appear to be business enough to attract a butcher running a separate establishment. In combination with a good going grocery store the butcher meat department can be made attractive, and of real service to the community. And it is this sort of service that pays. The experience of one of the busiest combined grocery and butcher meat stores centrally situated in the city of Montreal, however, goes to prove that it is not only in the far out sections of cities that such combined stores prove popular, but also in districts where there are plenty of exclusively butcher meat stores within reach.

Experience of A. Dionne

There is no more strenuously busy store for its size on St. Catherine Street, Montreal, than that of A. Dionne, Son & Co. at the corner of Drummond Street on St. Catherine St. W., Montreal. This store combines grocery, butcher-meat, and fish departments and does a big bus-

ness in all three lines including of course the fruits and vegetables.

In a talk with Mr. Dionne CANADIAN GROCER learned that the system has been followed almost since the earliest days of this store's business, and always with success.

"People like to be able to buy all they want in one store," said Mr. Dionne. "At least we have found that so far a very long time. We have made it our aim as far as possible to have the goods ready for the customer no matter what she may ask for in the food or provision line. That principle has been a feature of our store from the beginning, and it is a policy that has paid us.

"It is possible for a lady to come into this store from a house in which the larder is absolutely empty—say after the holidays—and to replenish her larder completely without having to go to any other store at all. Our customers have found this and they appear to appreciate it. Almost every customer who comes into the store with an average household order passes also into the butcher meat

department, and orders fresh meat or fish it may be, and also vegetables. The fruits belong to the grocery department.

Saving of Delivery Cost

"The system of placing orders for practically all goods required for the household commissariat with one firm makes for economy in delivery and means a saving to the customer of more than merely time and trouble over a period of time.

"Then there is the matter of suggestion. A lady buying provisions for the household, and thinking of certain requirements for a dinner say, is able by having the goods all within reach, under her eye, so to speak, to make her purchases with less chance of forgetting anything than if she had to go from one store to another.

Departments Not Mixed Up

"Of course the departments are not mixed up together. That would never do. The meat and fish departments are kept separated by a swing door from the grocery department, and the staff handling the groceries do not handle the butcher meat or the fish. Telephone orders involving articles from all departments are handled by the order clerks and the goods assembled for delivery in the swiftest most simple manner."

Deliveries were going out at the time CANADIAN GROCER called and the visitor noted how rapidly the assembling of the various orders was effected, how the neat wooden trays containing each order were checked, and distributed when filled to the right wagons. It took a very short time to dispose of a very large afternoon delivery, and the ordinary business of the store going along at

the same time was not apparently disturbed though the store was crowded with customers.

All One Cash System

Mr. Dionne aims at the ideal of having one store for all household food supplies, and under his idea there is no separation of the books of butcher store from the books of the grocery department or fish department. All transactions are business for the store at large. All cash passes over one counter by one system of checks, and when the day's business gets on to the ledgers there is no distinction between grocery and butcher business that could be immediately discovered. But the management of the grocery and the butcher meat departments is under different executive hands. A buyer and manager for the meat and fish departments acts independently of the grocery department buyer and manager, and is responsible exclusively for the business of the butcher and fish department. The buying for these departments is different from that for the grocery department: the management also requires particular attention to perishables.

A Point From Another Store

In this connection it is worth while noting the experience of Limoges Brothers, whose exquisitely neat and clean grocery and butcher stores serve the residential district of Outremont from the corner of Fairmont Avenue and Hutchison Street.

Here again the distinctly separate stores are connected by a doorway, and customers pass from one to another freely. The cash desk is exactly at the

doorway, and opens by a cash-window into both grocery and butcher departments. (In the Dionne store the cash desk is in the grocery department and customers paying for meat have to enter the grocery department again if they have already passed through it.)

The point of note in regard to the butcher meat department, which was mentioned by Mr. R. Limoges to CANADIAN GROCER is this:

While a butcher meat department is a profitable department to have in the long run, the grocer trying this out for the first time would be well advised to make his start in fall or winter rather than in summer. A grocer running such a department will probably find that the butcher store pays in winter, but may record a loss in summer. This is because of the perishable nature of the goods, and the difficulty of keeping them in perfect condition in warm weather.

Distinct System of Books Shows It

The Messrs. Limoges have made a science of the business of grocery and butcher store in combination, and keep a distinct set of books for each department. This has enabled them to keep an eye on the relative profit and loss of the respective departments, and to discover that the combination is profitable even though there may be losses for a time during hot weather. As in the case of the down-town store mentioned, a distinct and separate management of the butcher store is found to be advisable. Mr. A. Limoges looks after the meats, and does all the buying and management of the department. It is his aim of course to eliminate all loss whatever even in the hot weather, and he has

(Continued on page 112)



A view in the meat department of the Limoges Bros.' store.



The Grocery Department. Note the many modern equipment devices for curtailing the work of the store staff.

Making Equipment Do the Work of Men

How a Saving in Store Help May be Achieved by the Substitution of Mechanical Devices—How a General Store in a Small Centre May be Put on a City Basis of Service—The Many Activities of the T. Critelli Store at Thorold, Ontario.

ONE of the greatest problems that is facing all businesses at the present time is the question of adequate help. It has already become a question of a good deal of moment and is becoming increasingly so with every passing day. It is probable, too, with the taking of so many young men from civilian life that the problem will become so much the more complicated. This fact is one that is causing a good deal of difficulty, and some solution must be found for it.

The T. Critelli Company, of Thorold, Ont., have solved the problem to their own satisfaction. In place of added men this store has added equipment. Everything to expedite the handling and care of goods has been thought of, sanitary display cases that keep the goods constantly under display and constantly at hand, mechanical devices for the better weighing and cutting and handling of goods, each in their own way help to make the work of the store easier, and aid in its rapid accomplishment. In this way the store, according to Mr. Critelli, is amply manned with only half of the staff that would be required under any other method.

The store is a handsome two-storey

structure with a large grocery, meat, men's wear and furniture departments, each equipped in a way to make the work of the different departments as easy and at the same time as effective as possible.

The front of the store has two fine display windows with ample depth to provide the most effective display.

The Grocery Department

Entering the store, the customer is faced with two departments. The grocery department is on the left and lighted from two sides. The modern display cases serve to shut this department off from the men's wear department on the other side of the store. The very best of display devices are seen here, silent salesmen for the display of confectionery and fancy goods, display cases for biscuits and fruit, and modern display counters.

Behind this section is the meat department, with a complete equipment of modern refrigerators and all the other devices that aid in the expeditious and economic handling of meat products.

Reaching a Scattered Community

These two departments are, of course, among the most important factors in the

store's trade. Situated, as the store is, in the town of Thorold, a town particularly favored for a place of its size in large manufacturing concerns, there is a fine scope for business. The store reaches out over a wide stretch of country for its trade and has built up a fine business on a basis of good service. At the opening of the war the work on the new Welland canal that runs only a block or so from the site of the store was brought to a sudden termination. As there were some fifteen hundred men engaged in this work within a reasonable distance of Thorold it will be readily seen that the cessation of this activity meant quite a blow to merchants of the town. The Critelli Company were, of course, among the sufferers but they figured that there was enough business in the vicinity to provide a very satisfactory trade, and they went after it with a will, so that at the present time the store has picked up a good deal of the trade that was lost through this unforeseen cessation of work. This business, too, is on a surer foundation because it is being done among the stable population of the town and its vicinity.

For one thing the people of the vicinity take a pride in the store that would do

credit to many a larger place, and the very character of the establishment has been one of the most forcible arguments in drawing trade. People like to deal at an attractively arranged store. That is a proposition that has been proved over and over again.

The Men's Wear Department

On the opposite side from the grocery department is the men's wear section. In this department, too, equipment has done its share, not only to make the surroundings attractive but to care for the goods and to provide for their display. Backing against the casing of the grocery department is a long glass-faced display case for the ready-to-wear suits, opposite this again are the cases for neckwear, collars and similar lines.

How the Two Departments Aid One Another

The conjunction of a grocery department would not seem at first glance to be a happy one, but the experience of the firm has proved that it is. As an illustration of this fact it might be stated that one of the chief features of this men's wear end is the business done in boys' suits. Women coming to do their shopping in the grocery department naturally drop into the other department to purchase clothes for the boys of the family, the mere fact that they could do this has been an incentive to the trade. But this is not the only feature of this business. The store carries a large stock of men's suits, and in addition to this does a thriving business in special order suits. This is by no means a small element of business. There are, of course, a large number of workmen engaged in the different



The well-equipped Meat and Provision Department of the T. Critelli Store.

manufacturing concerns that are represented in Thorold, and all these men are making good wages, and are ready buyers. As an instance of this the head of the department spoke of selling to one foreigner at one time an order totaling over fifty dollars. This is by no means an uncommon sale.

Appealing to the Men's Trade

This department, too, is a very effective force for drawing business to the store. It is an appeal to the men's trade, and an effective appeal, for the department is quite on a par with the majority of city

men's wear stores. The man who purchases his goods here is naturally favorably disposed toward the store and his influence, conscious or unconscious, has been a great element in drawing trade to the store.

The Furniture Department

The second floor is given over entirely to a well stocked furniture department. An electric goods elevator opening on a side door just back of the meat department makes the storing and handling of these goods an easy matter. This elevator also serves for taking goods to the



The Men's Wear Department of the T. Critelli store, Thorold. A department that shows many of the improvements of the large city store.

cellar and greatly facilitates the handling of all the goods in the store. It is but another of the devices that have served to conserve the energies of the store and has made possible increased activity with a comparatively limited staff. The newest addition to the store is a large delivery truck that is used especially in connection with the furniture department. Mr. Critelli believes that, in this department especially, one of the greatest drawing cards is the assurance of a prompt delivery. When people buy some new piece of furniture there is just child enough about them to want to see that bit of furniture in the home. Therefore, this new equipment has been added and it has proved that the idea was a good one. This truck is not used in the general delivery of the store but in connection with this department of the store it has proved itself an invaluable adjunct. There are times, too, when special deliveries are required and the distances are too great for the regular delivery rigs. In such cases this new equipment has proved of great value.

Keeping Separate Records for Each Department

Though all under one roof and one management, each department is kept separate from the other. Against each is charged a portion of the overhead expenses. The stock is, of course, credited to the department to which it belongs. All sales are similarly credited to the depart-

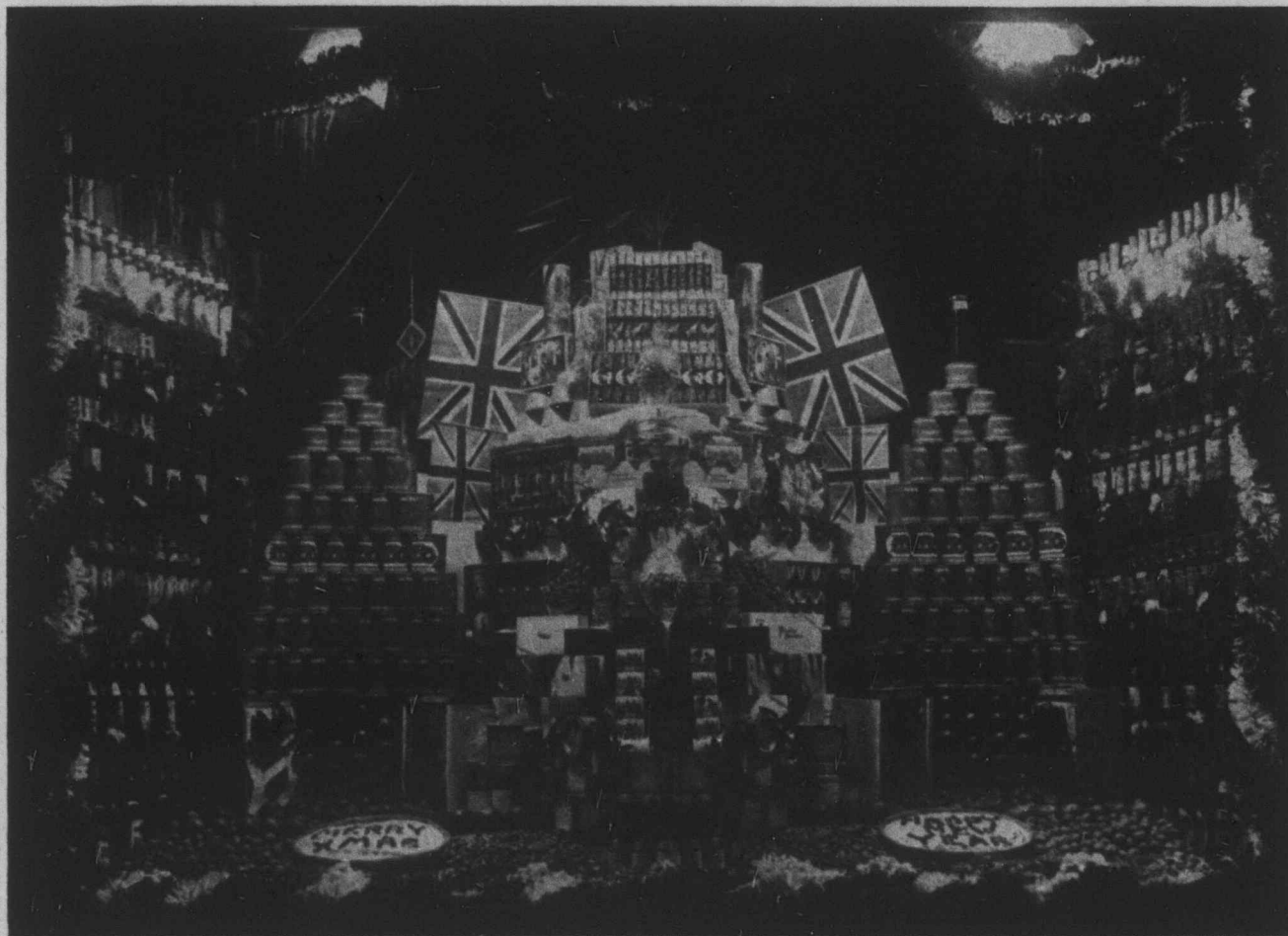
ment concerned. In this way a record of each department is always available and it is possible at any time to see whether a department is pulling fair with the rest of the store. In this way if any department is seen to be lagging it is possible to get behind it and speed it up. In other words there is all the advantage of the individual store together with the co-operation that is possible with the enlarged activities of the general store.

The fact that would naturally strike any person visiting the store is the way

an establishment of this size could be run, and run effectively, with a comparatively limited staff. The solution of this apparently surprising state of affairs is, of course, to be found in the policy of the store to substitute the mechanical element for the human element wherever possible. This may entail a comparatively heavy first cost but the cost ends there and the service continues. This is a fact worth remembering in these times when the shortage of all kinds of human assistance is so very acute.



A glimpse in the Critelli Furniture Department.



The Christmas window of J. F. Funerton, Kelowna, B.C., winner of First Prize, Class B, of the Canadian Grocer's Window Dressing Contest.

Getting the Retailer to Collect Bills

A Timely Consideration for the Fall Campaign—Protecting Accounts—How Confidential Relations With Bank May be Source of Strength to the Merchant.

Editor's Note.—One of the great problems that the merchant is continually facing is that of collections. It is the vital question. Problems of merchandizing are serious enough under present conditions of high competition, but when the goods are sold the merchant is still faced with the problems of collecting his accounts, and on his success or failure in this one thing depends the success or failure of his whole business. Ill-advised credit is the most fruitful source of failure. Just now when the merchant is planning his fall campaign special attention should be given to this important matter. Now is the psychological moment to get after outstanding accounts. The harvest is over, and the farmer has received the money for his crops. He is in a better position to pay his bills now than at any other season. Moreover, all people who are directly or indirectly dependent on the activity of the farm, and there are many of these, are also in a good position to pay. This is a matter therefore that should have the grocer's closest attention during the fall months. The accompanying article that appeared in a recent issue of *The Financial Post* puts the situation so plainly, and is so full of suggestions that it is reproduced herewith.

THE branch manager who has to do with the small retail merchant is something more than a mere dispenser of credit. After making a loan he naturally becomes interested in the business affairs of a customer, in watching that the "margin of safety" is maintained. He establishes himself as a sort of financial adviser—and if he can make the relations those of a "business confessor" so much the better. Intimate relations between the banker and his customer are to their mutual advantage at practically all times.

Discussing the relations of bank and retailer with a bank manager in a city business district where there are many small accounts, I asked him what he considered was the most important factor in the solvency and stability of the retailer. From the fund of experience of many years in one community, he replied immediately that it was keeping close tab on the charge accounts. The bugbear of the small retailer, in his opinion, is the uncollected account—which so often becomes "uncollectable" after being "uncollected." He referred to an instance which emphatically covered his point:

"Only this morning there was a grocer in here who was bemoaning the disappearance of a customer who owed him \$70. He had given up hope of making the collection. I figured out for him that on the amount lost—lost to all in-



tents and purposes from his private pocket—he had dropped the return on, say, \$700 of business. When he started out to figure what \$700 business meant in his store and what it would mean in time and effort to get new trade to that extent I think he caught my point that there was as much profit in checking up current accounts as in developing new ones."

The bank manager must of course recognize that the average retailer is in competitive business, that he must make certain credit allowances, and that he cannot always make hard and fast rules. But the fact remains that it is the experience of branch bankers who have been in their fields for years that the great majority of failures which have come to their attention have been the result of loose credits. The manager I have referred to impressed upon the retailer at all times the necessity of watching accounts. System is of course necessary but it need not be elaborate; the trouble is that too many small merchants have practically no system whatever.

In a general way the rule is good that, when a man has a weekly account, he should be asked to pay at the end of that time and that there should be no further credit unless there is ample explanation and assurance. The same would apply to a fortnightly account or to a monthly account—although the latter should not be encouraged unless there is a good understanding between merchant and customer. Also the manager may quite well advise the retailer to keep an attentive ear for news concerning his customers; changing conditions as regards local industries or personal affairs may often have a direct bearing upon the customer's proper current rating.

The foregoing merely illustrates one way in which the manager may exert an influence in the affairs of the retail merchant customer. The opportunities are frequent for suggestions or advice along practical lines, which will not only improve the account for the bank but will permit of better financial service by the bank to the customer as well as tend

to increase the latter's business profits.

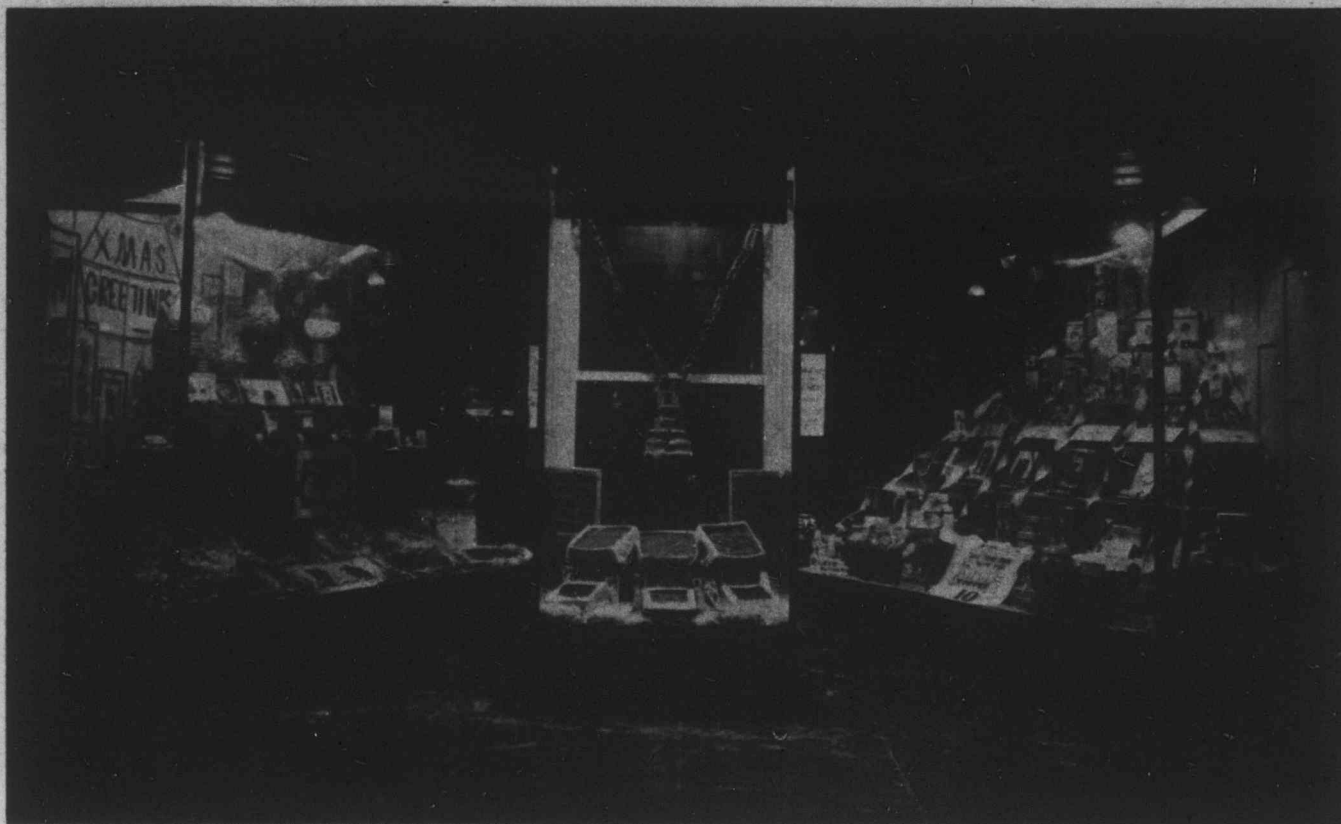
In many respects the small merchant makes errors of neglect or thoughtlessness which may have a direct bearing upon his credit standing with the bank and with the trade. For instance there is the reluctance—in some cases amounting to repugnance—in giving particulars about business affairs which are recognized as essential in establishing a business standing. These may be such as asked for by the mercantile agents for trade circulation or by the bank manager for confidential guidance in making a credit recommendation.

A manager told me the other day that the attitude of some merchants towards the representatives of Duns' or Bradstreet's was astonishing. They did not seem to recognize that these institutions were giving a service which had become to be a matter of routine with business generally and that they themselves were the only ones to suffer from failure to give proper information. There were business men "along the street" said this manager, who were in comfortable financial positions who were much more poorly rated than they deserved merely because they assumed a frigid attitude when the representative of the mercantile agency made his call.

This attitude is often maintained by applicants for bank credit. In such cases it becomes necessary for the manager to explain that he must have a candid statement of the customer's affairs. This may involve a verbal explanation or an auditor's statement and may often make it necessary for the manager to make some practical suggestions to a business man as to simple but effective methods of keeping track of his affairs. On the other hand there are many such cases in which the manager's knowledge of the standing of the individual in the community and his reputation for business integrity may be the deciding factor in recommending a loan which for another client with an evidently sound statement would not go through. Then of course the object for which funds are being raised is very important.

The question of the confidence of the bank in its customer is a matter which managers should discuss candidly. In many cases the retailer is not absolutely honest with his banker and in the long run his credit suffers. I know one manager who used to emphasize the point of the necessity for straight statements by telling the retailer that he stood in the same relation to the banks as his customers stood to the trade. The citizen who is not scrupulous may "jump" one account and go to another store but eventually if he keeps it up he will lose

(Continued on page 121)



The Kent Brown Company, Moose Jaw, Sask., Christmas window dressed by Harold Crane, winner of Third Prize in Class A.

Keeping Frost From Windows

Solutions of Retailer's Perplexing Problem in Winter-time—
Adequate Ventilation Best Preventative of
Heavy Frosting.

ONE of the difficulties which winter time annually presents to the retailer appears to be the elimination of frost from display windows, and, though there has been much written on the subject, CANADIAN GROCER has been in receipt of many inquiries recently regarding the matter. These letters are from retailers who are taking time by the forelock and are preparing well in advance.

There are various remedies suggested for the frosting of windows, and these are roughly divided into two parts. In cases of slight frosting, the trouble can usually be eliminated by the rubbing on the window of preparations such as alcohol, glycerine and water, ammonia and salt water, or alcohol and water. Where windows do not frost over very heavily, it is also possible to keep the glass clear by throwing a strong current of air over the inside with an electric fan. The current of air should strike the glass from one side and sweep over the entire surface, thus creating a circulation of air over as much as possible of the surface. In large windows two fans should be used.

Cause of Trouble

It might at this point be as well to define the cause of the frosting of windows, which in cases of considerable difficulty

necessitate much more drastic measures than those previously enumerated. The windows frost over because of the difference in temperature in front and back of the glass. If the air in the window is warmer than that outside, there will be condensation of moisture when it strikes the glass. Thus the point is to make the temperature on both sides of the glass as nearly the same as possible.

The windows should be enclosed, the back, sides and floor being practically air-tight so that none of the warm, moisture-laden air of the store or basement will find its way in. Sometimes this will be all that is necessary, but in exceptional cases of heavy frosting it will be necessary to go further and have some form of an opening just below the glass to admit cold air into the window, and openings in the top to let out the warm air. This circulation of air from outside will keep the temperature of the inside of the glass much the same as that outside.

Old Windows

There are several ways of ventilating windows already installed. When the floor and background have been made thoroughly air-tight, the window should be ventilated by boring holes through the sash, about 1 inch in diameter, with cor-

responding holes in the upper sash of the window placed from six to twelve inches apart. If the glass is so set that there is no wooden sash to bore through, it will be necessary to instal air ducts from the base of the window up through the floor.

Some windows are built in bay window style protruding over the sidewalk, and in such cases all that is necessary is to bore holes through the floor which overhangs the sidewalk, with corresponding holes in the ceiling of the window. This often provides the necessary ventilation, but it will be necessary to put a tin cover over the roof holes to prevent rain entering.

Open Back Windows

In cases where windows are used which are not enclosed, it is impossible to use the ventilating system as a preventive of frost. In such cases the only remedy suggested is to get as much heat next to the glass as will render the glass too warm for frost to accumulate. To do this, some stores use electric heaters, oil heaters and gas, the latter in numerous, small jets from a pipe run along the lower sash.

A Novel Idea

Another suggestion, which is both simple and very often effective, is to place pots of unslacked lime in the window as near the plate glass as possible. These can be made to appear as part of the display by using jardinieres or other containers, and the design of the window need not be affected. In large windows there should be three or four such jardinieres, but in smaller windows one or two will suffice.

BEANS

Builders of Brain and Muscle, They Uphold Their Ancient Traditions, by Assuming an Important Role in the Present Struggle.

By James M. Binkley

WERE such a performance possible, the autobiography of a bean probably would start with the vegetation that began to sprout from sleeping seed in the earth immediately after Noah disembarked on the sterile crown of Mount Ararat.

Humble, then, the bean is not. And the cheapness has ceased for the present. Beans for planting cost farmers this season from \$10 to \$12 a bushel. The food price at retail was considerably higher.

It lies in no man's mouth, therefore, although it may be filled with porterhouse steak, irreverently to refer to the bean, red, white, mottled or black, or whether it be baked, boiled or made into soup.

On the unread surface of the bean are the records of mighty events that occurred before man learned to write on barks, skins and obelisks. Moses ate beans; as did Abraham, and, doubtless, Cleopatra.

Races have come, ruled and vanished, but the bean, always here, is here yet. Napoleon fought and Shakespeare dramatized, and Hannibal marched over the Alps, but they perished from the face of the earth; yet the bean is nourishing millions of soldiers along the edges of Belgium and France. Writers, poets among the rest, notably in the neighborhood of Boston, are sustained and inspired by the protein stored within its depths.

The carob beans, Wilson, the British writer on agriculture, has said, were once supposed to be the locusts eaten by John the Baptist and, consequently, have been called "St. John's bread." But John was a modern character when compared with Pythagoras, who lived about six centuries earlier.

"Shun the bean," exhorted that ancient philosopher, addressing his Grecian followers. Interpreted into modern terms, "Shun the bean," meant "Leave politics alone." In those days, both among the Romans and the Greeks, ballots were beans and were cast into helmets at the election of magistrates.

A white bean was the symbol of one candidate, a black bean the symbol of another candidate and so on. There must have been scandals, the stuffing of helmets with more beans of one color or all colors than there were citizens in the precinct and, possibly, the open purchase of a virtuous and enlightened electorate to the shame and anger of high-minded reformers like Pythagoras.

Anyway, his "shun the bean," or his robust words to that effect, seem to imply that the politicians of 550 B.C. were no better or smarter than were the politicians of a much later period.

"I redeem myself and my family by these beans," solemn-

ly and hopefully chanted the ancient Roman, while, as he stood at the tombs of his fathers, he threw black beans over his head nine times. He had washed his hands three times, and had placed flowers, food and gifts upon the graves. If it were night, he had a lighted torch or lamp, that his ancestors might fall into no error as to his identity and redeem the wrong persons.

Yet among the early races of men a white bean stood for absolution and a black one for condemnation. This

evidently is the origin of the practice in clubs and secret societies of voting out objectionable applicants for membership by the process known as black-balling.

"If he gives me peas," runs an old French proverb, "I will give him beans." Otherwise, if he hits me with a brick, I will cudgel him on the head with my stick. "Not to know beans," says the most scholarly of modern dictionaries, means the same, in the measurement of ignorance, as "not to know B from a bull's foot."

"Beans," a pioneer from the North told Professor Lee Cleveland Corbett the other day, "conquered Alaska. We would cook a batch for ourselves," he said, "and a batch for the dogs and put them in long, shallow pans to freeze. After they were frozen we would break them into pieces, like peanut candy, and carry them in bags on the sleds.

"The beans were thawed by a spirit lamp and for three months at a time were about the only food we ate. But for beans, Alaska would still be an unknown wilderness in the snow and ice. I am glad to meet," he said, "the expert who is developing the bean industry of the United States."

Coming straight to the facts, Professor Corbett is a horticulturist and not a bean specialist, although he knows more about beans than does any man in the country, or possibly anywhere else. A Cornell graduate of 1890, and a teacher of horticulture and forestry at that and other universities, he became an official of the Department of Agriculture, in Washington, sixteen years ago. He was, besides, the horticulture editor of Century Dictionary and of the International Cyclopaedia.

Beans are now a large item in the long calendar of his work. He knows them by colors and countries,

by shapes and sizes, and understands them whether they be green or dried. An imaginative man, as well as a scientist, he sees in the bean the wars of the past and the philosophy of the centuries.

The human race, it is said, originated at a certain place. Thence it spread until it covered the



When the victorious banners of democracy float over the world it will be well to remember the part beans have taken in behalf of the people.



earth. White men and red, black men and yellow, traced backward far enough, center in one spot and belong to the same family. Man, after all, is local. The bean, however, is universal. Its home is where it grows and it grows almost everywhere, except in the precincts of the North Pole. It is a native of India and Japan, and also of the United States and Europe.

The bean, therefore, is worthy of the study and sentiment of Professor Corbett's best moods. He does not idealize or personalize it, imitating other men who over-endow their favorite animals or vegetables, but he believes that the invincible bean put down the Civil War, whipped Spain in 1898 and is now beating the Huns to their knees in the dust.

"Up to 1861," he said to the writer, "beans were not used much in this country. Railroads fifty-seven years ago were crude and found it difficult to supply the Federal armies with guns, ammunition and clothing and bulk was eliminated so far as possible in the matter of food.

Beans, with pork, are very nourishing, and northern quartermasters began buying them and shipping them to the soldiers. When, at the close of the war, the soldiers returned to their homes, their appetite for beans, created in camp and on the march, soon made itself felt in the market. There was a demand for beans and farmers began growing them.

"The bean industry was established by the Civil War, as was the industry in light-colored smoking tobacco. Union soldiers found a new tobacco in North Carolina which they liked and which they tried to buy after the war closed.

"A Confederate soldier, riding a blind mule and having fifty cents in his pocket, traveled back to North Carolina, when Lee surrendered at Appomattox, and began cultivating and curing the particular kind of tobacco that the Federal soldiers had found so satisfactory. His business grew and he became a millionaire. The son of this man organized the largest tobacco company in existence, with branches in Great Britain and in other parts of the world.

"Beans made no millionaires but they increased the prosperity of farmers in the North and in time became a valuable crop throughout the South. The men in blue and the men in gray, while fighting one another, joked about beans and sang humorous songs about them, and also about fat pork, but they knew the food value of both and the dietary habits they acquired as soldiers were not given up when peace was restored.

"The soldiers of the regular army have eaten beans for years. They ate great quantities of them during the Spanish war and on the Mexican border and are eating them now in France. British and French soldiers are living on them, and the American product, at that. When the banners of democracy are seen floating all over the world it will be well to remember the part that the bean has taken in behalf of the people in their battle with kings and emperors and their divine rights.

"The acreage in beans a half century ago was small," Pro-

fessor Corbett went on. "It has been growing, however, from decade to decade. The yield last year on 948,000 acres was 8,846,000 bushels, as against 928,000 acres in 1915 and a crop that totaled 10,321,000 bushels.

"Many foreign buyers were in the market last season bidding for a crop that was 1,855,000 bushels less than the crop of the previous year. The farm value of beans, therefore, increased from \$2.59 a bushel in 1915 to \$5.06 a bushel in 1916.

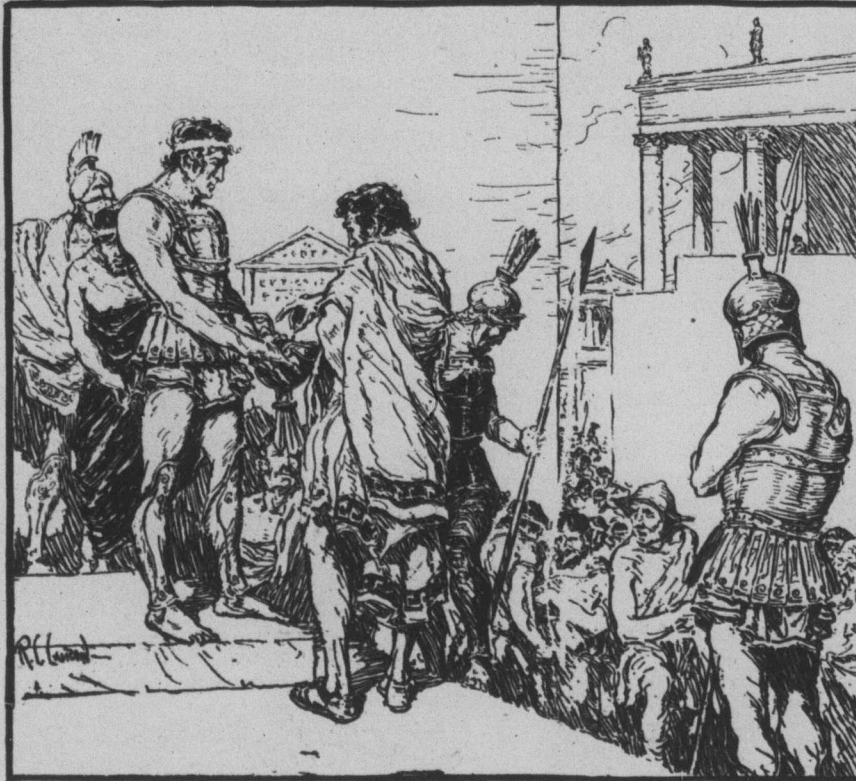
"Farm value means the price that the grower receives. Very few, if any, consumers bought beans even for \$6 a bushel. The price mounted higher and higher as the stock disappeared from the market. It would be supposed, naturally, that the acreage this year would break all previous records. The dear-

ness of seed, however, has worked, in my opinion, against such a theory. Seed sold as high as \$12 a bushel, or twenty cents a pound.

"Then in several states the weather for beans has not been favorable. My old home is in western New York, where the farmers who once grew wheat have become successful producers of beans. One man whom I know was driven off his bean land seven times early this spring by rain."

"Why didn't he stay off after, say, the fifth time?" the interviewer asked.

"Now," Professor Corbett answered, "you are trying to lure me into the bogs of psychology. Why doesn't a merchant shut up shop after a great disaster? Why do Wall Street men speculate in spite of a long succession of wrong guesses. Your question is no easier to



Magistrates were elected in Greece and Rome by the casting of beans into helmets.

answer than either of mine.

"A wheat man sticks to wheat, a corn man to corn and a bean man to beans. The buyer of railroad or industrial shares never knows what is going to happen. All that he can do is to think and hope.

"It is the same, practically, with all sorts of business men. But the farmer faces more uncertainties than does any one else. The cost of making a ton of pig-iron, in normal times, can be ascertained in advance. So much is figured for coke, ore, labor, overhead and so on.

"The ablest farmer in the world, however, cannot estimate beforehand what it will cost him to produce a bushel of beans or a ton of hay. Floods, dry weather, wind storms, frosts and insects are beyond human computation. The labor of a whole season can be lost in an hour or over night. Farming, in short, is the most exciting business known to civilization."

"But the farmer looks calm and his physical motions would indicate that his mind is at peace with the world," the interviewer observed.

"The result of reaction," Professor Corbett answered, "after years of ups and downs. If the farmer surrendered to defeat or permitted his nerves to master his determination the country would perish from hunger. The bean grower in New York who was chased off his field seven times illustrates his class. Courageously he returned to his plow and in the end planted his crop.

"It is said that Wall Street operators like excitement. If

such actually is the case they can get more real action of that nature on farms than they can in brokers' offices. Studying the sky is just as uncertain as studying a blackboard filled with quotations. And more healthful to those so engaged and more useful on the whole. If speculators would turn to agriculture, beans, especially, they could obtain all the pleasures of the chase and at the same time help to bring down the cost of living.

"But our dialogue," Professor Corbett remarked, "pertains to beans. The bean states of this nation, with their rank, are as follows: Michigan, New York and California, which are the big three of the group; and Wisconsin, Maine, Virginia, North Carolina, Tennessee, Missouri, Minnesota, Illinois, New Mexico and West Virginia.

"In Michigan and New York beans are as staple a crop as was wheat a quarter of a century ago. They pay better than wheat and, drawing nitrogen from the air, keep the soil in good condition. New Mexico and Colorado are rapidly becoming two of the best bean-growing regions in the country. Other States, perhaps, will increase their crops. There is room for expansion.

"The year before the war, that is in 1913, this country produced eleven million bushels of beans. The Russian crop was twelve million bushels, the Japanese crop twenty million bushels and the Italian crop twenty-three million bushels, which was more than twice the size of the crop in the United States. British India grew one hundred and twenty-four million bushels and Great Britain itself nine million bushels.

"Americans should add more beans to their diet. Beans are rich in protein but lean in fat and, therefore, they are usually cooked with pork. They are nourishing and beans and bread take the place of bread and meat. They are natives of this country. The Indians ate them along with corn, also a native product, after which, presumably, they filled their pipes with tobacco, another strictly American plant.

"The mound builders of Ohio had holes for their waste and rubbish. Antiquarians, exploring the holes, have found quantities of beans burned in cooking. The squaws were gossiping, perhaps, and let their earthen pots boil dry. Burned over, and thus sealed up, the beans were preserved for ages and are now in a museum.

"No man, so far as I know, ever saw a wild bean, nor a wild corn stalk. All beans, however, once grew naturally in this country and in Mexico and South America. There are white, red, gray and mottled beans and black-eyed ones. Those that are baked, boiled or made into soup are called field or dried beans. Then there are lima beans and garden, or string-beans, which are eaten, pods and all.

"One of our men sent us a hundred varieties of field beans from South America. New varieties are created by planting different kinds of seed in the same field or garden.

"Farms of a thousand acres and several of fifteen hundred acres are producing beans in California. The average yield for the country last year was about nine and a half bushels, as compared with eleven bushels of 1915. A good crop is sixteen bushels, although the yield occasionally goes as high as twenty-five bushels and even forty.

"Usually a grower is through with his beans after they have been threshed and sacked. Much remains to be done, however, before they are ready for the consumer. They must be cleaned and graded. A fan blows out the sticks and straws

and another machine removes the split seeds and stones. Discolored beans are picked out by hand. Women generally do this work. Each bag is graded into three sizes—large, small and medium. Small beans bring the highest prices.

"When discouraged, plant beans. There is no widely adapted garden crop that will do so well on poor soil and nothing that is nearly foolproof as beans. The limits of the planting season also are elastic. The gardener may give his backward onions or beets another chance to make good and still have time to fill in their places with beans if they fail. Beans of the garden and field sorts may be planted in the latitude of Washington for a mature crop until the middle of July. In the latitude of New York throughout June.

"The farm value of beans in 1900 was \$1.51 a bushel. Before the war of 1914, the value to the grower had more than doubled. Considered in terms of money, the bean is no longer a plebeian but a plutocrat."

The article reprinted above appeared recently in *The Nation's Business*, and is republished herewith because of the valuable and interesting way in which the history of one of the most valuable of food products has been dealt with.—Ed.

HONEY AND ITS USES.

It is estimated that over 300,000 tons of honey are produced in the world each year.

And no substitute for honey or artificial means of preparation have as yet been found.

Honey is both vegetable and animal in origin, and contains about 20 per cent. of water, 75 per cent. of reducing sugars, such as dextrose of evulose, 25-100 per cent. of ash, and the balance of other components.

It is variable in color and quality, the product of one district excelling that of another, and is commercially classified as follows:

First.—Combed, or that which is contained in the cells of combs.

Second.—Extracted, or that which has been separated from the uncrushed comb by centrifugal force or gravity.

Third.—Strained, or that which has been removed from the crushed comb by straining or other means.

In color the best grades runs from clear, almost colorless to pale yellow, and the flavor depends upon the nature of the tree, plant or flower from which it is taken.

With age honey turns considerably darker in color, but both honey and comb will keep indefinitely without suffering decomposition.

The wax is extensively employed in the manufacture of wax candles and tapers, varnishes, paints, polish for pianos, furniture, carriages, floorings, various kinds of glazed and ornamental wall papers and artificial flowers. Electrotypers adapt it to the forming of moulds, and in the machinery trade it is used as a preservative against rust. Laundries are great consumers of wax, which is used as a polish in the finishing of starched articles.

All pure honey will candy if exposed to cold temperatures. The fact that it does so should therefore not be looked upon as a disadvantage. There are very many people too who prefer it in this state. It may be readily returned to its original liquid state by immersing the tin or jar in warm water and leaving immersed for a time.

Civil war troopers who had been fed on "pork and" carried home their appetite for beans.





An effective window display of Island & Bamford, Toronto. The groundwork is arranged in conventional patterns set out in bright colored nuts and candies. The display was the winner of second prize in Class A, Christmas Window Contest.

Seasonable Specialties to Increase Sales

What is Featured by Canadian Grocers—Importance of Timeliness in Urging Sales—Some Novel Suggestions for Bigger Business.

DO YOU specialize on any particular line of goods during the winter months?"

This query, sent out by CANADIAN GROCER to a number of grocers throughout the country has been responded to, and the verdict goes to syrup, fish and rolled oats, as constituting the lines most popular during this season. Following closely in order are dried fruits, honey, canned goods, oranges, vegetables, flour, tea, coffee, cured meats and apples, each enjoying popularity in measure with the demands of their respective provinces.

The popularity of syrup is due in part to its being both seasonable and reasonable, but a suggestion which may be even more responsible than two factors, is that it has proved a wholesome substitute for butter, which naturally makes it welcome in many homes. No special reason has been advanced for the popularity of the other products which head the list above, though it is generally agreed among the majority of dealers that each finds a ready sale during this season and there is found to be very little waste in connection with them.

Some valuable suggestions are also forthcoming in this connection which may prove instrumental in "bucking up" the sales of other members of the trade.

Always a Feature

E. A. Kellaway, of Belleville, believes in having something to feature at all times and something in season. He has a few feet in front of his store which he has used to good advantage and which, he claims, has sold a much greater quantity of goods than he could

have hoped to have sold in his former premises right on the main street of the town. The opportunity for display offered by that few feet in front of his store, sold 170 baskets of peaches in one day for Mr. Kellaway, in addition to disposing of ten to twenty bushels of tomatoes, 150 watermelons, two hundred muskmelons and many other vegetables.

"I believe that the people like to see quality and quantity" says Mr. Kellaway.

When the cold weather set in, the value of the display space did not cease but was responsible for selling well on to two carloads of potatoes. A good business was also done by Mr. Kellaway in canned goods and dried fruits which he purchased from last year's stock on the advice of CANADIAN GROCER.

Mr. A. Drolet of Quebec has a distinct "eye for business" which is responsible for his large sales of coffee. He believes in encouraging a taste for coffee in his customers by allowing the fragrant aroma from his grinding machine to circulate freely in his store. A table, neatly and cleanly arranged with samples of jellies in moulds, has also been responsible for many sales of this article.

A "Special Sale"

J. F. Miles, of Sydney, N.S., has had good success in his adoption of a special sale in January of each year. Coming just after stock taking Mr. Miles sees a good opportunity of selling off at bargain prices lines in which he is overstocked and also lines which are selling light. The sale also is found to

bring many new cash customers and to give the credit customers an annual treat. In addition Mr. Miles says it helps his prestige for selling at right prices.

A. McGillvray, of Brechin, Ont., believes in winning the confidence of his customers, and finds that they are always willing to take his advice when he shows some consideration for their interests. In conversations Mr. McGillvray talks over the relative food values of various products and their prices and does some figuring for his customers, pointing out the most reasonable articles of food which give the best value.

The specializing operations of one member of the grocery fraternity have been of such a character as to warrant the breaking into the field of poetry, and Mrs. J. B. Heritage of London has replied in the following verses:

*"In answer to your questions,
Received by mail to-day,
On what goods do you specialize?
And does this system pay?"*

*"With the high cost of living,
Goods always on the rise,
'Tis hard to classify the goods
On which to specialize."*

*"We specialize on oatmeal,
And we specialize on soup,
And we specialize on remedies
For children with the croup."*

*"Because the sale of oysters,
Potatoes, eggs and butter, too,
Are small. They are so high in price
Our customers are few."*

*"The food sells best in winter
That will fill you up the most,
Cornmeal is good for 'Johnnie Cake,'
Codfish for 'quail on toast.'"*

*"What measures did we then adopt
To sell goods of this line,
We read the CANADIAN GROCER,
They'll tell us every time."*

CANADIAN GROCER

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PANICKY BUYING ONE REASON FOR HIGH PRICES

IN these times, with half the world at war, with the resultant lack of supplies and increased demand, and with the congested state of world shipping, there are bound to be scarcities in many lines of food. This is a danger that can be estimated and faced. There are a certain number of people in the country and a certain amount wherewith to feed them. But when any considerable portion of these people become touched with the feeling of panic, and commence buying in excess of their ordinary demands, then by just so much do they make it impossible to govern the situation. Panicky buying is one of the great dangers to be feared. It may start from an ill-judged word, just as a run on a bank may start, with the bank in the best of financial conditions. Such a run on the food supplies of the country is often started, with no good and sufficient reason, but once started it actually produces the condition feared. Here is one of the reasons for scarcity, one of the causes of high prices.

How can the merchant help to govern the situation? By a thorough knowledge of the situation, by a perfect frankness with his customers, and by being able to advise them to their own advantage, and to the advantage of the public as a whole.

HOW TO MAKE MONEY GROW

IN the October issue of *Conservation*, a monthly bulletin published by the Commission of Conservation, Ottawa, the above heading draws attention once more to Canada's War Savings Certificates,

which can now be purchased by even the small investor. The bulletin goes on to state:

"War Savings Certificates for the small investor are almost too good to be true. They are so good that the Government will not sell more than \$1,500 worth to any one person. They yield over five per cent. on the investment, may be redeemed at any time, and have the whole Dominion of Canada back of them as security. In other words, they have all the advantages of a savings bank account, but have greater security behind them and yield over two per cent. more.

The following table shows how money will grow in three years if invested in War Savings Certificates:

\$ 8.60	loaned now	grows to...	\$ 10.00
21.50	" " " "	" " " "	25.00
43.00	" " " "	" " " "	50.00
86.00	" " " "	" " " "	100.00
430.00	" " " "	" " " "	500.00
860.00	" " " "	" " " "	1,000.00
1,290.00	" " " "	" " " "	1,500.00

There are, undoubtedly, many who have not looked at these certificates in this light, and will be glad to have before them details relating to the investment necessary to securing returns.

THE NEW WAR LOAN

CANADA is about to call for another War Loan. It is necessary to raise funds to meet the increasing cost of maintaining the Canadian Expeditionary Forces; it is necessary for supplying additional credits in Canada to enable Great Britain and the Allies to continue to purchase agricultural products, munitions and other war supplies in Canada.

The safety of a Canadian Government Bond is secured by the entire resources of the country, the safest security obtainable—in fact, you really hold a mortgage on Canada, one which will pay you a much higher rate of interest than can be obtained on any other equally or nearly as safe security.

There should be a Bond in every household in Canada. This is a privilege and a patriotic duty, and it is to be hoped that every individual in Canada will secure a Bond or at least a War Savings Certificate.

The money markets of the United States and Great Britain are practically closed to Canada now and the Government cannot count on the large subscriptions from outside of Canada that were secured in the preceding loan. The necessity of everyone doing his or her bit must be emphasized.

You do not necessarily tie your money up for 20 years in buying a bond. It is negotiable and this feature should not be overlooked. Canadian Government Bonds can be sold at any time or can be used as security for temporary advances from a bank. The purchaser can get his money back (through a sale) whenever he wants it.

ILLEGALITIES IN TOBACCO SALES

IT HAS been drawn to our attention of late, that many merchants who sell tobacco are removing the tobacco from its original container and displaying it in some other way. Doubtless all the merchants doing this are unaware that in so doing they are doing an illegal act and rendering themselves liable to a heavy fine, and all the inconvenience incident upon legal proceedings.

The law states that tobacco must be sold from the container in which it was originally packed. Cases of plug tobacco bear on the case the government revenue stamp, and as long as these goods are not disposed of this box with the stamp of the inland revenue department must be retained so that any government inspector may assure himself that the revenue tax has actually been paid. Where this tobacco is removed from the original container, the person so removing it renders himself liable to a fine of \$50, in addition to the seizure of the tobacco.

These containers are the best system of preserving these goods in any event and the merchant would not be well advised to change them into other containers, even were this law not in force.

In this connection too it is well for the grocer to know that it is necessary to secure a permit before a tobacco cutter can be used in a store. The store having such a cutter without a permit renders itself liable to have the cutter seized by the first inspector who happens to visit the store.

THE MARKET VALUE OF COURTESY

IF YOU were to ask any well informed person as to the reason why people change the store at which they have been accustomed to deal, the answer would probably be because of some failure to provide the quality of goods that the customer desired. That would seem to be the logical inference, but it is none the less incorrect. Some time ago a business agency propounded this question to 120 persons who were known to have changed from one store to another. Of this number, only one had changed because of dissatisfaction with the quality of the goods. Indifference of salespeople headed the list, and attempts at substitution came next. Here is the complete list of reasons given for changing together with the number of cases ascribed to each:

Indifference of salespeople	47
Attempts at substitution	24
Errors	18
Tricky methods	18
Slow deliveries	17
Over-insistence of salespeople	16
Insolence of salespeople	16
Unnecessary delays in service	13
Tactless business policies	11
Bad arrangement of store	9
Ignorance of salespeople concerning goods	8
Refusal to exchange purchases	4
Poor quality of goods	1

It appears from this that honest methods and courteous service are unquestionably the greatest elements in retaining the good-will of the customer,

and the item of courteous service seems to stand at the very top of the list.

That is a thought worth considering, Mr. Grocer. Your business systems, your goods and your honesty, may be beyond criticism, yet the discourteous word of a clerk, the appearance of indifference to a customer, or the failure to give prompt and courteous attention, may offset all these and make them of no effect. That is a point for your earnest consideration.

THE MERCHANT AND THE LOCAL PRESS.

FROM the current issue of **PRINTER AND PUBLISHER**, we republish the following extract from an editorial entitled *Eaton's Advertising*. The reader will do well to ponder the suggestions contained therein, for they touch the very heart of the danger of the growing mail order house propaganda.

The Eaton advertising is getting into daily and weekly newspapers that aforesaid declined to insert this advertising, and in some cases the publishers frankly state, in their own columns, that the reason is that local merchants will not support the local newspaper adequately.

The publisher is often in a most trying position; he wants to be loyal to his own community, and yet he must make both ends meet. If local merchants will not give him the necessary encouragement, by the purchase of his white space, to remain loyal to his own community, then the publisher may have, for self-protection, to accept the advertising of the big mail order houses.

Perhaps the publisher is blameworthy along with the local merchants for the advertising apathy; he may have done little to foster or implant the advertising spirit; he may not be doing what he can to make local merchants' advertising effective; he may not try very hard to set up advertising attractively; he may be producing so feeble a newspaper that advertising in it is pretty nearly wasting money.

One thing should be very clear to both publishers and local merchants, namely, the more a community shops with mail order houses, the poorer the community must become as a trading territory. The salvation of a country weekly or a small city daily is a great volume of local trading, with its accompaniment of local newspaper advertising, and a good local and tributary population. The foe of local trading is the metropolitan department store with its highly-organized mail order department. The centralizing of buying in big centres is bad for community growth and prosperity; and a community without busy local trading centres declines in half-a-hundred different ways.

The presence of the Eaton or Simpson advertising in a small city daily or country weekly newspaper is a pretty reliable sign of community retrogression; and this applies to Saskatoon just as it does to Thessalon.

DOUBLE-BARRELLED STORES FILL THE LARDER

(Continued from page 100)

achieved this by scrupulous care of the perishables, and by judicious buying. But the warning passed on by the firm for the benefit of others anxious to embark on the butcher department enterprise is based on experience.

A Distinctive Detail

In connection with telephone orders for butcher meat combined with grocery goods it is interesting to note how carefully the bookkeeping system adopted by the Limoges Brothers is adhered to. The grocery department buys from the butcher department the meat or vegetables required at exactly the market

price for the day, and the exact record is thus kept on the cash-slip so that the department books are maintained accurate as to the details of the business done.

Vegetable orders go to the butcher department: fruits are on the grocery side. The checks for the butcher department are on a different color of paper from the checks for the grocery department so that the day's business is easily segregated when it comes to enter up the books.

Heavy For One Manager

All the advantages of delivery, of convenience to customers, and of profitable business for the grocer are found to prevail by the Limoges Bros. as well

as in the other case mentioned, but it is the opinion of Mr. Limoges who has carried the responsibility of both departments at times when necessary, that for a retailer making a start in this double line, the difficulties are rather heavy for one man to cope with unaided. Success is better achieved with two men each managing his department.

Hill & Co., grocers, Ottawa, have sold out.

L. Payne has bought the business of J. Lanthier, fruit and vegetable merchant, Bonsecours Market, and is carrying it on as a wholesale and retail business in the same line.



—Courtesy of the Fruit Despatch Co.

Have you ever seen a more effective fruit window than this one devoted entirely to bananas? The background is a colored lithograph of banana land; the centre is a real banana palm, and the card in the centre gives a cogent suggestion for featuring bananas by the pound.



The Xmas display of D. D. Campbell & Co., Kelowna, B.C., winner of second prize, Class B. of the Window Dressing Contest.

System in Credits and Collections

Inability to Collect Accounts is Greatest Handicap to Business — U.S. Gov't Opens Campaign Against Long Standing Accounts

AN up to date credit system is said to be the best tonic a business can have, because there is seldom a time it fails to do its work. It is a sure cure. The kind that is lasting and most appreciated. Why, think what would merchants do without such a Godsend. It would be impossible for them to conduct a store without some kind of a system to protect their business. And yet many grocery merchants continue to do business in such a manner as to encourage their own disaster by allowing a defective system of credit to prevail in their businesses which is responsible for its percentage of bad debts each year.

The greatest handicap that a business dealing with the consumer has to carry, is its inability to collect its accounts with any degree of certainty. It is the retail man who suffers most for slow pay and no pay is the bane of his existence.

People in small cities and towns are the chief sources of trouble in this respect, and it is therefore the merchant located in small centres who should pay the strictest attention to the matter of extending credit. The class of people in

such districts usually let their accounts run far beyond their means of paying and the merchant must bear the loss. Really the merchant seldom gives his bad accounts the attention they merit for he is too busy supplying the wants of his live customers to devote much time to the slow pays or to push collections from the dead ones.

A country-wide campaign for economy is on and what is more fitting than that the merchant should push for the prompt payment of long standing accounts and thus release much tied up capital? The National Food Administration of the United States has felt the importance of this movement and is quoted as saying that "the waste and loss from the credit evil can hardly be over estimated." This body further announces that 40,000 traveling salesmen for wholesale grocers and jobbers in food articles will be enlisted in a campaign for economy and energy in the grocery business. The salesmen will seek to persuade retailers to shorten their credits and wholesalers will follow the same policy for retail dealers.

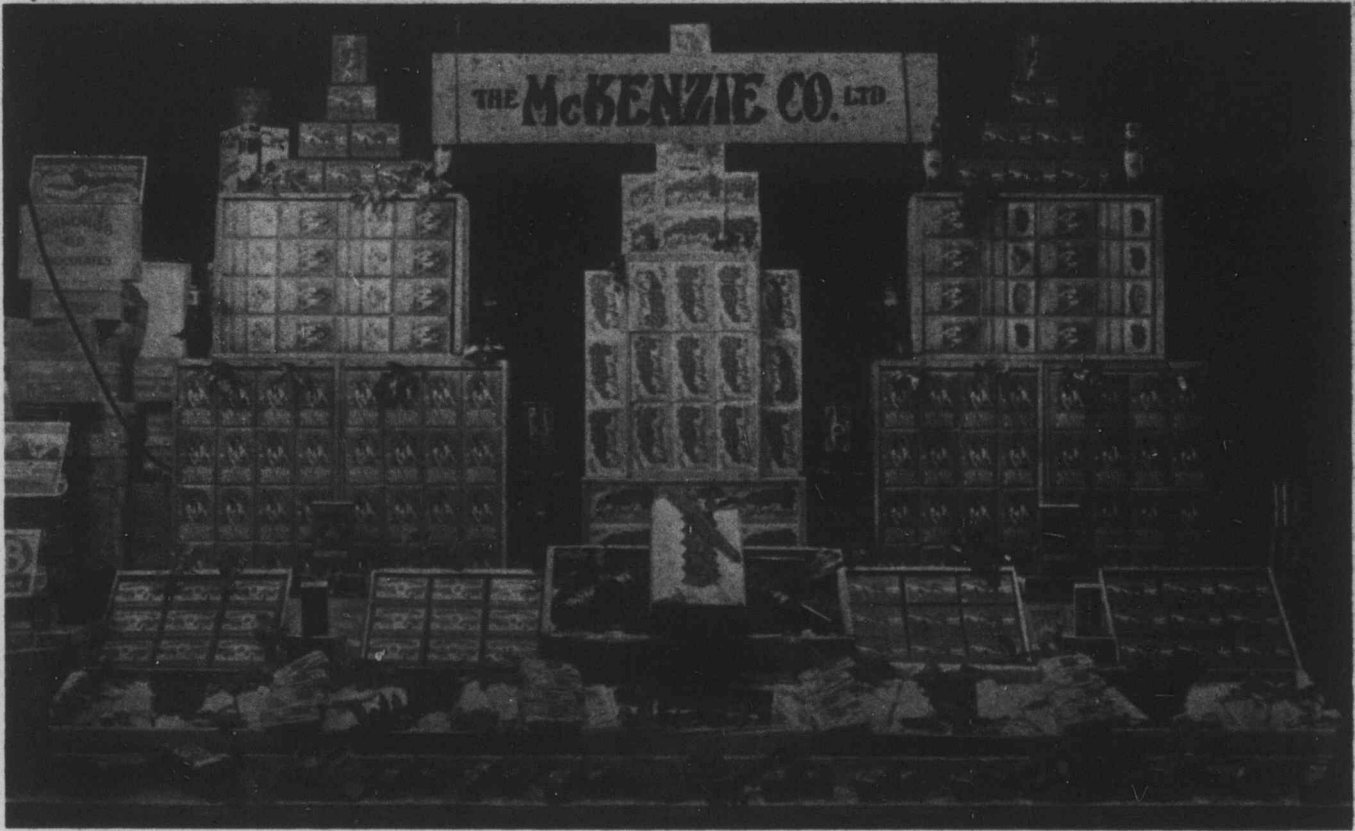
Certainly if the wholesale grocers

tighten up on the credits with the retailers, the retailers must receive their money from their customers; it is a case of tightening up all along the line and if the tightening up is not simultaneous and equal it will be hard for the retailers. The pressure must be entirely equalized.

It is also a well marked tendency to discourage unnecessary grocery delivery service in order to release men for the army and war industries, as well as in the interest of economy in doing business. This feature is being taken up actively by retail associations everywhere and undoubtedly the movement will result in an entire overhauling of the grocery delivery system to conform to the demands of the times. Within the past few weeks the recommendations of the Board have been carried out in 80 different cities with a combined population of about 14,000,000 people.

Reap While Harvest Is On

While Canada is enjoying its present high degree of prosperity it is well that merchants of the country should not neglect the collection of their accounts.



The Christmas display of the McKenzie Company, Kelowna, B.C., winner of the Third Prize in Class B, Canadian Grocer Competition.

When the war ceases there will be a period of readjustment and during that period there will be people who, while they are well able to liquidate their liabilities, will be slow in doing so, preferring to keep their money on deposit fearing they may need it before normal times again obtain. There are few grocers, particularly in the rural districts, who have not learned this from experience.

At the present time practically everybody including the farmer and the workman, is able to pay promptly. As a matter of fact it is doubtful if there was ever a time in the history of the country when people generally were as well able as they are to-day to meet payments promptly, for money was never more plentiful. That being the case merchants should not, because of the security they feel, become indifferent regarding the collection of accounts due them. The time to reap is when the harvest is on.

"Pay Up Week" Campaign

A somewhat novel plan was recently adopted in Dallas, Texas, having for its object the familiarizing of the people of that city with the importance of paying their debts promptly. The Dallas Retail Credit Men's Association planned a "pay up week" from October 1 to 6 and a publicity campaign was carried on chiefly through newspaper advertising, which was designed to reach those who in the past had neglected to pay their bills promptly. "Pay up week" gave those delinquents an opportunity to pay up their accounts, and the devotion of so

much time and energy as was spent on the campaign served to impress customers with the importance of paying promptly.

Simultaneously with the bringing of the credit department up to date, better business methods should be adopted for the future in order that there may be no repetition of the circumstances in which some grocers find themselves to-day. Customers have to be educated to regard the granting of credit as a more serious matter than they have in the past, and to realize that they are under some obligation which has to be met when they receive credit from the local merchant. There is no more reason why the merchant should grant credit without security than there would be for the bank, and if this fact was kept uppermost in the minds of grocers and customers there would be fewer bad credit debts to be wiped off the books.

Organize Every Department

Every thoughtful merchant recognizes the imperative need for modern business methods, for just as every nation at war has had to mobilize every department from the bottom to the top, so, likewise merchants must mobilize and thoroughly organize all departments of their business.

Such an organization of business on an efficient basis is the means of a better understanding between a store and its customers, for sound business requires that each understand the viewpoint of the other and co-ordinate their efforts, and particularly is this the case in regard to the matter of granting credit,

for never before has the necessity been so great to keep credits sound.

In one direction in regard to the matter of securing a more substantial basis in connection with the granting of credit, can all merchants do their part. Those to whom credit is extended should be brought to appreciate that credit grantors have the undoubted right to ask and to be given assurance that accounts will be paid at a specified time.

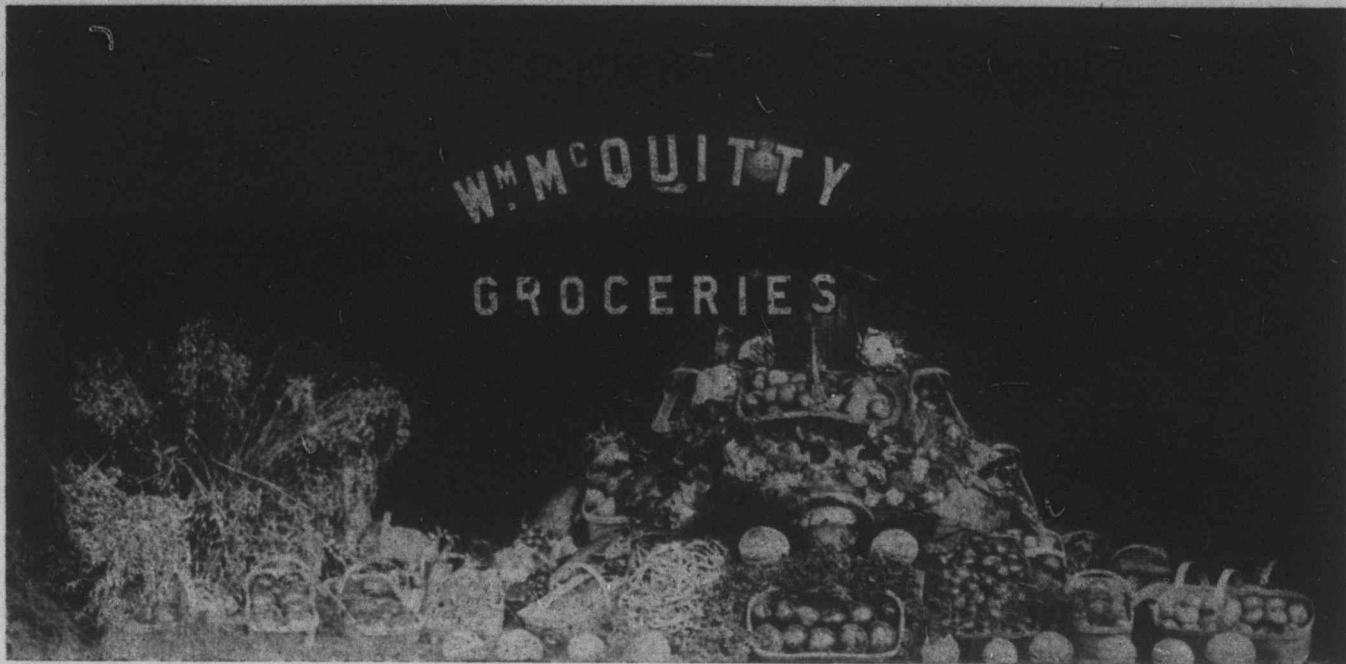
Grocers should not be afraid of going to a little trouble and expense to collect what is rightfully theirs. If the merchant gets the reputation of making the slow ones pay, he will acquire a good class of customers besides doing more business all around. It is a significant truism that the man that cannot be imposed upon is admired by all human nature.



CANADIAN WHEAT FOR ALLIES

According to Prof. W. A. Black, Agricultural Commissioner for the Federal Government, who has charge of the administration of the grants under the agricultural instruction act of 1913, there will be an estimated exportable surplus of 225,000,000 bushels of wheat from Canada for the Allies after providing for the food and seed in the Dominion.

Mr. Black found a great variation of the prices charged for potatoes throughout the Dominion, as the new crop is being dug, ranging from fifty to ninety cents a bushel.



An unusually attractive and artistic harvest window recently displayed by Wm. McQuitty, Welland, Ont.

The Trade With the Lumber Camp

How many Merchants Are Letting This Profitable Business Pass Them by Because of a Failure to Meet the Service Required—How This Profitable Line May be Encouraged.

IN many sections of the country, there is an opening for a brisk business in catering to the needs of the Lumber Camp. There are of course many merchants who have seen the advantages of just such a business, and have done everything in their power to go after it and to provide for its necessities in an entirely satisfactory way. There are other merchants however, who have not been so enterprising. They have taken this business when it comes their way, and have supplied the needs of the camp in a sort of way with the goods that they happened to have. This type of haphazard service has resulted in many instances in the development by these companies of a buying concern of their own which leaves the grocer entirely out of consideration. Here is a good business lost by the merchant through failure to understand the needs of such concerns and through failure to provide for them. Moreover the provision must be prompt, there can be no waiting to supply the goods after the order is received, the clamorings of hungry lumber men are not to be denied. The business must be done on the spot, with goods already in stock. This may entail the carrying of larger stocks of such lines as tea, flour, sugar, salt, bacon, canned goods of all kinds, jams, condensed and powdered milks, etc. There is little danger however to be feared in these augmented stocks. It is possible in most instances for the merchant to make some arrangement with the

management whereby contracts covering a goodly part of this extra outlay can be arranged for. Even if this is not possible a fair assurance of adequate service is likely to ensure the merchant getting the business, and it is, at the worst, as safe a venture as many that the average merchant undertakes.

Getting the Winter Climate to Help Sales

The Winter Time is a Time of Outdoor Exercise and Hearty Appetites—The Grocer Will be Well Advised to Cater to This Business—It Should Prove a Satisfactory Item in His Winter Trade.

THERE is a very substantial amount of business to be obtained for the merchant in all parts of the country in catering to the trade incident upon the winter sports season. Skating, tobogganing, snow shoeing and skiing are strenuous exercises calculated to stimulate the appetite, and increase the demand for cold weather lines of goods. Every winter sees scores of parties, little and big, as a result of these outdoor exercises, and the sleighing party is one of the features of Canadian winter life. It is well for the merchant to keep these things in mind and to stimulate them by a little judicious advertising both in the local papers, and in display cards in the store. There is a great deal in the mere matter of suggestion, and in the great majority of cases these apt sug-

gestions will bear fruit in sales.

There are many lines especially suitable for these activities, the oyster stew is one of the great favorites of the sleighing party, then there are other soups and meat extracts that can be readily prepared, pork and beans, canned tomatoes, and canned spaghetti also macaroni and rice are other favorite dishes after a brisk hour or so in the biting cold. Pancakes too are a prime favorite, with their indispensable corn or cane syrup adjuncts, and of course coffee, cocoa, and tea.

While the idea is mainly to feature these lines in conjunction with the outdoor exercise of the young folks, this campaign will be found of immense advantage in stimulating the general sale of all these lines of goods.

U.S. SALT CONSUMPTION

The United States consumption of salt in 1916 was 45,720,800 barrels of 280 pounds each, an increase of more than 7,000,000 barrels over the consumption of 1915. According to statistics compiled under the direction of R. W. Stone, of the United States Geological Survey, Department of the Interior, the domestic production of salt in 1916 was 45,449,329 barrels, the imports were 871,992 barrels, and the exports 600,461 barrels. This was an increase of 19 per cent. in the quantity of salt produced. The total value of the salt was \$13,645,947.

Duty says : EAT FISH!

A SHIPMENT of Government fish will arrive for sale in Ourltown on Thursday. We shall have a portion of this shipment—not enough for all who will give us orders, but enough for those who order early.

Families who are sincerely doing their bit to conform to the Food Controller's wishes are using fish instead of meats whenever possible. The Boys in the trenches need our Beef and Bacon. Every ounce you don't eat of these needed meats goes to some one fighting for you.

Varieties and prices will be as follows:

	Whole Fish per lb.	Steaks per lb.
Cod00	.00
Haddock00	.00

You Can Eat Fish On THURSDAY

That is, if you order in time. If you are neglectful, the chances are that we'll have to say—"Sorry, but stock is all gone."

Phone your order to-day, and make sure. Main 666.

John Brown & Co., Purveyors

HIGH STREET

WE SHALL HAVE FISH ON WEDNESDAY

GOVERNMENT fish, sold to you at a price fixed by the Government—very cheap, indeed. Fish in prime condition. **Lake Trout, Whitefish, Cod, Haddock.**

**EAT FISH
WHEN YOU
CAN**

Prices are as follows:—

	Whole Fish Per lb.	Steaks Per lb.
Lake Trout00	.00
White Fish00	.00
Cod00	.00
Haddock00	.00

'Phone your order to-night, if you can, to make sure. These fish are all snapped up in no time. Last time many ordered too late.

You are bidden eat fish to conserve meats. Besides which, this good fish is a welcome change in the daily menu, and is first-class eating.

No need to say more.

John Brown & Co., Purveyors

High Street. Main 666

Why Throw Away Great Opportunity?

Advertising is Usually Paid For—Here it is Free to Your Hand—What the Popularizing of Fish as a Diet Has Meant to the Merchant Contemplating the Augmentation or the Introduction of Such a Department.

IT is not very often in a lifetime that a merchant finds the Government, the wholesale houses and the force of public opinion, all uniting to back the sale of some particular commodity. Yet, that is the situation to-day, and it would surely be a short-sighted policy on the part of any merchant to shut his eyes to this fact, or to decide that the opportunity did not point his way without the most careful consideration.

The changing world conditions are forcing many changes upon the public whether they will or no. There are some goods that are unobtainable, there are others that are only to be obtained at very high or practically prohibitive prices. All of this means change. It means that customers will be turning their attention to other lines of food. Whether or no this change means a loss or gain to the merchant, depends entirely upon himself. Out of the changed conditions has come a reversion to one of the oldest of foods, a food in which Canada is particularly rich. Canada's fisheries are one of her very richest resources, and now in these times of food scarcity, the government and the public are awaking to the fact that here lies one of the answers to the many

vexed questions incident to the high cost of living. Fish is the one food that is plentiful. It may require increased activity to provide the supply to meet the increasing demand, but such increased activities are already under way, and the essential fact is that there is a plentiful supply available to meet any demand. But this is not all, the activities of the government, the resources of the Food Controller's office, all are fostering a new interest in this important food. Moreover a great campaign of publicity has been launched that is having its effect, and is bound to become increasingly effective. Now the merchant stands either to win or to lose by this campaign. If he is associated with it, this campaign should mean increasing business, if he stands aside from it, then the campaign will undoubtedly encroach on his business, it may be not to any large extent, but in some little items of trade there will be a falling off which will result in a net loss. On the other hand, if the merchant associates himself with this campaign and becomes a handler of fish, as so many progressive merchants are doing, then it is adding a new department to his business, a de-

partment that is well and fully advertised at no expense to him.

There would seem to be few arguments that could be raised to oppose the installation of a fish department in the grocery store. It would require some little extra equipment to be sure, but this equipment is not necessarily of an extensive nature. It may be anything from the elaborate fish department of a great city store described in other pages of this issue, to the simple fish case, costing comparatively little. That depends entirely on the merchant, but the small fish case will as adequately meet the needs of the merchant just installing such a department as the most costly system. The only need is for some simple system of refrigeration separate from that used for the other perishable articles of the grocer's stock.

This is the only equipment required, simple enough surely, when behind such a moderate outlay there is such a large possibility of profit.

Now when the public attention is focused on the food value of fish, now when every newspaper is featuring this item of the menu, now is the time to make this profitable line one of the activities of the store.

Meeting the Growing Demand for Fish

Fish Department May Pay, but Needs Care—Fish Are Essentially Goods to Sell, Not to Store—Speed Counts at Every Turn—The Successful Fish Dealer is Johnny-on-the-Spot—Buying and Delivery Done on the Jump—Advertising to Create Appetite.

An article based on interviews with Henry Gatehouse and J. A. Paulhus, Montreal.

MEATLESS days mean more business in fish. Publicity campaigns on the part of the Government educating the public to the advantages of fish as a food are already increasing its consumption. People are asking for fish in stores which have up to now done very little in that line. Complaints are heard here and there that "it is so hard to get nice fish," and the retail grocer who has won a reputation for the cleanliness and appetizing condition of his store is sometimes asked whether he will not consider adding this department to his stock in trade.

Quite a Question

Whether or not a grocer can successfully add a fish department is a question on which opinions differ. Facts, however, go to show that some grocers have carried fish to the convenience of their cus-

tomers, and to their own legitimate profit. Indications are that, with the increased demand for fish already present and still growing, there will be further incentive to many retailers of other food stuffs to take up the business of selling fish. This is not a branch of business to go into hastily. The executive head of one of Toronto's great department stores while contemplating the addition of a fish department to his store visited the principal cities of size within a considerable radius of his centre, and made enquiries of fish-dealers, both wholesale and retail, on the principal points to study in establishing and maintaining satisfactory service in supplying the consumer with fish.

Business Needs Attention

Needless to say this is a matter requiring much attention. It is a man's job

to get fish bought where they are caught, whisked from sea to city, sold and sent to the customer in tip-top "live" condition. But to do just that is the ideal in fish service. Firms making a specialty of their fish service, whether department stores or fish-stores only, do it, and as these stores are frequently operating in competition with the retail grocer who also handles fish there are very practical reasons for the grocer's particular attention to his fish department. For, if there is one article of food which the customer must have fresh, it is fish. And if there is one article of food which is apt more than another to go stale and depreciate not merely in days but in hours and even in moments, that article is fish. It has been several times pointed out in the pages of CANADIAN GROCER that the secret of success in selling fish is speed.

The Henry Gatehouse Way

Here is how Henry Gatehouse—one of Montreal's first-rate fish merchants—does it. He is up early, and he retires late, for from morning to midnight the fish business needs watching. You have to be "Johnny-on-the-spot all the time," whether buying or selling. The buying is important. That is done by long distance telephone, by telegraph, and by standing orders to competent agents at the fishing ports. Some buying is even done at sea by wireless. The retailer can usually get the benefit of such buying when he in turn buys through one or other of the great wholesale fish firms, but the Gatehouse way is to buy from the boat if possible, and as indicated, the nearer the fish dealer can get to that the better fish service he will be able to give his customers, and the higher will be the reputation of his store for fish excellence.

Securing the Supplies

After the fish has been bought, the business is to get it into the store. Speed again, speed, speed, speed. Express service is the Gatehouse way. There's little use waiting for refrigerator car service. That may take twenty-four hours, or longer, by freight train. By express train fish packed in boxes in ice can be whisked from coast to city in twelve hours or less. From train to store there may be delays, but Henry Gatehouse has his automobiles at the depot waiting arrival of trains. From 7 a.m. till 10 a.m. the trains are arriving as a rule, and in not a few cases delivery of the fish to the consumer has been made by Henry Gatehouse within an hour of the arrival of the fish from the coast. "Get the idea of ice chests for fish storage out of your head," says Mr. Gatehouse. "In the fish business at retail you don't buy fish to store them; you buy them to sell them. The quicker they move to your customer the better."

Delivering the Goods

So Henry Gatehouse has automobile de-

livery. He has only ten fast autos as yet. They are all built and enamelled in the same style, and this gives many a pedestrian in Montreal the idea that there's a Gatehouse auto on pretty nearly every street in the city. Because of the need for speed in fish service the autos of the fish dealer who is giving service in his city must be often seen. Henry Gatehouse has five regular deliveries each day. Their hours are 7 a.m., 9 a.m., 11 a.m., 3 p.m., and 5 p.m. In addition he has special deliveries to make. Eighty per cent. of his business is done by telephone order from customers. It requires delivery facilities to keep pace with telephone orders.

Taking Care of the Stock

Although the retailer having a fish department does not buy fish to keep them but to sell them and sell them with speed, still a stock of fish has to pause a few moments at least in the premises of the retailer on its fast trip from sea to sauce-pan. Ice is freely used in the care of the fish as they are taken from the boxes, and display is made of the finest on marble slabs cooled with ice packs. Although eighty per cent. of the orders received by Henry Gatehouse come in by 'phone every Gatehouse customer at one time or another sees the store and its appetizing though never overwhelming array of many and varied kinds of fish. Because fish are apt to deteriorate so rapidly, a display of fish must be continually altered. The fish must be sold from the display, and the display continually rebuilt from newly arriving stock or stock taken from the ice chest. The ice chest is inevitable, though not to be regarded as the be-all and end-all of proper fish dealing. You cannot do without it, but it does not relieve you of the one main concern of swiftly sending the fish to the consumer. Remember the longer you have a fish in your store the more reluctant will that fish be to leave your store. Therefore, while you give all

due deference to the ice chest as an efficient helper and more especially so in hot weather, lay stress more on your buying from the freshest markets, and on the speed of your delivery to the customer. That way lies success in the fish business.

Little Handling, and Quick

It is necessary to add a certain tiresome and often costly service to the business of selling and delivering fish to the consumer. That is the cleaning and preparing of the fish for the cook. This service has in most cases to be rendered free. Customers expect it. Large consumers getting supplies from large stores do their own cleaning and preparing of the fish, but they save nothing by that on the cost of the fish. All they gain is speed in delivery. The fish do not pause in the retail store even for the process of cleaning. Note here, that it is not advisable to clean fish long before they are delivered to the customer. They keep better as they come from the sea. A cleaned fish loses firmness more quickly than a fish as it is caught. It is in the handling that fish lose their freshness as much as in the keeping. Therefore, the less fish are handled the better.

Swift Service Costs Money

It costs money to maintain a rapid and effective fish service. Telegraphs, telephone tolls, express charges, automobiles, expert dressers of fish, ice, and allowances for the unavoidable losses of even the most speedy system yet devised all eat up money. So that the retailer who aims to deliver fish in the pink of condition at his customers' kitchen doors cannot hope to compete with any cut price fish business. Freshness makes fish worth while, and worth money. There are always customers for fresh fish. More business is lost through sending out stale fish than can ever be gained by selling fish cheap. It is estimated that from four to seven cents a pound over and above first cost is

Enjoy A Real Treat
HENRY GATEHOUSE & SON
350 Dorchester Street West, Montreal

Beefless Days Are Oyster Days!
HENRY GATEHOUSE & SON
350 Dorchester Street West, Montreal

FISH FOR TODAY—POULTRY ON SATURDAY
HENRY GATEHOUSE & SON
350 Dorchester Street West, Montreal

If You Would Be Loyal SERVE FISH TODAY!
HENRY GATEHOUSE & SON
350 Dorchester Street West, Montreal

How Henry Gatehouse & Son feature fish in their daily advertising.



A glimpse into the business end of the Henry Gatehouse Fish Store, Montreal. The fish are displayed in small, appetising quantities on marble in the window, and the ice chest shown. The poultry counter is centrally placed. The photo is taken from over the fruit and vegetable counter.

barely enough to cover complete first-class fish service to a high class clientele of customers. But such customers never quibble over price; what they want is quality. It is possible by taking delivery of fish from the coast in refrigerator cars per freight train, by dispensing with delivery, by wrapping the fish in low-priced paper, and by using all the labor-saving possible, to sell fish to customers over the counter at low prices, and still to give good value and a very eatable food supply. This business the Government is encouraging by paying part of the freight charges on fish, and providing the necessary refrigerator cars. In this business with the ideal fish service in mind the retail grocer may possibly share, and perhaps also profitably as well as patriotically. But the danger lines of delay and deterioration of stock must be keenly watched. In all perishable provisions the retailer takes risk of losses; most of all in fish and fruits.

Advertising Must be Appetizing

A great part of the Government publicity on fish so far has been educative. It has been necessary to explain to a large proportion of the population that fish is good food, good to eat, nourishing and economical. People have had to be taught the art of cooking fish. In advertising fish one leading principle pursued with success by Henry Gatehouse has been to make his advertisements appetizing. Some of them are here reproduced. They speak for themselves. Another wise plan of advertisement is to educate the people to give regular orders for fish, to have standing orders for fish on Tuesdays and Fridays if possible. In the case of standing orders the retailer assumes a good deal of the responsibility for the customers' menu on the days of fish supply. For fish supplies can-

not always be counted on as to kind of fish. Kinds and qualities of fish available on particular days depend, with prices, also on weather and conditions at the fishing grounds. Therefore, the good taste of the retailer, and his studied acquaintance with the individual tastes of his customers must come into play in supplying those who give standing orders for fish. But in the standing orders there is good steady business, and business that can be built up and calculated upon. Therefore, no amount of care that ensures its continuance is badly invested. When people come to know that they can depend on your store for fresh appetizing fish with the minimum of trouble to themselves they will gladly pay for the service.

A Point From the Wholesaler

That the Government's campaign of publicity by causing increased demand

may throw great strain on production and so actually tend to advance prices of fish is a theory now being mooted here and there. There is something in it, for fish, like every other commodity, is governed by the law of supply and demand. But it is pointed out by a wholesale fish dealer of over thirty years' experience, J. A. Paulhus, of the Canadian Fisheries Association, that there is nearly always plenty of fish of some kind or another available. The difficulty is in the particular tastes of consumers, and the fact that they call for halibut, say, when halibut is scarce, and mackerel when there are no mackerel to be had, leaving abundance of other kinds of fish to deteriorate while waiting for buyers. Skilful advertising with fore-knowledge as early as possible of the kinds of fish to be available can help the retailer and wholesaler also over this difficulty.

Merchants' Experience in Handling Fish

Some Reasons Why This Business is Not Adopted—Difficulties Easily Met—Even Limited Business Has Its Effect in Stimulating Other Lines.

THERE are many merchants who have adopted the fish business, but who actively engage in it only during a certain part of the year. E. B. Buell of Sharbot Lake, Ont., for instance, handles fish only in the winter time. He states that he handles only frozen fish and keeps it under refrigeration so that it remains frozen until sold, and consequently there is no element of waste. This business has proved a fairly large factor in his business according to Mr. Buell, and has also

proved a very effective drawing element for other departments of his store.

C. A. Hitchcock of Smith's Falls, Ont., has made a most effective use of salmon as a trade bringer. His sales in this line have reached a total of many hundreds of pounds, and he has developed, from that one item, a business that has been of great service to him. People in the town and district have become accustomed to the idea that this fish is to be obtained at this store, and they have

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Eaton's Installs Elaborate Fish Dept.

Big Department Store Prepares For a Growing Trade, by Installing a Complete Department Separate From Other Departments For the Handling of Fish.

THE ever growing enthusiasm of the fish campaign is having its influence upon the store's equipment as well as everything else. The T. Eaton Company has sensed the business that is to be expected in this trade, and with their usual forehandedness are going ahead to provide for this probable trade in the most complete way. Mr. Beamish, the head of this department, states that the business done in fish by the firm has been of a comparatively limited nature. This is something in the nature of a figure of speech as the firm has always done a large business in this line, but the business has been done under rather disadvantageous circumstances. The room available for this business while sufficient for ordinary needs was not capable of handling any great increase in trade, and as this increase is confidently expected by the company, they have endeavored to provide for it. The addition of two extra stories to one section of the building gave them the room required, and when completed they will have one of the most modern plants for handling fish to be found anywhere.

A Glass-Walled Department

The fish department is walled off from the remainder of the store by glass partitions. Three large windows supply light from the side, and the cleaning room at the rear has also a direct light.

Entering the department the customer is faced by long "U" shaped counters that occupy three sides of the room. The counters are of white vitralite with a glass top and a glass shelf above. In this way while all the stock is perfectly displayed, it is away from the customer, and it is quite impossible for the customer to handle the stock. This is a system that is growing much in favor, because it does away with one of the serious causes of deterioration in so many products, the matter of over handling.

Keeping Fish Always on Ice

On the right hand side as one enters are the counters given over to the handling of the more perishable varieties of fish. Here the vitralite counters are designed as a sort of sink, and there are five of them on the side, sufficient for the display of any number of varieties. The idea of this type of counters is that the fish may be constantly kept on cracked ice, while the drainage will carry off the surplus water and always keep the department in a fresh and attractive condition. At the back and other side the counters are of the usual flat type. These are for displaying the less perishable varieties of fish that do not always

have to be kept on ice, and also for the dried and smoked varieties. It is also intended to use part of the left hand counter as a poultry display case, that is unless the fish business builds up even faster than the management now expects.

It is to be remembered of course that all these counters are refrigerated. The coils of the refrigerating system run just back of the counter, and when covered with their coating of ice are hardly to be distinguished from the counters themselves.

No effort has been spared to make the department a most attractive place to visit. The room is large, bright and airy, about 30 feet wide by 40 deep. The lighting is provided by indirect white bowled lights, and the walls and ceilings are also white. Even the scales, of which there will be eight, in itself an indication of the business that the management expects for this department, will be enamelled white. Certainly everything that can be done to impress the customer favorably has certainly been done. Moreover the whole equipment is modern to the last degree. It has been designed to meet the needs of this particular business. In the space back of the rear counter there are two counters, with opal glass fronts for the parceling of the goods.

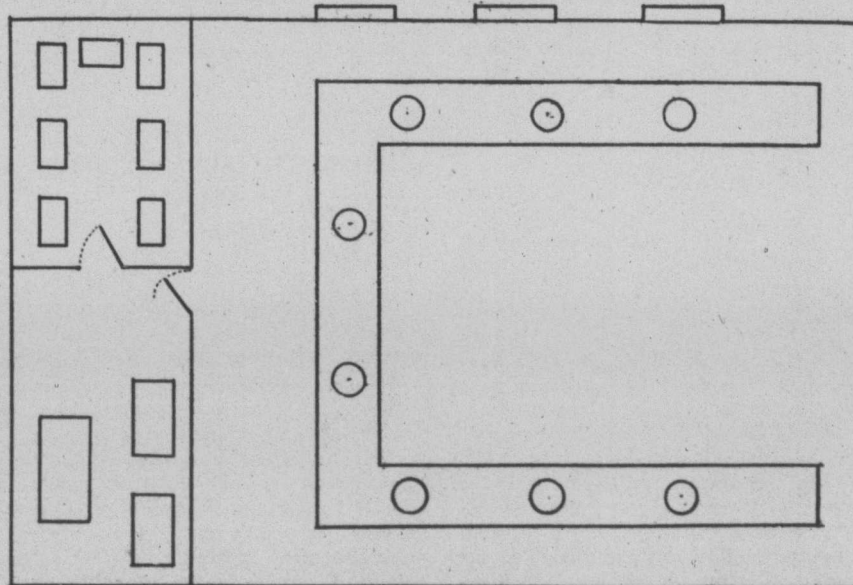
The Best of Refrigerating Equipment

Through the door to the rear, the clerks enter the cleaning room. This room is thoroughly equipped for the

cleaning and dressing of fish. Several cleaning sinks and all the necessary details are provided. From this room there opens the cold storage room, a large refrigerator, that would care for a carload or more of fish. This is equipped to maintain any temperature, down to below zero. But cold air is not enough to protect fish. They absolutely require dampness in the air, therefore a number of fish cases have been provided to supplement the cold air equipment. Here the fish are actually kept on ice until they are required in a room chilled to the proper keeping temperature. It would be hard to provide any improvement for this department. That of course was the idea, to provide for a largely increasing business, by being fully abreast of the very last word in equipment for the care and handling of the product.

CLERKS STRIKE IN N. Y.

A general strike of grocery clerks, delicatessen store workers and butchers is threatened in New York in connection with a claim for a minimum wage and better conditions. The employees of five hundred grocery stores are affected, the clerks demanding a minimum wage of \$15 per week, an eleven-hour day, and half a day off on all legal holidays. The butchers' representatives say that the strike, besides settling grievances, will result in stabilizing meat prices throughout the city.



The plan of the new Eaton fish department. The extent of counter space is here well illustrated, and also the roomy quarters for the customers. The circles on the counter show the position of the scales. To the rear the first room is the cleaning department, next to it is the refrigerator, showing how the fish cases will be arranged.

MERCHANTS' EXPERIENCE IN HANDLING FISH

(Continued from page 119.)

come from all parts to get it, with the result that this department has probably been one of the most effective factors in building up the business. Mr. Hitchcock stores a large quantity of ice under the rear portion of his store and this provides him with ample refrigeration facilities.

A. P. Johnson, of Ottawa, does a brisk fish business in a somewhat similar way. This store does an extensive business in ice, and in the centre of the ice house with a door opening on the outside has been built a cold storage room; the surrounding ice keeps the room practically at freezing point and has provided the most excellent facilities for handling and caring for the fish.

W. J. Gray, Ballantrae, Int., is another merchant who handles fish only in the winter time. The fish trade is run in connection with the meat department, and has proved a very satisfactory adjunct to the business.

P. Paquet, Windsor East, Que., is another merchant who features fish among the products of his store only during the winter time, Advent and the Lenten season.

Smith Bros., of Centre Blissville, N.B., have handled fish during the winter season, but have not found it a particularly profitable line.

The Robin Store at Bromptonville, Que., has handled fresh and frozen fish only during the Lenten season, and has not as yet added a department to take special care of this line.

Alexander McKeeman of Eden Grove, Ont., has handled fresh fish for some time and has found that this line has been of considerable assistance to his business. He has always handled fresh and cured meats, and the addition of the fish has not required the addition of any further equipment. This additional line however has proved a most effective element in drawing other business. Mr. McKeeman points out that the secret of success in handling this fish business lies in being able to judge the requirements of the store's customers, thus avoiding the possibility of loss.

Jenkins and Son, of Charlottetown, P.E.I., handle only a limited line of fish, they give as their reason the difficulty of getting fish of good quality. With the improving conditions incident upon the growing demand, this should not long be a difficulty to be considered.

E. D. Benjamin, Brookfield, N.S., states that he supplies the village with meats, and that as his sales of fish are made in connection with this business, he protects himself against loss by buying only what he can readily sell.

O. Lacroix, Quebec City, also carries fresh fish, though he specializes on it only one day a week. He would handle it oftener were it not for the difficulty he finds in obtaining a supply. There is a

public cold storage in Quebec, and Mr. Lacroix uses that for such purchases of fish as he may make.

P. Hamilton of River Charlo, N.B., states that they have been handling fresh and frozen salmon ever since 1862, and have installed cold storage equipment in which to keep these goods.

It would seem from these few cases, that one of the main reasons for remaining out of this profitable line of business was inability to get supplies, which with the increasing interest and activities being displayed will surely be soon remedied. The other difficulty is mainly that of handling, and this difficulty is evidently curtailing the business to a great extent. There is no good ground for such curtailment however. There are many firms manufacturing fish cases at very moderate prices. The installation of such an equipment would make this business one for all the year in place of only a very limited season.

GETTING THE RETAILER TO COLLECT BILLS

(Continued from page 104.)

caste in the whole retail community. In the same way a borrower may move from one bank to another and gain slight advantages by sharp practice but such benefits are small in comparison with the danger of losing his credit standing with the banks in general. A case illustrating this point came to my attention recently:

A small retailer in a western city borrowed \$200 for 30 days. At the end of the period he was unable to meet the obligation and went to a second bank and borrowed the money to pay the first. Again at the end of the period he raised funds from a third bank to pay the second. Now, because this was a comparatively large business centre and the account was a small one, this scheme appeared to work successfully. But that merchant now admits that he later found that he can in the long run make better arrangements by dealing candidly with one bank.

That he should come to this conclusion is only natural. It must be obvious that if a merchant's credit was not sufficient to warrant a loan from one bank it should not be with another. Instead of moving from bank to bank—which could only be done for a limited time and in the case of small amounts—the merchant would undoubtedly have been better served in the long run had he dealt fairly by the first bank, providing of course that it gave him satisfactory service in his particular line of business. Had he given the manager full particulars of his standing and prospects and convinced him of his integrity he would quite probably have been as well treated in the first bank as he was in the second or the third. Ignorance of banks and methods and hesitancy in being candid in discussing business affairs with the manager are about the only excuses

for a merchant forsaking the straight for the winding road in his business dealings.—J. W. T.

ADVERTISING WITH A CHIMNEY

Does equipment pay? This question was put to Mr. Brown of Kent & Brown Co., Ltd., Moose Jaw, the other day. He replied that some time ago he installed a coffee roaster putting it in the window with a pipe so that the smoke would pass on to the street. He says this was one of the best advertisements he ever had, and the only trouble was that the exhaust often frightened people. A number of times he had people rush up to say that the place was on fire, and eventually it was stopped by the city officials. However, before it was stopped nearly every one in town knew that Kent & Brown sold coffee. Now the roaster is inside, and it is said that if Kent & Brown are roasting coffee you can smell it seven blocks away. Mr. Brown says the roaster is paying for itself. He has recently installed an expensive electric coffee grinder. He had one before, but he could not supply his customers with three grades of coarseness so he bought a more expensive one.

POTATO IS WHOLESOME FOOD

"There is no food which exactly takes the place of the potato when one is accustomed to it," says a statement recently issued by the United States Department of Agriculture, urging an increased consumption of this vegetable now that the markets of the country are well supplied. "It has come to be such a part of our dinner that we miss it when it is not served. Besides, any left-over potato can be used in many very palatable ways for breakfast or supper, and this is a convenience from the housekeeper's standpoint, since it helps her to make palatable meals. Not only is it useful, but it is very important for the food material it supplies. It is one of the most wholesome sources of starch and is also fairly rich in the mineral matter which the body needs. When the price permits, potatoes should by all means be made a part of the diet."

TO AID FOOD CONTROLLER

H. B. Thomson, ex-M.P.P., general manager of the firm of Turner, Beetin & Co. of Victoria, B.C., will represent the Food Controller in important missions which may be necessary from time to time. Mr. Hanna has announced that he has invited Mr. Thomson to assist in the work of the organization of food resources, and that the invitation has been accepted. Mr. Thomson has already been in New York and Washington at Mr. Hanna's request in connection with the sugar situation and other matters of international interest.

Achieving the Apparently Impossible

How a Paper-maker in Poor Health, With a Large Family, and Who Had Absolutely No Experience as a Salesman, Started Without Capital on a Side Street Outside His City Limits and Built up a Retail Business Which Has To-day a \$30,000 Stock, and a Turn-over of \$100,000 a Year.

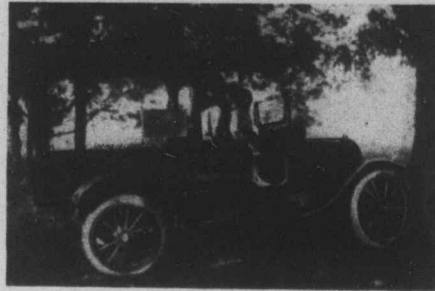
TO succeed in the retail grocery business a man must have capital and experience. No one would dream of advising another to enter upon this line of business without these essentials. If a man came to you enquiring whether he should enter the retail grocery business, and told you first that he was in poor health, very deaf, and not physically robust, second that he had absolutely no experience of the retail grocery business, and was in fact a paper-maker by trade, never having sold anything across a counter or otherwise and never having wrapped a parcel, third that he had only a hundred and fifty dollars in hand, and a family of five to keep would you advise him to start up a grocery business?

If he told you further that the location at which he proposed to establish his store was outside of the city limits, and a very considerable distance away from all retail buying centres of the city what would you think of his plan? Suppose you knew that the street on which he proposed to locate was not even a through street but a cul-de-sac leading nowhere, and that it would lead nowhere and never be a thoroughfare for twenty years to come, how would the idea of a store on that street strike you? Would you for a moment imagine that a man could make a success of such a proposition? What would you think of the prophet who predicted that in less than twenty years that very man in that very location would be carrying a \$30,000 dollar stock, and doing business with a turnover of from \$90,000 to \$100,000 a year?

The Feat Has Been Accomplished

It is easy to prophecy after the event, so CANADIAN GROCER can without fear of contradiction announce to you to-day that the apparently impossible achievement has been accomplished. The city in which the feat was carried out is Cornwall, Ontario. The man who achieved it is A. Fawthrop, senior member of Fawthrop Bros., of Cornwall, Ont.

Incredible as it may seem, Mr. Fawthrop started his business some eighteen years ago without capital, without experience, and in a location exactly as described, on a cul-de-sac street end well outside of the city limits. His little place there was a wooden frame building only 16 ft. by 20 ft. He had five of a family to keep, and only \$150 in hand when he was compelled by ill health to give up his employment as a paper-maker, and thrown entirely upon his own resources. He was of slight physique, and very deaf. But he had something which outweighs every other



The new delivery van that has been recently added to the equipment of the Fawthrop Bros.' store.

ingredient in the recipe for success—courage and common sense. To-day he has a \$30,000 stock in his store, and the annual turn-over of his retail grocery and dry goods business is worth \$90,000 to \$100,000. His stock-in-trade has out-grown his premises three times in the past eighteen years; it has succeeded in gradually ousting him and his family into living quarters away from the store. It grew, and grew, and grew until every room, every cellar, every garret, every corner and cubby hole of the two large frame buildings which followed his first little store were filled with valuable merchandise. The two buildings were combined into one larger building still, with much extra store-room accommodation. The stock grew and grew, and grew again until to-day the premises are again crammed from cellar to garret with merchandise which keeps ever on the move from store to customer, and which is hourly insisting on more and more storage space.

New Premises Planned

Long ago new premises would have been a convenience, were indeed almost a necessity, but Mr. Fawthrop has never allowed himself to outstrip the progress of his business, but has rather let the business in its natural growth come to the stage of absolutely clamoring for more accommodation before embarking upon new building schemes. Besides Mr. Fawthrop has been patiently waiting for the opportunity to purchase the whole corner property adjoining his first holding. Only this year has he accomplished his desired end for the property was not until lately for sale. In due time the more commodious premises required by the business will be erected, but not in any hurry. The war is still raging in Europe, and for the time being the present building is serving the purpose sufficiently well. Cornwall customers, recognizing that good value needs no fancy setting, continue to come in their hosts to the quaint old-fashioned frame building with its vast and varied store of goods, and the business of Fawthrop Bros. is still growing.

Story of the Start

In the story of Mr. Fawthrop's modest start in business for himself there is material for a three volume novel. His premises being away outside the city limits he had to secure some means of conveyance for his goods and himself in his efforts to develop business. He bought a horse for \$10.00, a delivery rig for \$6.00, and spent a further fortune of \$5.00 on harness. Thus he in-



Fawthrop Bros., Cornwall—the present building. A. Fawthrop is standing to the left of the door.

vested \$21.00 of his slender funds, and then to business.

He started out with only one ruling principle. Here it is in his own words: "I wanted to give satisfaction."

His present patronage is proof that he has consistently done as he set out to do.

Business Built on Quality and Service

The business of Fawthropes Bros. has been built up on quality and service.

First of all Mr. Fawthropes established for himself a reputation for supplying the best butter, eggs, and cheese in his community. He specialized in butter and eggs. To this day he maintains that early reputation, and his method of buying cheese (of which more later) is an example of the thoughtful thoroughness which has continually characterized his business transactions.

Covering the country thoroughly with his horse and rig Mr. Fawthropes came to know better than most men where to buy the high quality goods he desired for his customers at the best prices. He was able to give astonishingly good value to his patrons.

"I went after the business, and I tried to give satisfaction," he says in describing those early days.

The Hour of Discouragement

It was not all plain sailing. Business did not come dropping into his hands like ripe plums off a tree. He had to work hard, and for long anxious hours. There were times of terrible doubt and difficulty when he felt almost in despair.

"A month after I had started out," he said to CANADIAN GROCER, "I would gladly have sold the whole concern for ten cents if I could have found a buyer willing to give me that much for it."

But there was no buyer willing to make even a bona-fide ten cent offer for Mr. Fawthropes's business and chances of success at that stage. All the experienced men were looking on his brave little venture as a thing too small to be taken seriously in any business sense, at best a pitiful struggle that must end soon in failure; some treated it as a joke.

But when even his own common sense was beginning to argue with him that his venture was too much for him, his indomitable courage held him grimly to his task, and the times of doubt and depression gradually gave place to periods of encouragement and expansion in a small way.

"Cherchez La Femme"

There is a woman behind all the great doings of man whether they be good or evil, says an old proverb, and when any man is found to be making a success of life you need never have to search far without discovering somewhere quietly present the woman who is inspiring him and helping him. While Mr. Fawthropes was out with his old horse and rig in the country buying but-



Fawthropes Bros., Cornwall, Ont.—the second store on the old site, 1902.

ter, or in the town selling his goods, there at home in the little 16 x 20 store was his wife, the mother of his five children, serving customers, taking care of the stored goods, watching the eggs, the butter and the cheese stocks so that nothing was wasted, guarding her husband's interests in every way with the fidelity of a Roman soldier and the wit of a woman who wants her children to have a chance in life.

To-day the sons and the daughter of the Fawthropes family adore their mother, and proudly tell how she helped their father build up the splendid business which grew up while they were also growing up.

The Development of the Business

By and by the butter and egg business and the business in small staple groceries began to gather momentum, and to swing along steadily of itself. Service and quality were winning their reward. Then customers recognizing that service and quality are inseparable from the name Fawthropes in business, began to ask for other lines of goods.

"I found out," said Mr. Fawthropes, "that a store away out in the suburbs as mine is, must stock a little of everything if it is to give the best satisfaction to its patrons at all times. The first new department I added after the groceries was a little dry goods. That was about the first thing people began to ask me for. And after that gradually department after department was added. Boots and shoes followed the beginnings in dry goods. I remember figuring that I might as well have a few boots and shoes in stock as I had a big family of my own all wearing out shoe leather pretty fast. I realized that people would certainly require shoes sooner or later from me, and that in any case

I could use up the small stock I planned buying in my own family if the worst came to the worst."

But boots and shoes proved a most satisfactory line with Mr. Fawthropes, and this line is to-day one for which his store is most favorably regarded in his district. While CANADIAN GROCER was in the store making enquiries, a little girl customer came in to have a pair of tiny rubbers fitted, and judging from the considerate attention paid the little lady by Mr. Fawthropes, jr., the same strict adherence to the principle of service to which Mr. Fawthropes, sen., attributes his success, has passed from father to son.

Common Sense in Buying

Upon wise buying Mr. Fawthropes—the founder of the firm—also bases his success. It will be remembered that when he started out in business he did a bit of buying which is notoriously difficult and fraught with risk to the buyer in every part of the world. Mr. Fawthropes bought a horse. He paid ten dollars for it, and such excellent "horse-sense" did he prove himself possessed of by that transaction, that the good old horse served him well and faithfully without fault for eight years. Not every ten dollar bill invested in horse-flesh goes as far!

In his butter and egg buying Mr. Fawthropes used the same good sense and care, and similarly in all his purchases for his business. "Using your own judgment and knowing when to buy to the best advantage are secrets of success in the grocery business," said Mr. Fawthropes.

CANADIAN GROCER Helped Him

"And here I'd like to say," he went on "that starting as I did without experience that could guide me as to the

best times to buy, I found my subscription to CANADIAN GROCER the best investment I ever made. I read the market reports regularly and religiously. I never missed a point, and the help they gave me as to how things were going to pan out was invaluable. They guided me as to when to buy, and supplied me with the experience I needed at first."

"But now when I hear people insist that capital and experience are essential to anyone who would succeed in the retail grocery business, I have to smile to myself. For I remember how I started without capital, and without experience, in poor health, with a big family to support, and in this location right outside the city limits, far from the business centre of the town."

A Glimpse Through the Store

It has been indicated throughout this account of Mr. Fawthrop's achievements that he is not a man who waits for ideal conditions before going ahead. The whole Fawthrop family concerned in the carrying on of their business are not the kind to depend on suitable outside conditions. They make existing conditions serve their ends and "do with things, as things will do with them." No doubt it would appal a modern city-acquainted retail grocery salesman to be told that he must establish a store, maintain a stock, and do a big business in the building at present occupied by the Fawthrop firm. There is nothing here of spacious store equipment on the conventional plan, though there is much of ingenious adaptation of existing things to suit the needs of the business. Counters, cash registers, up-to-date indicating scales, refrigerator, safe, and telephones all are here, but arranged upon no preconceived plan.

A System of Its Own

They are where they have to be, for the building has its peculiarities and these, like those of old ladies, must be respected. On the left hand side (in the original location of the earliest store) there is the grocery department, but the boots and shoes find space there also. On the right hand side of the entrance the dry goods and house furnishings departments find place. Upstairs there are stores of all kinds of goods from stove pipe to linoleum, from gumboots to hairpins. Each member of the firm knows from long experience just where to find goods required. There is method in the arrangement, but it is not method which can be set forth as system to be followed in other stores. It represents absolutely the best system for the carrying on of business in this particular store, proved by experiment and by the test of time. It cannot be improved upon. It has grown up with and into the very being of the Fawthrops.

Cheese Buying: Potato Storage

Just to take an example in the case of two staple articles. In a cool compartment in the very heart of the building there is stored the season's buying

of cheese. Mr. Fawthrop has always bought his cheese and sold it in a particular way. He buys the first of the season's make, very best obtainable, two cheeses at a time per week. These he numbers and puts away. As the season progresses he buys more cheese, sometimes four a week. He numbers these in sequence following the numbers of his first purchases, and so on to the end of the season. In selling he simply begins to sell at the earliest numbers so that he has cheeses always ageing properly in cool storage, and his customers appreciate their quality.

Last fall when potatoes were precious as jewels, Mr. Fawthrop had a great cellar full of the best potatoes ever dug. He buys as he finds quality, in the country, and his cellar is equipped with three or four chutes by which the "spuds" can be easily delivered. It is a fine deep, decently lit, damp and frost proof cellar. The cellar accommodation was provided when the business began to out-grow its accommodation above ground. In one of the cellar vaults immense quantities of vinegar are stored, for the firm handles annually very large business in vinegar. Great stocks of soap and similar heavy staples are equally well stored, but the feature of the system is not its ornamental appearance but its simple, practical serviceableness. The whole store is pre-eminently in the serviceable rather than the ornamental condition. Service is the first consideration as it always has been. It may mean a little more trouble to give splendid service in a store that is not yet modernized, but the Fawthrops never have grudged trouble in their ambition to give satisfaction and service to their customers.

How They Advertise

One extremely modern touch has been added to the store equipment in the past year. That is the automobile delivery. The good old \$10 horse has gone the way of all horse-flesh, and another horse has followed him. Now the Fawthrop Bros. run a new up-to-date automobile. The auto does a daily stunt in feature advertising for them as they are great believers in the placarding of special lines on the wagon after the manner of the modern city departmental store. This is about the only steady advertising the firm goes in for. With a select list of customers called upon at least twice a week regularly for orders, and with the old system of the carrying of special lines in the truck to fill orders that are given as the rounds are being made, the firm has no great need for advertising to the consumer at large at present except in the way indicated. That this is so is shown by the fact that already (in October) enquiries are reaching them as to the opening of their annual Christmas Goods Sale, a feature which has been run for years. Even with the limited accommodation of the present building the public are not deterred from attending in their throngs the sale. Goods of all classes specially

suitable for Christmas are gathered in great variety and displayed in every inch of available space in the store. Such good value is given, and so much care is taken to ensure the satisfaction of the customers that the sale has come to be looked upon as something on no account to be missed, and an event to be watched for and attended early.

The Firm and The Family

The personnel of the firm is made up of A. Fawthrop, sr., the founder, and his brother J. Fawthrop who joined the firm twelve years ago.

Then there are the boys who shared in the building up of the business. Percy and A. W. Fawthrop are at present active members of the organization serving the customers, attending to business in every way, Mr. Fawthrop, sr., still attending closely to the buying, and also serving customers in the old efficient way.

"Active Service" is a watchword with the Fawthrops, and so there are two sons also on Active Service but with the Canadian Forces in Europe. Clifford is a telegraph engineer in France, and Victor is in training camp in England. Then there is James, still at high school, and there is one daughter Mabel, who has also "done her bit" to further the business as she has helped in book-keeping for the firm. Altogether a splendid example of Canadian efficiency, persistence, and patriotism, for the Fawthrop family are all Canadian-born, though of English origin on the side of their paternal grandfather. That further success is in front of them seems to go without saying.

GROCERY TRENCH GOODS DEPARTMENT

(Continued from page 95.)

voted a section prefacing some miscellaneous lines and a section for household helps consisting of house-cleaning lines. Leading brands of cigars and tobacco, followed by an extensive listing of liquors completed the booklet, though this latter department will be eliminated in later booklets.

Booklet is Valuable to Trade

Altogether the booklet is a highly attractive and valuable feature both from the standpoint of the store and customers. It offers a medium for the store to demonstrate the wide range and class of stock carried and is made of sufficient interest to the citizens to be the subject of reference. Such a booklet is a good medium for advertising and, therefore, proves a very inexpensive proposition. Numerous suggestions for the preparation of means or the arrangement of picnics, combined with attractive illustrations, render the booklet of added interest to the customers of the Wallbridge & Clark store, and to the citizens of the City of Belleville.



The interior of the Thomas Brown store, 656 St. Clarens Ave., Toronto. Note the effective display devices and the unusually attractive display.

Speed in Selling a Business Asset

A Merchant Who Places Speed in Sales as One of the Great Arguments for Success—
Display and Quality of Goods Equally Important — How Equipment
Helps to Make These Things More Possible.

AMONG the causes generally given for dissatisfaction with a store, slowness of service stands well at the head of the list. Nobody likes to stand around waiting to be served. They will leave the store after a long wait with a feeling of grievance, that is not good for the store; and, all other things being equal, the merchant who can give the most expeditious service will get the business.

Quick service, good display, and quality goods are the ideas that Thomas Brown, 656 St. Clarens Avenue, Toronto, has set before himself as business builders, and the efficacy of these ideas may be judged from the fact that out of a struggling business in a not too thickly settled section, with a weekly turnover of \$125, he has in the short space of two years built up a business that runs over the thousand mark every week.

A Champion of Package Goods

Even the casual visitor to the store would be struck by its neat and orderly appearance. One side is devoted mainly to a meat business, and the other side to grocery lines. In this connection it might be noted that Mr. Brown is a strong champion of the package lines. They save space and they quicken service, two very important items.

In the arrangement of the stock nothing is carelessly placed. The meat department, which in most stores is not too inviting, is a real work of art. The different cuts are arranged in orderly rows, and everything gives the impression of orderliness and tidiness. Display is a business builder. Mr. Brown pins his faith to that idea.

Adding Equipment to Speed Up Business

But you can't have display with old antique equipment, especially in the butchering end of the business. The stock is too perishable to permit of any such thing. For that reason, and because he believes that he can pick up enough extra business thereby, Mr. Brown has just installed a thoroughly modern ice machine, refrigerator and refrigerator counters. The equipment is unusually complete, and is such as has been sold in the past only to large stores in the heart of the residential district.

The whole rear of the store is of dark oak, the centre of which is the refrigerator case, while an archway at each side gives access to the rear of the store. The top of this casing is set out with small, oblong mirrors, and in the centre are four glass-faced doors to the refrigerator. These doors give ready means of reaching the display of butter and short-

enings and similar lines of goods that are actually in the refrigerator and away from any contamination, while at the same time they are fully displayed. The main door to the refrigerator is, of course, at the side, out of sight from the store.

Provide Display Without Injuring Goods Displayed

The two counters are also of the most modern type and are fully refrigerated. The side counter, given over mainly to a display of meats, is a twelve-foot counter, with a white vitralite base and glass bin top. These top bins provide the opportunity for very fine displays of meat, and as the counter is refrigerated by the coils running at the rear, it is possible to display a large number of cuts without running the risk of loss.

The rear counter is eight feet in length, and both top and bottom can be used for display purposes. The bottom of the counter is of the oak-framed glass-faced type. This counter is lighted by an electric globe, and is one of the first things that catches the eye of the visitor to the store, so that this space that is so often wasted becomes one of the best selling forces in the whole store. Both this lower section and the glass display top are

(Continued on page 131.)

SUGAR SCARCITY LIKELY

Mr. Hoover Warns North-Eastern States to Expect Scarcity—Canada in Same Boat—If Merchants Discourage Hoarding, Scarcity May Not Fall Heavily on Public

THE sugar situation at present is serious enough to cause a good deal of apprehension. Supplies of raws are to a large extent exhausted, and from now till the opening of the new crop, at the beginning of the year, there will unquestionably be a comparative shortage.

The American Food Controller, in speaking of the sugar situation, admits the possibility of a shortage, especially in certain parts of the country.

There will, he says, be a temporary shortage in the supply of sugar to the area north of Savannah and east of Pittsburgh during the latter part of October and the month of November, pending the arrival in the market of new sugar. The beet-sugar factories in the Western States are rapidly coming into action and, together with the Hawaiian production, will be able in a short time to take care of the sugar supply in the area west of the territory above referred to.

This announcement is of moment to the Canadian trade, because the Canadian trade is supplied from the same sources that supply this section where the shortage is expected, and Canada can expect no relief from the U.S. beet sugar supply.

There is nothing panicky in this statement of Mr. Hoover. It is stated at once that the shortage will be of a temporary nature. The coming Cuban crop is estimated to be considerably in excess of last year's crop, and should be able to meet the situation, but until that crop is available there must, it appears, be a period of scarcity. That condition is already beginning to make itself felt. During the past week in New York City many merchants were entirely out of sugar, and many people who attempted to buy were refused because of lack of supply. In many of the restaurants they are making a charge for lumps of sugar, with the idea of discouraging its use.

The salvation of the situation, of course, depends on how much the use of sugar can be discouraged during the next month or so. If demand can be cut down to any reasonable extent, then this period of scarcity may be passed without any serious hardship. Any tendency to hoarding either by retailer or consumer, however, may well produce a serious situation.

In this connection Mr. Hoover points out the duty of jobbers and retailers in meeting the situation. He requests that all jobbers in the West, as well as in the East, should distribute their sugar with care among the retailers in much reduced quantities, and that the retailers, in turn, should refuse to sell but a very limited quantity to any one customer. We also trust that jobbers will

refuse to sell sugar to any retailer who advances the price.

A remedial contribution can be made if the American people will at once reduce their consumption of candy and sweet drinks.

Mr. Hanna and his corps of assistants

are pondering this matter preparatory to some action; the merchant, however, should not wait for this, but should remember that he can use his own influence for the conservation of available supplies and probably achieve as much as would any prohibition by the Food Controller.

Food Controller Mum on Sugar Question

Hints at Curtailments and Prohibition, but no Definite Word Forthcoming.

Special to CANADIAN GROCER by Everett Andrews.

WHAT is to be the attitude of the Canadian Food Controller regarding the use, sale price, and manufacture of sugar and sugar products? Such was the question that the representative of the CANADIAN GROCER attempted this week to get answered by the Food Controller's office. As yet no definite statement is available, but there are indications that there is going to be something doing in the sugar situation before a great while.

Within the next two weeks or at least before the first of the year of 1918 there should be something forthcoming, by way of a definite statement, from the Food Controller's office that will clear up the situation. Just what is going to happen had not up to Tuesday morning been decided, or if it had been decided had not been announced.

No definite confirmation or denial that sugar entering into the manufacture of candy, confectionery, or jam, would be banned or prohibited in the future, was forthcoming from two of the chief executive heads, Mr. H. B. Thompson and Mr. S. E. Todd, when the representative of the CANADIAN GROCER interviewed them.

The impression that the representative carried away with him after talking with heads in the Food Controller's department was that there is something under way regarding the use of sugar. The use of sugar for the manufacture of jam, it was stated, is not regarded in the same category as sugar used for the manufacture of candy. Candy, so one of the executive heads quietly hinted, was something that the country could very well get along without. If one official in the department had his way, breakfast foods would be banned and oatmeal would be substituted. This official giving his opinion cited the enormous waste that is supposed to be caused through the parceling and packing of such foods. He believed it could very well, and with profit to the country, be got along without.

Sugar, so it is pretty well understood, is to be allocated in Canada by the International Sugar Committee. The time may not be far distant when the Food Controller's office will be the principal force co-operating with the International Sugar Commission in the distribution of sugar in Canada. If such a

situation comes about it may work out in a variety of ways, which the grocery trade will have to fathom for itself.

It is believed that the Food Controller's office is contemplating or working toward the establishment of a regular supply of raw sugar with a view of regulating refined sugar distribution to the grocery trade and to the consumer. This belief of course is unofficial but nevertheless there appear to be grounds for it. Again unofficially it is not thought there will be further increases in the price of granulated sugar. There are quite a few angles from which the sugar situation must be viewed, chief of which is the securing of raw stock for the Canadian refineries.

ALLIES' SUGAR CONSUMPTION

Details compiled by the United States Government indicate that from present estimates, England will fall short 1,389,504 tons of her needed sugar supply. France will have a shortage of 240,000 tons and Italy 115,000 tons, a total of 1,744,504 tons. There was a consumption last year in the United States of 3,980,181 tons. It is apparent that the needs of the Allies will demand about 30 per cent. of last year's total production. Sugar exportation and consumption have increased enormously in the past few months. Latest figures show that the stock at Atlantic ports is 210,884 tons or 129,039 less than the same time last year.

Food administration officials fear no shortage of sugar. They urge, however, that Americans conserve sugar supplies so that in event of emergencies there will be no drastic shortage. There are now raw sugar products in the Philippines of 70,000 tons, and in Hawaii of 643,000. Java also has large supplies, as well as other Pacific islands. However, this supply cannot be counted on as certainty, because of shortage of vessels. England has bought large sugar supplies which ordinarily would flow to the United States. While the Cuban crop is estimated at 687,840 tons, it appears that all but 280,000 tons has been contracted for by England. This partially offsets the loss of sugar England normally gets from her colonies, but which has been cut off by the war.

Hints From Here and There in the Trade

Ideas that Other Merchants Have Found of Value

A SEPARATE DELIVERY DEPARTMENT

Kent & Brown, Moose Jaw, have decided to make special department for their delivery entirely separate from their grocery store. For a long time they have been doing their packing for telephone orders in a separate room adjacent to the store, getting supplies for both this department and the store from the warehouse further on. It has now been decided to put the warehouse between the store and the delivery department. This will provide a check on the delivery man or on any body else who goes through the warehouse. Thus the delivery department will be at the back door. If this is not found practicable they will revert to the old system. One objection to the old system is that they have not got an absolute check on everything going out the back door.

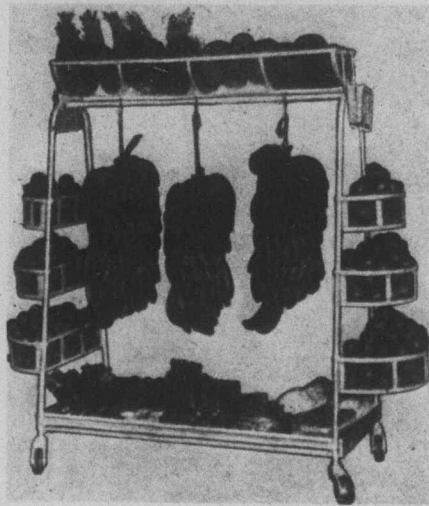
Mr. Brown was asked if there was any objection to have a separate room for delivery purposes. He says the only objection he knew was the fact that the public had a tendency to go where things were humming. Under this new system the delivery department might be worked to death and yet the public get the impression there was nothing doing. The advantage of this department of course is that the man can go ahead and put up orders without interruption from the public, which he could not do where the customers were moving around, then it keeps the store from being littered, and the shelves are always neat.

This new department will be painted white in order to be perfectly sanitary. It will have a separate phone, which will be advertised, and arrangements will be made that orders placed on the 'phone between 4.30 and 6 o'clock will leave store at 8 a.m. next morning. The store has an automobile for delivery, and another one is expected to be put on shortly.

MAKING THE MOST OF ADVERTISING

One successful grocer follows the policy that when an ad. is used that it should be cashed in on to the fullest possible extent. Accordingly, copies of his advertisement are clipped from the local paper and enclosed in glass front frames that are placed on the counters, so that people visiting the store will have their attention attracted to the current advertisement.

It is frequently the case that a customer will become somewhat interested in some article featured in an ad., but it slips her memory by the time she has



An effective fruit display stand.

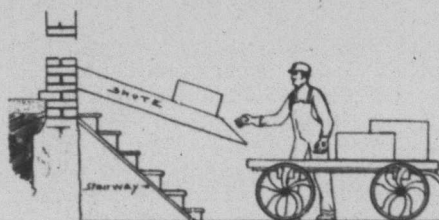
visited the store. This scheme will remind her as well as do direct publicity work.

AN IDEA FOR A CIGAR STAND

A Western dealer who has a show case in which he carries tobacco and cigars, makes use of an ordinary brick on the top of the show case, which might be used by other retailers. The recess in the top of the brick makes a container for the matches. The danger of a match box is that customers are liable to help themselves to too many. The brick can be painted if necessary, but one face should be left rough so that customers can strike their matches when leaving the store.

SPEED IN WAREHOUSING GOODS

Kent & Brown Co., Moose Jaw, have an underground railway in their cellar for taking goods from the street, which is especially suitable for heavy goods, such as potatoes. This arrangement is very simple, the track running in the centre of the cellar so that goods can be thrown on either side. When the goods arrive on the sidewalk, they are pushed down a chute, landing on a truck.



MAKING USE OF BISCUIT TINS

B. McDonald, of Picton, Ont., has found an effective way of making old biscuit tins useful. He puts a wooden partition down the centre, dividing the can into two parts. The top is also cut in half and hinged in the centre. This makes a most convenient receptacle of such things as spice, shelled nuts, etc., and when displayed in a regular biscuit display case, is a most convenient and attractive adjunct to the store.

THE EGG DAY IN THE GENERAL STORE

Squire and Son of Norwood, Ontario, go quite extensively into the produce business, and their trade with the farmers in eggs alone amounts to a very considerable amount. In order that this business may not conflict with their other business, and also to encourage the farmer to bring in the eggs promptly, and so avoid the heavy item of loss from spoiled eggs, this firm has developed the idea of having special Egg Days on which occasions the farmer bringing in his eggs is paid two to three cents per dozen more than on other days in the week. This has been found a very satisfactory method of handling the business. All the eggs are candled when received, and the customer is supplied with a slip similar to the one reproduced herewith, that shows just how the delivery of eggs turned out, and what they may expect to receive.

This has proved a very satisfactory method of handling this business.

Date
Name
Quantity	12 doz.
Price
NEW LAID	12 Doz.
HELD	12 Doz.
ROTTEN	12 Doz.
CRACKED	12 Doz.

"SETTLEMENT DAY" A GOOD IDEA FROM THE SOUTH

A Virginia grocer has a monthly settlement day for his customers, when all outstanding bills are supposed to be paid. This day always comes on a Saturday, and the Friday daily paper carries an announcement of the fact that "Tomorrow is Monthly Settlement Day." His customers have by this method become trained to settling their bills on this particular day. This concern also pays its own bills on the same day.

ADVERTISING FOR FOLKS IN SECOND STOREY

The T. Eaton Co., Winnipeg are making use of an idea which might be adopted by other dealers. On the top of all their rigs, their name is printed in very large type, and the number of the rig. This distinguishes Eaton's rigs from all others travelling on the streets of Winnipeg, as far as people in upstairs windows are concerned. The fact that the number is placed on the rig gives some idea of the number of rigs they have in operation.

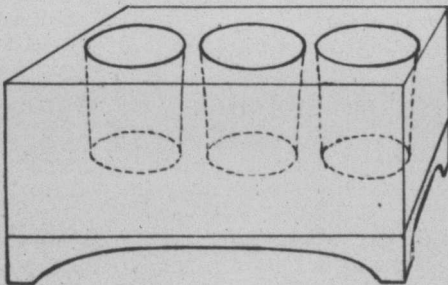
Another method of impressing the name of the store on customers is used by a retailer on Sargent Avenue, Winnipeg. He has his name on a very artistic sign, just above the entrance to the warehouse. The idea probably is that the sign inside the store will impress the customer far more than a sign on the outside. It can also be seen distinctly from outside the store.

MAKING THE MOST OF PILLARS

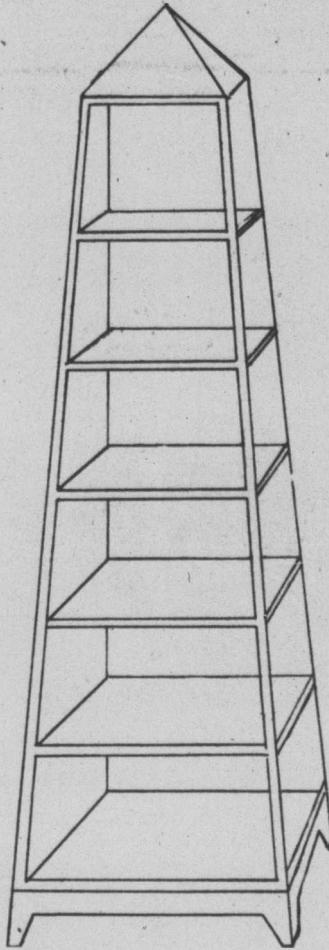
Pillars are, as a rule, unsightly objects in a grocery store. That they can be made not only attractive in appearance, but effective means of displaying goods, is evidenced by the experience of Dean Brothers, Goderich, Ont. There are two posts in the store, which were always an eyesore to the proprietors until they decided to make use of them. A square wooden shelf, something like an upright bookcase, was built about them standing about six feet from the ground. This gave four display shelves on each side of the pillars. The shelves were stained to match the other woodwork of the store, and present a very attractive appearance. The total cost for the two amounted only to about \$15.

DISPLAY BULK PICKLES AND MINCE MEAT IN AN ATTRACTIVE AND SANITARY WAY

There is often a good deal of difficulty experienced in properly displaying such goods as bulk pickles, mince meat, peanut butter and similar lines without sacrificing something of their value. Bradley Bros., of St. Catharines, Ont., have met this difficulty by a small oblong



case standing about three feet from the ground. The case has openings for three moderate sized pails or jars, and there is a close fitting glass cover that goes



over the whole case. The idea is illustrated in the accompanying drawing.

A SHOW CASE THAT ECONOMIZES FLOOR SPACE

There are often times, when there is some corner of a store that is well lighted and otherwise suited for display purposes, except for the fact that the space is too limited for any of the usual display cases. W. Hern, of Goderich, Ont., has met this difficulty with a very unusual model of display furniture. It is a case standing about six feet high and occupying a base of less than two feet square. This is divided into a number of shelved spaces and has glass sides. The accompanying drawing will give some idea of the nature of the case. It forms an excellent means of displaying small articles.

INSURING AGAINST ANNOYANCE FROM POSSIBLE MISTAKE

McBean's Grocery, corner Lilac & Corydon, Winnipeg, have a card in a prominent position in their store, in which they offer to correct any mistakes that are made. It is worded in a manner that would invite any woman to submit her troubles without fear. The wording is as follows:—"Try as we may in this store, we cannot always avoid mistakes, but we can and will cheerfully correct them."

KEEPING SALEABLE LINES ALWAYS ON VIEW

The A. W. Campbell store, Thorold, Ont., very closely adjoins the Niagara, St. Catharines and Toronto Railway. A good many passengers have to make transfers here, and frequently have to wait quite a time. So many of these travelers used to drop in to see if the store had any cakes, or if the visitor was of the masculine persuasion, to see if it carried cigars, that Mr. Campbell began to see that there were possibilities in these lines, if it were made quite manifest to the passerby that these goods could actually be had. For that purpose two small glass cases, one at each side of the window, were installed, one is used for displaying tobacco and cigars, the other for fancy cakes. Thus the store gets the benefit of displayed goods, with no consequent depreciation in the value of the article displayed, and a considerable trade has resulted.

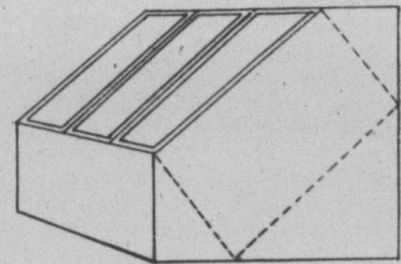
CATCHING THE ATTENTION WITH A MOTH BALL

By simply planning a new use for some of the soda water drawn from a soda fountain and some ordinary camphor balls, a Western grocer drew crowds to his window for days. He drew off a pint of the carbonated water and placed it in a tube which measured about an inch in diameter adding a moth ball to the tube.

The ball was heavier than the water. When it became soaked with water, bubbles of the carbonic acid gas came to it and brought it to the surface of the tube. The gas bubbles then broke, taking away the buoyancy from the ball and causing it to sink to the bottom of the tube. Again gas bubbles attached themselves to it, brought it to the surface, broke, and the ball sank. A sign, "What Makes It Move?" kept the crowd guessing.

A SIMPLE DISPLAY CASE FOR ORANGES

There are about three sizes of oranges that are generally sold, that means three boxes generally on display. Charles B. Shields of Queen Street W., Toronto, has originated a simple case that just holds the three boxes. The drawing which accompanies this item will give some idea



of the construction of the case. The cases are held at an angle that provides the very best display, while the shelf at the top is useful for display purposes.

GOOD ADVERTISING THAT COSTS 5 CENTS

A grocer in Lethbridge bought out the stock of another dealer who had gone out of business. In the stock was a supply of soap, which the manufacturers claimed to be especially efficacious in washing dirty clothes. He had never heard of this line, and in order to start it going, placed a package of it in his show case. One day he asked one of his best customers, as a favor, to try this soap out next wash day. He presented her with a tablet, and she agreed to report the result to him. She was so pleased with it that she became a regular user of this line, and told all her friends about it, so that they all came to the store to secure a supply. The grocer, who told this story to a representative of CANADIAN GROCER, said: "It was the best five cents worth of advertising I ever did in my life; it not only brought customers for the soap, but it brought me a number of regular customers besides."

MAKING FRIENDS WITH A SCALE

Everyone likes to know his weight more or less frequently. A merchant from across the line capitalized this view and kept people coming to his store, by the means of a public scale. He has placed a scale in the front of his store. Anybody can step on the scale and weigh himself without charge. The merchant or one of the salesmen usually manages to be near at hand, and gives each person who weighs himself a small card, so ruled that the date can be written in one column and the weight in another. There are spaces for half a dozen weighings.

A good many people have formed the habit of coming to get weighed each week, and naturally it is easy to buy then.

COMPARTMENT BOXES FOR NUTS FOR TRENCH PACKAGES

A Chicago grocer has made quite a feature of mixed nuts for the boys in the trenches. These boxes hold perhaps a pound or so of mixed nuts, and have a transparent celluloid face. The box is divided into five compartments in each of which there is a different variety of nuts. The box is designed to form an item of a larger trench box. This is an idea that might well be emulated.

A METHOD OF DISPLAYING ORANGES IN SMALL SPACE

A. P. Johnston, Ottawa, inaugurated the simple device of opening five or six boxes of oranges, and tacking over the opened top some wide meshed chicken wire. This holds the oranges in place and they may be piled on end on top of one another. In this way they make a fine appearance, and occupy a very small space. While in this position, the wire is practically invisible.



MAKING THE MOST OF AN ODD CORNER

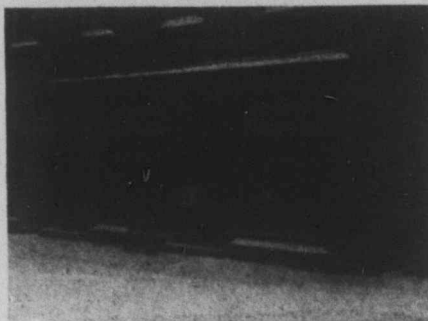
The silent salesman illustrated above is one used by George Graham & Company, Montreal, to occupy a small space just at the entrance of the store that would otherwise go to waste. The goods displayed here have a peculiarly forceful appeal, in that they are the first thing to catch the eye of the customer on entering the store.

A COUNTER DISPLAY DEVICE

W. J. Powell, Goderich, has a useful little counter display device that he uses with effect. It is in the nature of a double pyramid, the smaller pyramid rising from the larger. When decorated with goods, it makes a very effective display.

KEEPING CANDY TO THE FORE

A large number of grocers handle candy, but many of them do not make the most of that fact. The candies are not conspicuously displayed in the store, nor is there any suggestion outside that they are available within. As an example of a good way of keeping such goods in the public mind the window sign of C. A. Farmer of Perth, Ont., might be noted. He does a very good business in this line, but he does it by letting the people know that he does it. Note how the fact is emblazoned on the window.



Candy suggestion always in view.

A SATURDAY EVENING POTATO SALE

F. A. Wilson, St. Catharines, Ont., has inaugurated an interesting novelty in the sale line—nothing more nor less than a Saturday evening sale of potatoes. This is not exactly the time that most merchants would think of for selling potatoes but it has proved a good time. Of course if they were delivered it would be a different matter. It is, however, one of the conditions of the sale that in return for the lower price at which these potatoes are sold they must be carried home. The parcels are all made up ahead of time, and the idea has worked well.

EGGS BY BOX

A new "mode a vendre" applied to the selling of hen fruit was inaugurated by a vendor at the Hamilton market recently. In the past eggs have been sold by the dozen, the pound, the quart and individually, but the new method is selling the precious hen fruit by the box, the box in question being of the sort which usually contains strawberries, etc. The boxes were sold at exactly 50 cents with eggs at a price of 55 cents per dozen.

FOLLOWING UP AN ORDER

"If one of my customers ordered certain goods as a present for a friend to be sent last Christmas to a certain address"—so a certain grocer reasons—"perhaps he will want to do the same this year." And the grocer has found it profitable to send to each patron a copy of the previous year's order, with a short letter of appreciation.

HOW A GIRL BUILT UP THE COFFEE TRADE

A grocery store had a new cashier, a girl. One day she chatted with a coffee salesman while he was waiting to see the boss, says James H. Collins in *Every Week*. He told her things about coffee that were interesting and new. He said that it was a pivot article in a grocery store, because it carries a fair profit, against staples like sugar, which are sold for practically cost; and that it was also a fine article with which to make customers and hold them, because people are finicky about coffee, and like to change from brand to brand. Also that poor coffee was not in the brand always, but in poor coffee pots—and sometimes dirty ones.

He told her about the three broad groups of coffee taste—how some people like rich coffee, others mild, and others have to buy strong, cheap grades. Likewise much about blends, prices and profits.

The electric light company in that town sold electric coffee percolators. This cashier arranged for a store demonstration of good coffee-making with a commission on each percolator sold.

She learned to humor individual coffee tastes, and she built up a coffee trade. In a few months she was out of the cash cage, in charge of a thriving coffee department.



Interior of the L. C. Teeple store, of Lethbridge, Alberta, showing the attractive display fixtures and separate table displays.

Making Store's Appearance a Real Asset

Cleanliness, Equipment and Quality Goods the Best Argument—How They Have Been Effectively Used in the Case of a Western Store—A Hint to Other Merchants.

IT isn't always that the actual store can be considered as an asset. Far too often the surroundings, are anything but the most attractive, and often serve to discredit the goods sold. This is exactly a reversal of the situation as it should be. The store should be one of the best selling arguments for the goods. Its bright and attractive appearance should be one of the forces that could be counted on to bring trade.

This is the idea that L. C. Teeple of Lethbridge, Alta., has set before himself and a glance at the photo appearing above will show how well Mr. Teeple's idea has been carried out. To use his own words "The store itself is my best asset, especially in its cleanliness and layout. I have absolute proof that it has actually brought me business. I have often noted newcomers when they enter the store looking around, and usually their first comment is on the cleanliness of the surroundings in which the stock is displayed and housed."

The Store a Large Pantry

Mr. Teeple looks upon the store as a large pantry, in which the goods used in the home are stored. The average housekeeper would not permit a speck of dust, or the hint of uncleanness to exist

in her pantry, and Mr. Teeple believes that the case is no different in the store. The most attractive surroundings are sure sooner or later to result in increased business, and a class of business that is to be desired. In his belief in this idea, Mr. Teeple has not neglected to maintain it in detail. At least once a month the floors are thoroughly scrubbed and the fixtures and woodwork generally are gone over with liquid polish. Many of the most modern equipment devices for the handling and protecting of goods are to be found in the store, and every effort is made all the time to keep abreast of the very latest ideas in attractive display equipment. To add to the idea of neatness both Mr. Teeple and the clerks always wear white coats when serving in the store.

This idea steadily maintained has been one of the chief forces in building up this business, a business that caters to the very best class of customers.

As a result of the type of business done Mr. Teeple has more or less featured what might be called luxury lines. When the war broke out the demand for these lines steadily declined. The well to do class who had been the bulk of the store's patrons, were as a rule holders of real estate, which in those days was

anything but a negotiable asset, and as a result many of these patrons were land poor.

This changed to a great extent for a time the type of business done, people who had been buyers of olives and French and English importations and similar lines were forced to buy only necessities and to buy them where they could be had cheapest. Two years ago Mr. Teeple said all customers were anxious to get quantity, now however the tide had turned again, and quality was the prevailing demand.

Poor goods, like a poor looking store, Mr. Teeple thinks are about the poorest investment that a man can make. The best quality will eventually win out.

Can Sell Good Stock While Poor Stock Hugs the Shelves

I can sell good groceries, he continued, and the cheap stuff will stay on my shelves and refuse to budge. Any price within reason is paid without complaint, we make a profit, the people are satisfied, and the store gains in credit.

When I am buying now for the sake of a few cents saving I would not think of buying anything but the best. I find it the best policy to keep the tone of the store high, to give the customer the best

of service, and the best of goods that I can buy, in the best and brightest and most cheerful and cleanly surroundings that I can provide.

This isn't a fad of Mr. Teeple's, because fads don't usually produce results and this idea most certainly has. It has, according to Mr. Teeple's own statement, been the greatest argument in increasing

his business, and has actually shown tangible results in this direction.

In the fall season when the merchants are planning for store improvements these are points worthy of serious consideration. Cleanliness and order are at least not costly, and Mr. Teeple's experience should be enough evidence of the business building character of these details.

No Increase in Fish Prices

Ontario Gov't Fish Prices Unchanged This Winter Though Initial Cost is Increased—U.S. Bureau of Fisheries Urges Dealers to Increase Fish Sale.

IT is altogether improbable that there will be any increase in the price of Ontario Government fish from the inland lakes of the province during the coming winter. The plans for the carrying on of fishing on Lakes Nepigon, Nipissing, and Simcoe during the winter entail a greater expense than during the summer season, and it was, therefore, anticipated by retailers and users of fish that prices would necessarily advance. The Government is called upon to pay 1c per pound more for fish at the lakes during the winter, according to the statement of Mr. S. L. Squire, Government distributor, but this extra cost is compensated for to some extent in the matter of express charges and ice. A more efficient handling of fish in quantities will be undertaken, which is designed to decrease express charges, and it is also unnecessary to use ice during the winter in the refrigerator cars. These two savings materially affect the price of fish as delivered in the city, and will render it unnecessary for the Government to increase prices even though the initial cost is 1 cent per pound higher.

Nothing further has been done in the matter of equipment for the handling of Government fish during next summer months. Mr. Squire recently stated that dealers would be called upon to instal some equipment for handling fish in the hot weather in order to guarantee the delivery of the fish to the customer in the best condition. A certain equipment consisting of a cheaply designed fish box has been approved by the Fish Commission at Ottawa for use in connection with the sale of Government fish supplies brought from the coast under the direction of Food Controller Hanna, but some special equipment may be approved by the Ontario Government for the purpose of handling the fresh water fish.

The fish question is receiving considerable attention in the United States at the present time, for it is realized that no food company menu is complete without its diet of fish. Americans have lagged far behind other people in their appreciation and consumption of fish, and the per capita consumption of fresh, salt, pickled, and smoked fish is relatively small. However, prices of meat in the United States are compelling a turning toward fish, combined to some extent with a Govern-

ment publicity campaign. There are said to be two or more fish eaters in the United States to-day to every one a year ago. Within another six months there will be a further material increase, and the process is certain to continue, according to an authority on the subject.

The United States Food Administration is educating the people to the value of fish and urging its substitution for meat. This work will continue as long as the war emergency lasts, but the results will be permanent. It is fully expected that a much larger production of canned fish must come to meet the bigger requirements. The Government is working hard, both with consumers and retailers, to get people to use more fish. During the last few days the U. S. Bureau of Fisheries has issued two appeals—one to retailers and the other to consumers, asking the former to sell more and the latter to use more fish. The circular addressed to retailers asks if the general question of securing supplies in good condition and obtaining the varieties asked for by the buying public are reasons or excuses.

"It makes no difference," says the circular, "you will not have a chance to argue the matter. You've got to show them. You know that the minute fish die their flavor begins to fade, and that they are on their way to spoiling unless they are kept ice cold at all times. The customer may not know this, but he knows whether a fish tastes good or not."

"Do you keep your fish cold at all times? Are there flies in your shop? Is your shop spotlessly clean? Are your salesmen cleanly in body, clothes and habits? Do you advise your customers about fish; what kinds to buy and when; how to protect and cook them? Are you trying to introduce new fish to them? Are you laboring to make every day a fish day? You never had a better chance to help your business and your country. But you must show the clean shop, sell the perfectly fresh fish, and give your customers the benefit of your knowledge and experience."

These same facts also apply to the Canadian trade interested in the sale of fish, though, so far, the difficulty in Canada has been in securing sufficient supplies to meet the demand. Strict adherence to some of the points outlined above

may be required next summer, when the Government scheme is enlarged and the warm weather difficulty has to be met.

SPEED IN SELLING A BUSINESS ASSET

(Continued from page 125.)

also served by the refrigerating coils and are an effective agency in protecting as well as displaying the goods.

The ice machine that provides the refrigeration for both counters and refrigerator is located in the basement, and its operation is not an expensive item. Something like \$6 a month is sufficient, on the average, to cover the cost of refrigeration.

With this equipment Mr. Brown is able to give full rein to his belief in display, and certainly he takes full advantage of it. It is doubtful if anywhere in the city there could be found a more attractive display.

Making Use of Idle Hours

Mr. Brown speaks also of the aid the system has been to him in helping him speed up sales. There are idle hours during every day, when the clerks can be employed in cutting up meat. Every Friday night, too, enough roasts and different cuts are prepared for the whole of the Saturday's trade. These are piled on the long shelves that occupy both sides of the large refrigerator. It is easily seen how this would speed up sales. The customer has not to wait for her order to be prepared. There is a roast already cut for her, or if she does not like that one, there are a dozen or more for her to choose from. It is the work of seconds instead of many minutes to serve the customer. Her purchases are made with the minimum loss of time and she goes away with the satisfied feeling of having been well served. Now under any but a good refrigeration service this sort of thing would be quite an impossibility. That is why Mr. Brown believes that it is money well invested, and will shortly pay for itself in customers drawn to the store by a prompt and efficient service.

Mr. Brown also does a goodly business in prepared meats, sausages, etc. That's another place where this system helps. The ample accommodation enables them to make up these goods as the opportunity presents itself—on Friday night, for instance, when they are cutting up the meat, and those parts that go to the making of chopped and prepared meats are at once looked after. There is a department in the cellar for looking after this work, and all these spare ends are used up when they are freshly cut. This not only saves a large item of wastage, but provides a better product.

Speedy service, attractive display, and quality goods! That is a pretty good basis on which to build a successful business, when it is backed by an equipment that not only provides a more effective display and lends a greater speed, but provides also for the maintenance of the quality of the goods; then you have a combination that is beyond a question a great argument for success.

Not Opposed to Package Goods

U.S. Food Administrator Has Taken no Action Against Package Goods, Instead the Department Seeks Aid From Specialty Manufacturers — No Attack on Established Selling Methods.

Editor's Note.—The conservation idea has obtained such a hold of late that it has led to some mistaken ideas. In Canada, as in the United States, it has led to a more or less vigorous campaign to eliminate package goods and to replace them with the bulk article. As we go to press, Mr. Hanna is out with the ill-judged decision that all package cereals are to be banned. In the United States Mr. Hoover was supposed to favor the same idea. A recent article that appeared in "Printer's Ink," and which is reproduced herewith, indicates that in the United States the Food Control Department does not consider that any great saving could be attained by the disturbed condition of business that would unquestionably follow such a radical change.

THE Food Administration does not contemplate calling upon food manufacturers to abandon their advertised packaged brands of foodstuffs in the interests of conservation. Neither has Mr. Hoover's department sought to change the accepted methods of distribution, either through wholesalers or direct to retailers. These facts were indicated at a recent conference between members of the American Specialty Association and officers of the Food Administration. Issues of this sort will be avoided, at least until a time when war necessities are more pressing than they are at present.

It was sought to have represented at this council of war the interests in control of the major part of the American output of package goods, such as cereals, breakfast foods, baking powders, flavoring extracts, washing powder, corn products, canned soups, beverages offered as substitutes for coffee, grape juice, etc., etc.

There was elaborated at the conference a "war policy" that has a certain element of interest for advertisers outside this particular branch of the specialty field. For example, there was brought up the question of the simplification of the package in order to secure for ultimate consumers prices as reasonable as possible in this era of high cost of living.

The whole spirit of the conference was suggestive and inspirational rather than mandatory. No specific recommendations were made involving curtailment of printing or modification of labels on packages, but the thought was left with each manufacturer that in the interests of war service it might be well for him to take stock of his package forms with a view to any economies that might be effected without real loss of attractive-

ness in the package or risk of impairment to the contents. Possible reforms in this direction take into account not merely the dress of individual package goods, but likewise conservation in wholesale packing and crating. For example, Theodore F. Whitmarsh, president of the National Wholesale Grocers' Association, who is serving as a volunteer executive of the Food Administration, has suggested that if a specialty manufacturer is packing his goods in cases of six dozen to the case while the average purchase by retailers is in three dozen lots the time is here to revise the wholesale unit, thereby effecting a saving of box material and conserving the time necessary to break up and repack the large units.

Development of a package system based upon the use of substitutes was one of the objects of this particular "get together" movement. Especially was attention directed to the need for the replacement to the greatest possible extent of tin containers.

Department Merely Suggests Relief Measures

There appears to be more or less misconception regarding the lengths to which the Food Administration has gone in discouragement of the use of tin containers. Recently, retailers have been heard to express surprise that, alarming reports to the contrary, the new pack of canned soups is available in the familiar tin containers. As a matter of fact there has, to date, been no serious restriction upon the use of tin containers except in the case of baked beans and one or two other products. The co-operation asked of manufacturers has been voluntary. Whether it will be necessary later to resort to compulsory, restrictive measures will depend largely upon the disclosures of the country-wide inventory of pig tin now being conducted by the Food Administration. In any event, specialty manufacturers will be consulted before unusual regulatory action is taken on this or any other subject.

Practical advertising men are perhaps most interested in the phases of this co-operative programme that pertain to advertising. Here again, however, the disposition of the Food Administration official who addressed the conference was merely to suggest possible lines of action and leave the application of the basic idea to the discretion of the individual manufacturers. The thought left with the specialty men was that good may be accomplished for the common cause by the manufacturer who will arrange his advertising copy in sympathy with the war aims with respect to food conservation. For example, to cite an illustration that Mr. Whitmarsh gave, a baking

powder manufacturer might proclaim the serviceability of his product for war menus rather than to lay stress upon its uses for the baking of cakes and other delicacies that must be regarded as more or less a war extravagance.

A constructive suggestion elaborated at the conference was to the effect that the travelling salesmen engaged in the introduction of this line might be enlisted for important missionary work on behalf not only of food conservation, but likewise of more efficient merchandising on the part of the rank and file of retailers. It is estimated that from 40,000 to 50,000 salesmen are engaged in the introduction of food specialties, and the idea is to persuade this distributive force to throw all the weight of its influence with retailers against hoarding and against speculation and in favor of the sale of goods at fair prices.

One subject that was, with good reason, diplomatically avoided at the conference was that of package versus bulk foodstuffs. An impression has gained credence in business circles that the Government, in its enthusiasm for readjustment of the American scale of living, has set its face against package goods, especially breakfast foods, etc., and in favor of the supposedly cheaper but less readily identified bulk products. However, it is only fair to say that such expressions as have been made along this line have come from officials of the United States Department of Agriculture. The Food Administration has not sought to disrupt in any way the package-purchasing habit of the American public. Indeed, the specific co-operation of breakfast-food manufacturers is one of the latest forms of aid extended to the Food Administration.

ASK EXEMPTION FOR DAIRYMEN

At a recent meeting of the Executive Council of the Dairy Producers' Association of Quebec, it was decided to ask exemption for all makers of butter and cheese. Dairy inspectors will be instructed to appear before the exemption boards and point out that butter and cheese makers are required at home.

B. C. POTATO CROP

The Deputy Minister of Agriculture for British Columbia has estimated the provincial potato crop at 61,000 tons this year as compared with 72,000 tons last year. Of this year's supply, it is understood that approximately 40,000 tons will be required for home use in the way of food, and some 8,000 tons for seeding. On this basis there will be about 13,000 tons available for the evaporating plants or for export.

How Package Order Will Affect Trade

Enlargement of Time for Disposal of Goods Removes One Hardship—Inference That Certain Package Goods Will be Excluded from the Operation of the Embargo—The Case Against the Order.

BY WIRE TO CANADIAN GROCER, TORONTO.

"Time extended for sale of package goods by retailers to first of January next, thereafter license required."

W. J. HANNA.

Ottawa, Oct. 24—Special to Canadian Grocer by Wire:

Hon. W. J. Hanna, Food Controller, stated in an interview with Canadian Grocer that he appreciated that the restriction on the sale of small packages of foodstuffs would work hardships in some cases. There was no intention to make any exemptions from the terms of the order. If any manufacturers could prove that any specific food was as cheap in packages as when sold in bulk, he would license its sale in the package form. At present this will be the only exemption and every case will have to be decided on its merits.

The order has been extended, making the period after which no packages can be sold to Dec. 1 for wholesalers, and Jan. 1 to retailers. "The principal reason," said Mr. Hanna, "for the ordinance restricting the sale of certain package foods is that substitutes for wheat should be made available to the public as cheaply as possible in order to increase their use. By everybody returning to the practice of purchasing cereals and cereal products in bulk, the people would be able to buy more cheaply and at the same time would be assured of a fresh supply.

"We have found that rolled oats and many wheat products when sold in the smallest packages often cost over fifty per cent. more than when sold in bulk."

In the case of cornmeal, he admits, the difference is not quite as great, but claims it is still considerable.

"People," he declared, "do not seem to realize when buying the common cereals in small packages that a large percentage of the cost is represented in the package and the advertising."

FROM CANADIAN GROCER SPECIAL CORRESPONDENT IN OTTAWA

Ottawa, Oct. 24.—Some relief for manufacturers of breakfast foods whose sale after a certain date will be prohibited, as announced by the Food Controller's department, is contained in the license system. The representative of the CANADIAN GROCER, on inquiry at the office of the Food Controller on Tuesday, was informed that in special instances, after it had been shown to the satisfaction of the Food Controller that marketing of the food in their original packages could not be effected without hardship or more economically, that a license would be granted them.

This means that in the case where a certain breakfast food is placed for sale in cartons that it can continue to be sold in the said carton, as it is at present sold, if a license is granted the manufacturer by the Food Controller's department. To secure this license conclusive proof that the breakfast food cannot be more cheaply parcelled, and the cost of it proportionately reduced to the consumer has to be shown to the satisfaction of the Food Controller.

If breakfast food manufacturers put up their product in 20-lb. cartons they will not infringe on the Order-in-Council, nor will they have to secure a license. The Food Controller's office does not think such action will be taken by the manufacturers. Ottawa grocers look on the bulk sale system as being feasible in the cold weather, but say it is not applicable in the summer months.

THE ORDER-IN-COUNCIL

The Order-in-Council regarding package goods, as published in an "Extra" edition of *The Canada Gazette*, is as follows:

"His Excellency the Governor-General in Council, under and in virtue of the provisions of the War Measures Act,

1914, or of any other enabling authority, is pleased to order, and it is hereby ordered as follows:

1. Unless licensed thereto under the provisions of this ordinance, no manufacturer or wholesale dealer shall, on and after the first day of December, 1917, and no retail dealer shall, on and after the first day of January, 1918, offer for sale in Canada any foods known as breakfast foods, or cereals, or flour or other foods which are the product of wheat, oats, barley, rye, rice, peas, beans, buckwheat, Indian corn (maize) or lentils in original packages of less weight than twenty pounds.

2. All such foods shall be sold by the pound or ton, and shall be net weight to the purchaser.

3. The Food Controller shall have the power to grant licenses, in such form and upon such terms and conditions as he may prescribe, for the sale of any such foods in original packages of such lesser weight or size as he may deem expedient and may by written order exempt from the provisions of this ordinance any particular class or classes of persons, communities or places during such period or periods as may be prescribed in such order, and may from time to time revoke or change any such order.

4. Any person violating any of the provisions of this ordinance shall be guilty of an offence, and shall be liable upon summary conviction to a fine of not less than ten dollars and not exceeding five hundred dollars, or to imprisonment for any term not exceeding six months, or both fine and imprisonment."

THE items printed above put a slightly better face on the package cereals embargo than first reports would suggest. The extension of time in which it is possible for both wholesaler and retailer to dispose of stocks already on hand has removed one of the most outstanding hardships, for

wholesalers would have found it absolutely impossible to dispose of their stocks within the week's time originally granted, and the month would have been equally short for the disposal of the retailers' stocks. A representative of one of the large food companies estimated that there would remain on the shelves of the retailer, after the time for disposal of these goods had expired, stocks roughly totalling in value three-quarters of a million dollars. Fortunately this difficulty has largely been obviated by the extension of time granted—a period that should allow all merchants to clear their stocks. The essential objections to the embargo, however, still remain in force, and present a weight of evidence that appears to the trade at large overwhelmingly convincing. It is hard to understand how such evidence could have been practically ignored in the making of such a far-reaching law.

Would Shut Certain Goods Off From Market

Take the case of the manufacturer. There are unquestionably certain lines of cereals that can be packed in 20-lb. cartons; there are other lines of breakfast foods that depend entirely on the small package to maintain their quality and general character. In 20-lb. cartons these flaked and shredded foods would simply grind themselves to powder, and in all probability would mean that the retailer in each package bought would have to face a loss of at least 50 per cent.—that is without considering the injurious effect of atmospheric conditions on these goods. Considering these conditions, officials of some of these manufactures frankly admitted that a hard-and-fast adherence to the letter of the Order-in-Council would simply mean that they would have to withdraw from the market and close their plants. These products simply could not be handled on the basis that the Food Controller laid down.

Most of these foods have been packed in cartons similar to those now in use since their very introduction, and it had never crossed the minds of the manufacturers that they could be handled in any other way. Even the most casual consideration of some of these foods would be sufficient to convince practically everyone of the justice of these contentions.

An Enormous Wastage in Cartons

Then there is another item. These breakfast food companies have on hand large stocks of cartons. In practically every instance they have contracted heavily in advance of the present paper shortage. These packages represent the same outlay, whether used or unused. Moreover, the carton manufacturers have on hand large stocks of board, made in the special weight and size for the manufacture of these cartons. In neither instance could these stocks be turned to any other useful end. They represent a sheer waste, and a waste that must be paid by someone.

In the special despatch quoted above there is the statement that where the manufacturer could prove that the packaged product was as cheap as the bulk probably licenses would be given for the manufacture of their product. The interpretation of these words of the Food Controller would appear to be an admission that a hard-and-fast ruling on all cases was impossible, and that in such instances as those mentioned above where the change in form would mean the practical elimination of the product, then license would be given to continue the package sale.

Possibilities of Saving Small

For some time past CANADIAN GROCER has been pointing out the difficulties that would follow any attempt to change from the package form of sale. It has pointed out that the advantages to be gained are visionary, the disadvantages very real indeed. The only advantage claimed is in cheaper food. The manager of a large milling concern makes the statement that there is a saving to be made in bulk, if the bulk is large enough, but in the small package, in ones and twos and five pounds, there is no possibility of saving. The incidental charges of parcelling, and paper and twine and delivery, and the time element involved, must of necessity represent money. The manufacturer, with the best of machinery at his disposal, can cut down the charges on such operations as these by reason of their extent. That is all. In either case, of course, these operations must be paid for.

What then is to be gained? Will the poor profit? Are the poor accustomed to buy goods in 20 and 50-lb. bags? And if they did, would it not be more likely to encourage waste than to inculcate a spirit of saving? Would they be able to give the product the same care as the manufacturer? There are also large classes of the community who, by reason of their mode of life, in crowded sections, in boarding houses and apartments, are not able to stock large supplies. They may be compelled to buy in bulk, but it

will be merely in package quantities. Certainly nothing can be hoped to be gained thereby.

Putting Work on the Store

There is the other important phase of the situation—the added demand on the personnel of the store. It takes little time to put up an order of packaged breakfast foods, or a dozen or fifty of them. But to parcel out fifty different packages would entail an expenditure of time that the modern merchant is not able to meet. It may be urged that there are idle moments in the store when this work can be done. It is to be remembered, however, that these idle moments are not nearly as numerous as they were a few years ago. Stores are mainly understaffed, or running on the narrowest possible margin of help. In some instances this is a matter of economy. In others, it is an actual result of an inability to get help. In many instances the store is now staffed with a new help, who are not in many instances as efficient as the old-time help. In many instances girls have taken the place of men. They are not trained grocery clerks. They can neither work as fast or as efficiently as the old staff. On the head of this condition the merchant is now faced with a great increase in the work of the store. It must of necessity

entail extra help, which in turn must just as inevitably entail extra charges against the purchasers of the goods. There is no way of evading this fact. The merchant stands to lose by the change, and the merchant's loss must be recouped, and the only source is through the public.

There is no attempt to quarrel with the general proposition, that the actual package in which these goods are now sold costs money, which the consumer must pay. That is, of course, a fact. But the contention of the CANADIAN GROCER, and the experience of all branches of the trade point distinctly to the fact that the expenditure here made is counterbalanced by other expenditures conserved that more than offset these, and leave a balance of better sanitary conditions for the goods, and an easier and better service for the handler.

George A. Macdonald, sales manager of the Quaker Oats Co., Peterborough, Ont., said that the ruling was like a thunderbolt out of the clear sky to their company. He had noticed several vague rumors in the press that such a step was contemplated, but never thought that anything would be done until the firms interested were consulted. His firm had not been consulted at any time re sale of their package cereals.

WHAT SOME RETAILERS THINK OF THE EMBARGO

General Opinion That it Would Increase Rather Than Decrease Costs—Added Work for the Store and Nothing Gained—Would Result in Speculative Handling of Breakfast Foods.

THE general consensus of retail opinion regarding the Order in Council banning package goods, seems to be that the action is a mistake, and will not be likely to attain the objects for which it was introduced, while it will mean considerable hardship to the merchants.

Neil Carmichael, Ponge Street, Toronto, was of the opinion that it would entail a great hardship to the merchant, considering the number of men who had already been withdrawn from the retail grocery business, and the many more who would be withdrawn under the Military Service Act. The merchant, he thought, would be in a very poor position to meet the extra labor that such a move entailed. Then too there was another side to the question. Some container would have to be provided for these goods. Paper bags were about three times their original cost, and unquestionably, with the larger demand that this change would create, they would go still higher.

Then too, package goods being mainly sold at a set price had been a stabilizing influence on the market. Once they were withdrawn, there would be

speculative buying and a general uncertainty as to price, that it was doubtful if it would be of service either to the public or to the merchant.

W. J. Parks, Bloor Street, was decidedly in favor of the change. He thought that it would result in a saving to the consumer, and did not think if the merchant properly regulated his day it would result in any hardship.

Mr. Higgins of R. Higgins and Son, believed that the change would work a hardship on the poorer classes who had grown to depend on the packaged food. Then in the case of flour, there would be unquestionably increased cost if the merchant had to do this work, because they were not equipped as were the mills for this business. In some lines he was of the opinion that there might be somewhat of a saving, but on the other hand there were certain goods that could not be sold in this way.

Mr. Higgins conclusion was that in all such legislation someone had to suffer, and that the sufferer never took to the part gracefully. If the order was law, it had to be met in the best spirit possible.

(Continued on page 146.)

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

Wm. Shaw, baker and grocer, St. John, N.B., has sold grocery business to Steeves Bros.

The Housewives' League of St. John has petitioned the Government in favor of permitting the use of margarine.

Trafalgar Day was observed in St. John by the distribution of food pledges by the women's patriotic organizations of the city.

Joseph Semple, formerly with the Willet Fruit Company, St. John, has been reported as wounded and missing since August 15. He leaves a wife and one child.

The New Brunswick provincial chapter of the I.O.D.E., has gone on record as opposed to the use of ice-cream during the war, in order to conserve milk for other purposes.

The Trades and Labor Council of St. John has memorialized the Dominion Government asking for strict regulations regarding its sale if the use of margarine is permitted.

H. L. Alexander, retail grocer, Waterloo Street, St. John, has assigned for the benefit of his creditors. At a meeting of the creditors on October 19, J. A. Sinclair was confirmed as assignee. Reports showed the assets and liabilities nominally of about the same amount. The stock will be sold by tender or by auction if the tenders prove unsatisfactory.

Officials of the Atlantic Sugar Refinery have issued statements to the effect that there will be sufficient sugar to meet Canadian demands but urging the public to use brown and yellow sugar as much as possible and not to increase the difficulties of the situation by laying in large supplies. The retailers in St. John are well stocked and the present shortage has not been felt at all by local consumers.

Quebec:

F. E. Eager, grocer, Dorval, is selling out.

P. N. Chapman, grocer, Hull, has sold out.

W. Massie, grocer, Montreal, has sold assets.

G. Beauchamp, wholesale fruits, Quebec., Que., is dead.

Henri Cote, grocer, Papineauville, Que., has moved to Montreal, Que.

The Karp Co., pickle manufacturers, Montreal, Que., has registered Mrs. W. N. Karp.

A. E. Cox, Quebec provincial representative for the Cowan Co., Ltd., Toronto, has just returned to Montreal after having carried out most successfully the display and sales promotion work achieved through the firm's splendid ex-

hibit at Quebec Exhibition. The exhibit occupied a prominent position in the Industrial Building, and was attractive not only to grown-ups, but to the youngsters



as well. Crowds of people patronized the booth every day, receiving acceptable samples of cocoa, chocolates, etc., while advertising novelties were distributed to the young people. Mr. Cox was assisted by Mr. Keegan, Montreal representative of the firm.

Ontario

W. J. Hopper, grocer, Toronto, has sold out.

L. Doherty, grocer, Toronto, has sold out.

Imperial Grocery Co., Sarnia, has sold out.

Mrs. A. Campbell, grocer, Toronto, has sold out.

J. Brackley, grocer, Toronto, is discontinuing.

I. B. Miller, grocer, Hamilton, has discontinued.

D. L. McKinnon, wholesale grocer, Sudbury, is dead.

Potato Products Co., Woodstock, has obtained charter.

O. E. Sheets, grocer, Toronto, has sold to H. R. Pollock.

I. Fondeler & Co., grocers, Ottawa, Ont., are selling out.

H. Rodenburg, produce, Bridgeburg, has sold to J. E. Boag.

J. Fritz, grocer, Hamilton, has sold to Hriban & Antosne.

J. A. Villeneuve, grocer, Ottawa, succeeded by M. Lafortune.

J. Waldschmidt, grocer, Kitchener, Ont., is closing business.

J. J. Doherty, 73 Oak street, Toronto, has sold to Mrs. E. Reed.

J. Rahn, general store, Desboro, Ont., sold out to Borth & Wells.

M. P. O'Connor, grocer, Toronto, has moved to 491 Brock avenue.

Mrs. M. Hechter, grocer, Ottawa, has been succeeded by John Evonovh.

G. N. McLaren, general store, Brussels, is advertising stock for sale.

Rosedale Grocery Co., Toronto, suffered recent fire loss, covered by insurance.

P. Cairns & Son, grocers, 318 Bathurst street, Toronto, have sold to G. Meyer.

Wm. H. Moyer, president Moyer Bros., pork packers of St. Catharines, Ont., is dead.

Stewart & Mulligan, grocers, Billings' Bridge, Ont., have dissolved, Stewart continuing alone.

Messrs. Wilson and Allan, operating the Baden factory in Galt, Ont., have secured new property for an up-to-date butter factory and creamery in the city.

Fire caused \$2,000 damage to the grocery store of McDonald Bros., 1064 Yonge St., Toronto, recently. The building suffered to the extent of \$500, and the balance of the damage was done to the contents.

It is expected that the Dominion Sugar Company's plant at Chatham, Ont., will soon commence operations. Considerable quantities of beets have been delivered to the plant, the capacity of which is 1,500 tons daily.

Canada Scale & Slicer Co. has been incorporated at Toronto with a capital of \$150,000 to manufacture weighing machines, scales, slicers, etc. Incorporators are C. E. Strowger, E. P. Park and A. E. Watts of Toronto.

Lieut. A. N. Macpherson, Kincardine, Ont., formerly employed in the grocery business with Mr. Rinker and afterwards in the same line of business with Mr. Moore of Barrie, Ont., has been killed in action. Lt. Macpherson was engaged in farming in Saskatchewan prior to enlisting.

James L. Bathgate, of Scott, Bathgate, Ltd., manufacturers' agents, Winnipeg, is in the East on a business trip. Mr. Bathgate has been in Toronto, Kitchener, Guelph, etc., and will return by way of Chicago. His old home is in Guelph, Ont. While in Toronto, he visited the office of CANADIAN GROCER.

The Lakefield cheese factory at Lakefield, Ont., was totally destroyed by fire recently with a loss of about \$5,000.

This loss is a serious matter to the dairy farmers in the district. There were only about fifty cheese in stock at the time of the fire, a large shipment having been made a few days before the fire.

John Medland, president of Medland Bros., wholesale grocers of Toronto, has again taken up his duties as head of the company after an absence of a year, during which time he was recuperating at Battle Creek, Mich. Mr. Medland is now feeling himself again as a result of his rest from business.

An \$800,000 beet sugar factory is being talked of in Leamington, Ont. It is requisite on the part of the town to secure contracts from growers who will produce 8,000 acres of sugar beets. The lowest price paid for the growing of sugar beets will be \$5.50 per ton and from there to \$9 according to the quality, price of sugar, etc.

Michael Howe, one of the oldest general store merchants of Pembroke, Ont., died recently in his 75th year. Fifty-five years ago Mr. Howe came to Canada from Tipperary, Ireland, and entered the employ of the late William and Michael O'Meara in Pembroke. Twenty-four years ago he became partner in the business, and later took it over completely, conducting it with his son, M. J. Howe.

The funeral of John Forrest, formerly miller and grocery merchant, who died at his home in Dixon, Ill., was held recently from the Grand Trunk Station at Woodstock. Mr. Forrest was in his eighty-fifth year. In his business career he owned at different times a mill and grocery store at Embro, Ont. He later moved to Woodstock and went into milling on a large scale. He is said to have built the first mill west of Chicago.

Albert H. Wheler, for many years in business at Uxbridge, Ont., as a miller and grain buyer, and later engaged as western representative of the Western Canada Flour Mills Company, died recently at Brampton, Ont. Mr. Wheler was the eldest son of the late George Wheler for several years member of the House of Commons for North Ontario. He was also engaged in the milling business at Meadowvale, Ont., at one time. He was a very popular business man throughout the province.

Western Provinces

I. O. Gibbons, grocer, Edmonton, Alta., has discontinued.

Gillan & Company, grocers, Winnipeg, Man., have sold out.

Robert Arnold, general store, Dollard, Sask., has discontinued.

A. Blanchard, grocer, Makinak, Man., has moved to St. Amelia.

L. Freefeld, general store, Bruderheim, Alta., has sold out.

W. H. Dun, general store, Sturgeon Creek, Man., has sold out.

Stewart Bros., general store, Ceylon, Sask., has suffered fire loss.

H. Ward, grocer, Regina, Sask., has sold stock to Seller & Sons.

Gamon & Woodward, grocers, High River, Alta., have dissolved.

D. Ferguson, general store, Kaleida, Sask., has sold to A. A. Jopp.

A. Petznuk, general store, Libau, Man., has sold to M. Kuchman.

Novokshonoff Bros., general store, Buchanan, Sask., has discontinued.

A. R. McEachern, general store, Cabri, Sask., has sold to Williams & Foster.

J. Tucker, general store, Punnichy, Sask., has been succeeded by Bokofsky Bros.

J. P. McDougall, grocer, St. Boniface, Man., has transferred assets to J. Ve-zina.

Gillan & Co., grocers, Winnipeg, Man., have been succeeded by G. & O. Cash store.

J. H. Gillespie (est. of) general store, Abbey, Sask., has sold to G. R. Winterstein.

Richardson & Rudd, general merchants of Tofield, Alta., have dissolved partnership.

Dominion Produce Co., Ltd., of Winnipeg, are erecting a creamery at Dauphin, Man.

Allan MacLean, bookkeeper for the D. H. Bain Co., Regina, has enlisted in the Royal Flying Corps.

P. Burns of Calgary, Alta., known as the Alberta Meat King, has purchased the Russell-Baker abattoir at Prince Albert, Sask., for the headquarters of his meat-packing business in Saskatchewan.

Saskatchewan Co-operative Elevator Company's elevator at Maryfield, Sask., was recently destroyed by fire with a loss of \$10,000; some 6,500 bushels of wheat were also burned. Building and grain were covered by insurance.

R. B. Campbell, manager of the Saskatoon branch of the W. L. MacKenzie Co., has enlisted, and his place has been taken by J. E. Kent, who has been doing retail work for this firm for the past two months. Years ago Mr. Kent was a retail grocer in Winnipeg.

The Royal Crown Soaps have appointed a new premium store at 654 Main Street, Winnipeg, where they carry a large stock of premiums. This store has been opened on Main Street where it is central for this firm's customers and friends to call at when visiting Winnipeg.

GENERAL STORE DESTROYED BY FIRE

The general store of S. A. King, Providence Bay, Ont., was completely destroyed by fire a few days ago. A good part of the stock was also a total loss. Mr. King estimates that his loss will reach \$12,500, which is mainly covered by insurance. Mr. King does not intend to rebuild until the spring.

BUSINESS MEN WILL PRESENT CASE TO FOOD CONTROLLER

The Retail Merchants' Association, in conjunction with the wholesalers and manufacturers, have arranged a meeting whereat Mr. Hanna has been urged to be present, so that they

may present their side of the case to him, and see if the embargo cannot be so modified as to save many of the difficulties that are presented by its present form. The meeting will take place in the Food Controller's office, Toronto, at noon, on Saturday of this week.

NEW WHOLESALE FIRM

W. J. McCart & Co. is the name of a new wholesale fruit, produce and commission firm, with headquarters at 80 Colborne Street, Toronto. Mr. McCart was formerly one of the firm of White & McCart, commission brokers, Toronto. The partnership of White & McCart has been dissolved.

New Goods Department

NEW LINE OF PREPARED FLOUR

Malted buttermilk is the special feature of the composition of "Teco" buckwheat flour, a new package product being offered to the retail trade in Canada. The line is manufactured by the Ekenberg Co., Cortland, N.Y., from buckwheat, wheat, and corn flour, and is put up in 1-lb. packages, with recipe for cooking printed on the package.

AN ELECTRIC WHEAT GRINDER

The Hobart Mfg. Co., manufacturers of electric coffee mills, have just put on the market an electric wheat grinder. This grinder can be installed on the counter in the grocery store or added to the Hobart coffee mill now in use by some grocers.

The company's reason for placing this on the market is due to the agitation of the Food Controller for the use of more whole wheat or Graham flour for baking purposes. They point out that the dealer simply buys a bag of wheat in the same way as he would coffee beans and grinds it so that customers may get the fresh whole wheat flour. The wheat grinder is, of course, operated by electric current.

SERVICE DEPARTMENT

Nova Scotia Apple Dealers

Would you kindly provide us with the names of Nova Scotia apple dealers who ship in car lots?

D. S. Lister, Burk's Falls.

Answer.—The following are shippers in car lots:

The United Fruit Co. of Nova Scotia, Berwick, N.S.

The Nova Scotia Shipping Co., Berwick, N.S.

Herbert Oyler, Kemptville, N.S.

H. Bligh & Sons, Halifax, N.S.

W. H. Chase & Son, Wolfville, N.S.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

ONE of the most drastic regulations that has yet been issued at the instigation of the Food Controller was put forward during the week when the sale of package cereals by manufacturers and wholesalers was prohibited after December 1, and by retailers after January 1. This will undoubtedly work a serious hardship to large industries that have been specializing along this line and cause a disarrangement of business without effecting much of a saving. In the one instance the manufacturer does the packaging whereas under the new regulation it must be done by the retailer. An item of more than usual interest was the announcement of prices on new-pack corn and tomatoes. These prices are very high and canners state that only 15 per cent. delivery can be made on corn and 20 per cent. on tomatoes. Teas still develop interest in view of the rumor of the lifting of the embargo on shipment into the British market. Considerable buying of tea has resulted from the condition that now exists in anticipation that an active movement of tea may be started.

Eggs were in easier tone during the week as the result of report of heavy production in the United States. Butter is in a waiting condition, due to the intimation that margarine is likely to be allowed into the Canadian market. Lack of ocean space is holding up shipments and is giving cause for weaker feeling. Barrel pork is in good demand and prices were higher in some quarters. Honey is getting scarce and prices are firm. Advances have been recorded in canned pineapple, candles, sealing wax, cream cheese, blended jams, brooms, salt, canned coffee, lampwick.

Sugar is still in active demand with refiners and wholesalers endeavoring to stem the buying movement by letting sugar out carefully. Flour prices have not been fixed but it is anticipated some announcement may be made about November 1. Wholesalers report business from good to brisk.

of consumers and, consequently, of retailers anxious to have supplies for them, a phenomenal demand has been experienced for sugar, and wholesalers have restricted supplies to customers by a limit in some cases of five bags per customer. To those inclined to take a calm view of the situation, the outlook is not so desperate. There is a big crop of Cubas in sight for the end of the year. There are Colorado and Michigan and Canadian beet crops in sight for almost immediate use by the refiners. There are embargoes against exportation of sugar, and it has been estimated more than once of late that there always has been enough sugar in the country to go round, provided no one group of the community lays up more than a fair share. Quotations this week are unaltered, but one refinery is not selling sugar in the meantime owing to shortage of raws for the time being.

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

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

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

QUEBEC MARKETS

MONTREAL, Oct. 23.—Advances are still taking place in many lines of foodstuffs. Fish prices have advanced, especially the salted and pickled fish, which are subject to special demand at present. Fruit and vegetables are in firmer market for many lines. Potatoes are promising further advances unless better facilities for marketing the crop can be had before long. Provisions are steadier this week, but butter has had ups and downs of price in the country, and is generally in firm market. Cheese is steady. Eggs are also in steady market, with supplies dwindling slowly. Sugar is very uncertain and excitable, supply being the main source of anxiety, but the probabilities being that enough will be available. Beans are firm; prunes may advance; and the demand for molasses and corn syrups is considerable. The effects of the Food Controller's regulations as to packages has been causing considerable concern in many directions, the cereals and flour, rice, and the corn products being the lines principally affected. Certain miscellaneous lines are advanced this week.

Salt Still Scarce; One Cheese Line Up

Montreal.

VARIOUS LINES.—Good supplies of green cod have been reported by the wholesale grocery trade, No. 1's in barrels selling at 7c a pound, and No. 2's at 6½c a pound. Cotton rope is again up, and is quoted at 47c to 48c a pound. Salt is still very hard to obtain in sufficient supply, but there is no further change in prices this week. MacLaren's cream cheese has advanced. The individual size is now \$1.25 doz., instead of \$1.10; the small size, formerly \$2.40 doz., is now \$2.75; the medium size is \$5 a dozen now; the large size, which was formerly quoted at \$9 per dozen, is now \$11 a dozen.

Sugar Market Was Unduly Excited

Montreal.

SUGAR.—Without any real reason except the apprehensiveness of a number

Canned Goods In Demand, Though Short

Montreal.

CANNED GOODS.—Only a 15 per cent. delivery on canned corn and a 20 per cent. delivery on canned tomatoes from the Canadian packers means that this season will find many retailers' orders for canned goods partly filled by United States pack. Tomatoes are \$2.75 a dozen for 3's and \$2.60 for 2½'s. Corn is \$2.40 a dozen for 2's; Succotash, \$2.40 a dozen. These prices are strictly f.o.b. Montreal. Owing to the high prices for tomatoes, the retail trade is giving attention to Canadian baked beans in cans, which are still available as something in the way of a substitute. American packers report only a 54 per cent. pack of pink salmon, and 30 per cent. of chums. In canned oysters the situation is that

4-oz. cans will cost from 20c to 25c a dozen more than last year's prices, and 10-oz. cans from 30c to 35c a dozen more. There is an active demand for canned goods at present.

Salmon Sockeye—	
"Clover Leaf," 1/2-lb. flats.....	2 45
1 lb. flat	4 00
1 lb. talls, cases 4 doz., per doz.	3 75
1/2 flats, cases 8 doz., per doz.	1 50 2 00
Chums, 1-lb. talls	1 80
Pinks, 1-lb. talls	2 40
Cohoes, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case).....	6 75 7 00
Norwegian sardines, per case of 100 "1/4s"	20 00
Canned Vegetables—	
Tomatoes, 3s	2 67 1/2 2 75
Tomatoes, U.S. pack (2s)	2 12 1/2
Tomatoes, 2 1/2s	2 50 2 60
Peas, standards	1 75
Peas, Early June	1 90
Beans, golden wax	1 85 1 90
Beans, Refugees	1 85 1 90
Corn, 2s, doz.	2 35 2 40
Spinach (U.S.), 3s	3 00
Do., (U.S.), gallons	10 00
Corn (on cob, gal. cans), doz.	8 50
Red raspberries, 2s	2 90
Simcoes	2 75
Red cherries, 2s	2 60 2 90
Strawberries, 2s	3 00
Blueberries, 2s, doz.	1 35
Pumpkins, 2 1/2s	1 70
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	6 00
Apples (gallons)	5 00
Peaches, 2s (heavy syrup).....	2 10
Pears, 3s (heavy syrup).....	2 45
Pineapples, 1 1/2s	2 25
Greengage plums (light syrup)	1 90
Lombard plums (heavy syrup), 2s	1 70

Dried Fruits Are In Better Demand

Montreal.
DRIED FRUITS.—With apples so scarce and evaporated apples almost unobtainable, there is a developing demand for peaches and pears, and even apricots in the evaporated form. These fruits are the recognized substitutes for dried apples. Prunes are also in good demand, and there is a very strong tone to their market. It is even anticipated that there may be an advance in prune prices before long. There is a shortage of Oregon prunes, and the Californian crop is subject to heavy demand and firmly held. An increasing demand is expected at this season for raisins, currants, and the other dried fruits, and this is fulfilling expectations. Currants will be very high in price again, and such substitutes as are being put forward in the way of small raisins from California will no doubt find their market, but good Greek currants if available will be quickly snapped up.

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

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

Package Regulation And Corn Syrups

Montreal.
MOLASSES.—The market for molasses

is firmer than ever. Supplies cannot be expected to last out all winter, and, though many retailers warned by the accounts of the situation, given from time to time in CANADIAN GROCER during the Summer, are well protected with good supplies laid in, still the outlook is for more demand than supply and very firm market. Corn syrups are unaltered in quotations, and will be in increasing demand, though with chances of lower quotations if the U. S. bumper crop of corn can come into Canada to any extent. The embargo is at present restricting supply, but enough is getting over to keep mills producing. The Food Controller's package regulation affects corn starches and syrups also, and though a popular corn syrup package is the 20-lb. container, there is no great favor indicated for a 20-lb. starch package. Effect of the regulation is accordingly exercising producers of the lines mentioned and those handling them.

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

Nut Market Is Dull, But Firm

Montreal.
NUTS.—To import French Grenoble walnuts is at present costing the importer 24 1/2c a pound. Marbots would cost 22 1/2c. All imported nuts are in exceedingly firm market, and the prices are very likely to advance from wholesaler to retailer if the present conditions last much longer. Yet at the present time the quotations for various nuts, as given below, are still available, and are in many cases under cost to import. Grenobles still quoted at 20c by wholesalers in Montreal are available, and demand has not been unduly active, though nut importers are not expecting any reductions in price.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 44	0 45
Almonds (Jordan)	0 70
Brazil nuts (new)	0 14	0 18
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15 1/2	0 16 1/2
Peanuts, "Diamond G"	0 13 1/2	0 14 1/2
Peanuts (coon), per lb.	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.	0 16	0 17
Pecans (new Jumbo), per lb.	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	0 40
Pecans (shelled)	0 80
Walnuts (Grenoble)	0 20	0 21
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags.	0 19	0 20
Walnuts (California), No. 1.	0 24

Bean Market Is Still Irregular

Montreal.
BEANS.—The bean market is not at all settled on any basis of prices for new

crop as yet. Plenty of good beans are coming in from the Province of Quebec, though accounts are that some Ontario districts have suffered loss of crop. It is considered by experienced men in the wholesale trade that Quebec Province can be self-supporting as far as beans are concerned; but there are diverse views as to this, and the outlook for imported beans is still firm. Though California beans are available in fair supply so far, they are being held very firmly. The U. S. farmer is not likely to part with his bean crops in a hurry, and even imported Japanese beans are high in price.

Beans—	
Canadian, hand-picked	10 50
Canadian, 3-lb. pickers, per bu.	9 50
Canadian, 5-lb. pickers	7 40 8 00
Michigan, 3-lb. pickers	10 00
Michigan, hand-picked	10 50
Yellow Eyes, per lb.	0 14
Rangoon beans, per bush.	7 50
Lima, per lb.	0 20
Chilean beans, per lb.	0 14 1/2
Manchurian white beans, lb.	0 15
South American	5 20
Peas, white soup, per bush.	5 00
Peas, split, new crop, bag 98 lbs.	11 00 11 25
Barley (pot), per bag 98 lbs.	6 25 7 25
Barley, pearl, per bag 98 lbs.	7 50 8 00

Rice Affected By Package Regulation

Montreal.
RICE.—There is no marked change in the quotations for rice this week, but firmness is still evident in the market as a whole. Packing rice has again advanced in the wholesale grocery lists, and is quoted at \$7.70 per 100 pounds, or 20c per 100 pounds higher than it was last week. The Food Controller's new regulations as to packages affect rice to some extent in the Province of Quebec, as there is a very good demand amongst the farmers and country consumers generally for rice put in in 12 1/2-lb. packages (original container). There are doubts in the rice milling circles interested as to the application of the new regulation where a demand exists, supported by long habit, for such a package.

"Texas" Carolina, per 100 lbs.	9 50	9 90
Patna (good)	9 40
Siam, No. 3	7 25	9 15
Siam (fancy)	8 40
Rangoon "B"	7 88
Rangoon CC	7 60
Pickling rice	7 70
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Tea Market Is Still Very Firm

Montreal.
TEA.—Firmness in tea of all kinds and grades continues. There is shortage of fannings, siftings, and the lower grades of Japans also. Indias and Ceylons are only from time to time available from overseas, and stocks in the country, while still sufficient, are not any too large to ensure maintenance of prices at present levels should the importation of tea be further curtailed by lack of ships. It is expected that there will be tea coming along across the Pacific with sufficient regularity to supply needs of this continent and replace stocks consumed,

but the outlook is not to lower tea prices at present.

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

Coffee Market Is Holding Steady

Montreal.

COFFEE.—The market for coffee is quite unchanged, as compared with conditions of the past week. If anything, the bulk market is easier, but the tendency does not go far enough to affect the sales of coffee to the retailer in the way of altering quotations. The situation as to sugar is tending to firm the market for sweet cocoa in bulk, the market for this product being otherwise unaltered.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)		0 25

Spices Firm And May Be Firmer

Montreal.

SPICES.—The market for spices looks full of firm tendency in many lines. It is probable in authoritative view, as expressed to CANADIAN GROCER this week, that all lines of spices may advance in price before very long, for the primary markets have been so very much firmer than usual for so long, and supplies are harder than ever to secure. In the meantime, however, except for an increasing strength as to cloves, the market is not actually altered as compared with last week's range of quotations. Cloves, as pointed out previously, are away above all former records, and news from their primary market is not encouraging.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar		0 65
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk		2 00
Carraway, Dutch, nominal		0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocoonut, in palls	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3¼ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Vegetable Advances: Apples Very Short

Montreal.

FRUIT AND VEGETABLES.—Principal alterations in quotations are this

week found amongst the vegetables. Potatoes in spite of all ideas of greater production and abundance, are up to \$2.45 per bag in some cases. Quebec "Prolifics" have fetched that price this week. Tomatoes are up to \$2.50 a box and are not available in much quantity. Wax and green beans are coming from the States now and are at \$3.50 a bag. Egg plant is up to \$1.50 doz. Marrows are \$1.25. Good Leeks are up to \$3.00 doz. bunches, but poorer quality can be had cheaper. Mint is at 0.50 cents and will soon be over. United States peppers are \$2.25 a hamper, small ones 0.20 to 0.25 per doz. Canadian peaches will soon be off the market. Good ones fetch \$1.00 a basket still. Cranberries from Cape Cod are in splendid quality and down a dollar a barrel to \$14.00. Variations in range of prices are caused by variation of quality now quite noticeable. In apples the market is exceedingly firm. At St. Hilaire Fameuse No. 1's on the farm have been sold at \$7.50 and No. 2's at \$6.50 for carload lots. This would mean over \$8.00 for No 1's and \$7.00 per bbl. for No. 2's at the market in Montreal. McIntosh Reds at Chateauguay Basin have been quoted as high as \$10.00 a barrel. Nova Scotia Gravensteins, Wings, and Blenheim Pippins in the smaller barrels usual from that source are being quoted at \$5.00 for No. 1's, and as low as \$3.50 per bbl. for lowest grades, but these prices may not long hold as there is an undoubted shortage of appeals.

Bananas (fancy large), bunch...	2 75	3 50
Oranges, Valencia (lates).....	4 00	5 00
Oranges, Calif. (Sunkist)	4 25	4 50
Grape fruit	4 75	5 00
Lemons	3 75	4 00
Pineapples, Cuban, grate		5 00
Apples, new (in bbls.)—		
Wealthy, No. 1	6 50	7 00
St. Lawrence		8 00
Fameuse		8 00
McIntosh Red		8 00
Alexander		6 50
Gravensteins		6 50
Cauliflower, per doz. bunches...	1 25	2 75
Celery, Canadian, per doz.	0 50	1 00
Celery crates, 7 doz.		6 00
Onions, Canadian, bag	2 00	2 50
Spanish onions, large crate.....		5 50
Spanish onions (small crate)....		2 00
Potatoes, new, bag	2 00	2 45
Potatoes (sweet), per hamper....		2 00
Carrots, bag	0 90	1 00
Beets, bag		1 00
Parsnips		1 50
Turnips (Quebec), bag		1 00
Turnips (Montreal), bag	0 75	0 90
Tokay grapes, crate		2 75
Lettuce, curly, per doz.		0 30
Lettuce, head, doz.	0 75	1 00
Tomatoes, box		2 50
Horse radish, per lb.		0 25
Cabbage (Montreal), doz.	0 60	0 75
Beans, wax, bag, U.S.		3 50
Beans, green, bag, U.S.		3 50
Leeks, per doz. bunches.....	1 00	3 00
Parsley, doz.	0 20	0 25
Mint, doz.	0 20	0 25
Watercress, doz.		0 40
Spinach (Canadian), box.....		0 75
Eggplant, per doz.		1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.		0 25
Dried thyme		1 00
Dried Savory box.....		1 00
Dried marjoram		1 00
Cucumbers (Montreal), doz.....		1 00
Cucumbers (Boston), doz.....		2 00
Cucumbers, preserving, doz.....	0 50	0 60
California plums, box	2 85	3 20
Do., peaches, box		1 75
Peaches (Can.), basket		1 00
Pears, box		1 25
Plums		1 50
Peppers, per bkt.	0 50	0 60
Marrows, per doz.		1 25
Hauber squash, doz.		2 50
Cranberries, per bbl.		11 00

Big Demand For Fish Anticipated

Montreal.

FISH.—The National Fish Day which is fixed for the last Tuesday of October will fall this year on the 30th of the month. Already preparations are in progress and it is expected that all over the country the National Fish Day will be strictly observed. It will supplement the campaign of publicity which is being launched this week to popularize all over this province the use of fish as a food. This is an experiment the success of which will result in wider scope later on. The general trend of the market this week is for higher prices though catch of fish up to now has been above the normal. But demand for export and home market has been such that supplies available and in view are very much reduced. Demand is now particularly for fresh and also for pickled and salt fish as country merchants are making provision against close of navigation.

A large drain on supplies of pickled herrings and salt fish is taking place. Prices as a rule are about 25 per cent. to 40 per cent. higher than they were last year. Halibut and salmon from the Western Coast are scarce and prices keep moving up, still halibut is a shade easier this week than last. Bad weather on the Atlantic has interfered with the production of haddock and cod. However, quantities are still coming in at steady prices. Trade in bulk and shell oysters is very slow. Owing to a strike down at production points few bulk oysters arrived last week. Larger receipts are expected from now on, however. It is evident that the oyster beds in Prince Edward Island have been completely ruined. Most of the shell oysters offered at present are brought from New Brunswick and the Nova Scotia Coasts.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. box		2 00
Smoked eels		0 12
Smoked herrings (med.), per box		0 18
Bloaters, per box 60/100		1 75
Kippers, per box 40/50		2 40

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

SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 45	
Prawns, Imperial gal.	3 00	
Shrimps, Imperial gal.	2 50	
Scallops	3 50	

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

FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch		0 13
Whitefish, lb.		0 15
Lake trout	0 14	0 16
Eels, lb.		0 10

Dore	0 14	0 15
Smelts, No. 1	0 15	0 15
Smelts, No. 1 large	0 20	0 20
Oysters—		
Ordinary, gal.	2 25	
Malpeque oysters, choice, bbl.	13 00	
Malpeque oysters (med.), bbl.	12 00	
Cape Cod shell oysters, bbl.	13 00	
Clams (med.), per bbl.	9 00	
FRESH FISH		
Haddock	0 08	0 08½
Steak Cod	0 09	0 10
Market Cod	0 06½	0 07

Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	0 05	0 05
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	0 10	0 10
Pereh	0 09	0 09
Bullheads	0 12	0 12
Whitefish	0 15	0 17
Eels	0 10	0 10
Mackerel (large), each	0 20	0 20
Mackerel (medium), each	0 18	0 18

ONTARIO MARKETS

TORONTO, Oct. 24.—Perhaps the interesting development is the grocery market during the week has been the announcement of prices for new-pack corn and tomatoes. Prices, as intimated in these columns heretofore, are high and packers state they can make only 15 per cent. delivery on corn and 20 per cent. delivery on tomatoes. Sugar has also been a commodity of real live interest during the week as refiners are doing their best to spread stocks over the period when supplies are light. They are letting the wholesalers have stocks only sparingly and will not permit of speculation in sugar at this time of need. Wholesalers on the other hand in many instances are passing the same method of doing business along to the retailer and are not allowing him to have stocks larger than his usual orders. The retailer in turn should see to it that he is not drained of his stocks of sugar by a few who may be able to buy large quantities. This is a time to conserve stocks of sugar in order that they may be made to go around. Business in grocery lines is reported from good to brisk.

Available Stocks Of Raw Sugar Still Light

Toronto.

SUGAR.—There have been purchases of Cuban raw sugars on the New York market during the week both by Canadian and American refiners. These purchases are light as there is not much being offered by the holders. The sales were reported to be made on the basis of 5½c cost and freight, which is the figure established by the American Refiners' Committee. Some Peruvian raw sugars reached the New York market during the week but the extent of these arrivals is not apparent. In the United States it is generally anticipated there will be very light supplies of sugar available within the next two weeks. Some measure of relief will be afforded when the American beet sugar begins to come on the market in about another week's time. Canadian beet sugar is expected to reach the Canadian consumer about November 1. It is estimated the Canadian beet crop will amount to approximately 2,000,000 pounds. This should afford a measure of relief and tide over to a certain extent until the new Cuban crop begins to come on the market late in December. Representatives of Canadian refiners continue to reiterate that there should be no actual

dearth of sugar in the Canadian market. Sugar stocks may be scarce but there is still some available from refiners and wholesalers and this is thought to be sufficient to see the Canadian trade through until the new Cuban crop comes in. It is estimated there are still 25,000 tons of unsold raw sugars in Cuba which are being held for higher prices. There is a possibility that holders may cave in when they become convinced that refiners will not pay beyond the 5½c basis. Retailers would be doing a service to their customers to allay their fears with respect to a shortage and let their sugar out sparingly in order that it may go around to their customers. This is the practice being followed by refiners with wholesalers where sugar is still to be had, and wholesalers in turn are following the same method with their sales. Acadia and Atlantic refineries are out of the market temporarily. St. Lawrence is still making small but regular deliveries, while Canada Sugar is shipping cars carefully. Dominion is still quoting and expect to have new crop beet for sale about November.

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

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

Candles, Sealing Wax And Brooms Higher

Toronto

CANDLES, SEALING WAX, BROOMS, SALT.—An advance of 2c per pound has been recorded on the various lines of candles. Parowax for sealing has been advanced 4½c per pound, making the quotations now from 15c to 16c per pound. Domestic Shortening has been increased in price and in 60-lb. cases 3's is now quoted at \$14.40 and 1-lb. prints at \$14.70 per case. Small size of Reindeer coffee and cocoa has been withdrawn from the market due to the scarcity of tins. It is expected this product will be back on the market again early in December. Canadian herrings have

been advanced 50c per case and are now being quoted from \$1.95 to \$2.10 per dozen for ½'s and \$2.90 for 1's. Shaker salt has been advanced 10c per box and is now quoted at \$1.80. Seal Brand coffee has been advanced 1c on half-pound tins and is now quoted at 37c per pound, while 1's are up ½c and are quoted at 36c per pound. On 2's there has been no change, remaining as heretofore at 35c per pound. Brooms have been advanced 50c per dozen, making the range now from \$6.50 to \$9.50 per dozen. New size cans of Crisco are now being sold, 1½'s of 24 to case have been withdrawn and are replaced by 1's with 36 to case. Lampwick has advanced approximately 10 per cent., now being quoted at 75c per roll for A B at \$1 and C at \$1.60 per roll.

West India Tin Molasses Higher

Toronto.

MOLASSES, SYRUPS.—Higher prices have been made effective on fancy Barbadoes to the extent of 2c per gallon, making the selling price 86c per gallon. Sales were made as high as 95c per gallon during the week. Stocks are pretty well cleaned up on spot but arrivals are expected within a week as shipments are now on the rails. West India tin molasses 1½'s have been advanced to \$5 for 48's. Demand for molasses is improving but getting of supplies from the primary producing points is a serious problem as there is only one boat a month now to the Barbadoes.

Corn Syrup—		
Barrels, per lb.	0 07½	
Cases, 2-lb. tins, 2 doz. in case	5 15	
Cases, 5-lb. tins, 1 doz. in case	5 50	
Cases, 10-lb. tins, ½ doz. to cs.	5 25	
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.		
Cane Syrups—		
Barrels, first grade	0 06½	
Barrels and half barrels, second grade, lb.	0 06	
Cases, 2-lb. tins, 2 doz. in case	4 80	5 50
Molasses—		
Fancy Barbadoes, barrels	0 86	
West India, ¼ bbls., gal.	0 48	0 50
West India, 10-gal. kegs.	0 60	
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25	
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65	
Tins, 2-lb., baking grade, case 2 doz.	3 00	
West Indies, 1½, 48s.	5 00	
West Indies, 2s, 36s	4 25	

Dried Fruit Shipments May Be Later Than Usual

Toronto.

DRIED FRUIT.—While light arrivals of dried fruit have come into this market during the week there is very strong probability that deliveries in the future will not be good. There is a great shortage of cars in the United States due to the necessity of moving perishable foodstuffs. Engines are furthermore scarce owing to the necessity for moving the United States army at the present time. Stocks of dried fruit in the local market are light, not being sufficient to make any difference with res-

pect to market conditions. There is a desire quite generally to clean out any remaining old stocks and prices remain steady in consequence. Another advance of 25c per case was recorded in Dromedary and Excelsior dates during the week at primary points. There was a general movement toward higher levels in these goods locally during the week, the range on Excelsior having been advanced to \$4.25 to \$4.75 per case. Dromedary dates are now quoted from \$5.50 to \$5.60 per case. Australian currants advanced 1c from the low quotations, making the range 24c to 25c per pound.

Apples, evaporated, per lb.
Apricots, unpitted	0 16 1/2
Candied Peels, American—			
Lemon	0 26	0 30
Orange	0 28 1/2	0 29
Citron	0 30	0 36
Currants—			
Filiatras, per lb.
Australians, lb.	0 24	0 25
Dates—			
Excelsior, pkgs., 3 doz. in case	4 25	4 60
Dromedary dates, 3 doz. in case	4 50	5 60
Figs—			
Taps, lb.	0 05 1/2	0 07
Malagas, lb.	0 08 1/2	0 09
Prunes—			
30-40s, per lb., 25's, faced	0 16	0 17
40-50s, per lb., 25's, faced	0 15 1/2	0 16 1/2
50-60s, per lb., 25's, faced
70-80s, per lb., 25's, faced	0 12 1/2	0 13 1/2
80-90s, per lb., 25's, unfaced	0 11 1/2
90-100s, per lb., 25's, faced	0 10 1/2
Peaches—			
Standard, 25-lb. box
Choice, 25-lb. boxes
Fancy, 25-lb. boxes
Raisins—			
California bleached, lb.	0 14	0 15
Valencia, Cal.	0 10	0 10 1/2
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 11 1/2	0 12 1/2
Seedless, 12-oz. packets	0 11	0 12 1/2
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	0 13 1/2

New Pack Corn And Tomato Prices Out

Toronto.

CANNED GOODS.—Much interest was centred around the announcement of the prices on new-pack corn and tomatoes during the week. Corn 2's will go to the trade around \$2.35 per dozen and gallon, corn on cob at \$8.55 per dozen. Succotash 2's will be quoted at \$2.35 per dozen. Tomatoes 2's will be quoted at \$2.15, while 2 1/2's will go to the trade at \$2.50 per dozen where orders have been placed, while additional business has been advanced to \$2.75 per dozen. For 3's tomatoes the price will be \$2.65 dozen. Above prices apply to Group A, while Group B will be 2 1/2c per dozen less. Announcement is made by the canners that only 15 per cent. delivery on corn and 20 per cent. delivery on tomatoes can be made. There is a very firm situation in canned pineapple, prices having been advanced to \$2.90 and \$3.25 for 2's. Blended jams have been advanced and 2's are now quoted at \$3.75, 4's at 59c per pail, 5's at 74c per pail, 7's at \$1.03 per pail and 30's at 13 1/2c per pound. Salmon is in strong market.

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

Salmon—			
Sockeye, 1s, doz.	3 60	3 85
Sockeye, 1/2s, doz.	2 15	2 25

Chums, 1-lb. talls	2 25
Do., 1/2s, doz.	1 35
Pinks, 1-lb. talls	2 15	2 25
Do., 1/2s, doz.	1 35
Cohoes, 1/2-lb. tins	1 75	1 80
Cohoes, 1-lb. tins	3 25
Springs, 1-lb. talls	3 15
Lobsters, 1/2-lb., doz.	3 10	3 25
Canned Vegetables—			
Beets, 3s	1 50	1 90
Tomatoes, 2 1/2s	2 50	2 75
Peas, standard	1 82 1/2	1 85
Peas, early June	1 90	1 92 1/2
Beans, golden wax, doz.	1 45	1 75
Asparagus tips, doz.	3 25
Corn, 2's, doz.	2 25
Pumpkins, 2 1/2s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 45	2 95
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75
Plums, Lombard, 2s	1 75	1 80
Plums, Green Gage	1 80	1 85
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 05
Do., black currant, 16 oz.	2 90	2 95
Do., strawberry, 16 oz.	3 00	3 05
Peach, 16 oz.	2 35
Do., 12 oz.	2 25
Plum, 16 oz.	2 35
Do., 12 oz.	2 20
Raspberry, 4-lb. tin	0 76	0 78
Black currant, 4-lb. tin	0 73	0 76
Strawberry, 4-lb. tins	0 79	0 80
Preserved Fruits, Pint Sealers—			
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 25
Black currants, doz.	3 45	3 45
Red currants, doz.	3 45	3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 25

Tea Market Holds Unforeseen Possibilities

Toronto.

TEA.—There is more than passing interest in the tea situation at the present time due to eventualities that may come about. In Great Britain there is a very great shortage owing to the operation of the embargo which has prohibited the importation of certain classes of teas for several months past. Advices state that steps are being taken to relieve the situation by the end of the year. In the local market intimations have been made that there is a possibility of the embargo being raised in which event some local tea men anticipate there would be a considerable movement of tea to Great Britain from available stocks here as this market would be the nearest source of supply. Other tea men assert their belief that tea is hardly likely to be given space in view of the fact that wheat and bacon are needed more. At any rate it is an interesting situation to watch within the next few weeks.

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

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

Coffee Market Shows Easier Tone

Toronto.

COFFEE.—There is a continued easier

tone to the primary coffee market during the week although prices remained unchanged in the local market. Reports from Brazil stated that receipts of Santos coffee continued to mount up, now having reached 3,004,000 bags as compared with 2,595,000 bags at the same time last year. Hopes are sagging that peace can be expected in the near future and this together with the accumulation of stocks has injected a measure of weakness into the market. Demand locally is reported fair to good, consumption being stimulated by favorable weather conditions.

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

Cloves Go To Still Higher Levels

Toronto.

SPICES.—There is additional firmness in the market for white and black pepper due to activity in this commodity, considerable sales having taken place in the primary market within recent days at higher prices. Cloves are very firm with an advance of 5c from the low quotations recorded. Supplies of ginger at primary points are reported to be limited which is giving a measure of firmness to the local market.

Per lb.			
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 50	0 55
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	0 40
Do., 80's	0 45	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 30	0 35
Caraway seed, whole	0 80	0 90
Cream of Tartar—			
French, pure	0 60	0 65
American high test	0 65	0 67

Movement Of Rice Is Still Limited

Toronto.

RICE, TAPIOCA.—There is still a very limited movement of new-crop rice, as yet none having arrived in this market. In the New York market there were light arrivals from the South during the week but advances were recorded on the Japan type rices which makes the basis in that market beyond the parity of prices on old stock Japans. Millers in the south report there is a strong demand for fancy heads for immediate or early delivery, but with backwardness in harvesting the crop arrivals are likely to be late. Tapioca continues in firm position at price quotations of last week.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	10 00	10 50

Honduras, fancy, per 100 lbs.....	0 12½	0 15
Siam, fancy, per 100 lbs.....	8 00	8 50
Siam, second, per 100 lbs.....	7 75	8 25
Japans, fancy, per 100 lbs.....	8 50	9 00
Japans, second, per 100 lbs.....	8 00	8 50
Chinese XX, per 100 lbs.....	8 00	8 50
Tapioca, per lb.....	0 14	0 15

Hallowe'en Demand For Nuts Reported Good

Toronto.

NUTS.—A better demand for nuts resulted during the past week as a result of the anticipated Hallowe'en demand. Walnuts are again higher in the primary market by 1c per pound which gives some indication of the trend of feeling in the local market. Shelled almonds showed firmness in the local market in that some dealers advanced their lower quotations. The primary markets remained steady without change during the week.

In the Shell—

Almonds, Tarragonas, lb.	0 18½	0 20
Walnuts, Bordeaux	0 18½	0 20
Walnuts, Grenobles, lb.	0 18½	0 20
Filberts, lb.	0 18½	0 20
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 16	0 19
Brazil nuts, lb.	0 15	0 17
Shelled—		
Almonds, lb.	0 40	0 48
Filberts, lb.	0 38	0 40
Walnuts, lb.	0 55	0 63
Walnuts, California		
Peanuts, Spanish, lb.		0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Japanese Beans Now Being Quoted

Toronto.

BEANS.—Quotations were made on Japanese beans during the week at 11c per pound or \$6.60 per bushel. The market has been practically bare of this class of bean for some time past. There was a firmer tendency in Indian beans during the week and prices were quoted up from 10c to 35c per bushel, prices ranging from \$6.50 to \$7 per bushel. Lima beans are a scarce commodity, the majority of wholesalers quoting on basis to arrive. Spot stocks on the local market sold from 17c to 17½c per pound. Ontario beans are not yet being shown.

Ontario, 1-lb. to 2-lb. pickers, bu.		
Can. white kidney beans, bush.....	8 00	
Indians, per bush.	6 50	7 00
Yellow eyes, per bushel.....		
Japanese, per bush.	6 60	
Limas, per pound	0 17	0 17½

Package Cereal Sale To Be Stopped

Toronto.

PACKAGE GOODS.—An order of the Food Controller was put through during the week prohibiting the sale of all package cereals and flour in packages of less than 20 pounds. The original order stated that wholesalers and manufacturers had until November 1 to dispose of their stocks while retailers were given until December 1. Later advice from Ottawa stated that wholesalers and manufacturers would be given until December 1 and retailers until January 1 to dispose of their stocks.

There has been a good demand for

package oats: The representative of one large manufacturer states they are unable to keep abreast with the demand. In making orders they have been in the habit of doubling up but when the goods arrived they found they were still short in the amount required. There has been a good demand for starch due to the rumors that an embargo has been effective on corn coming into Canada from the United States. While there is greater difficulty in getting corn products, representatives of manufacturers state that it is not absolute, as corn can be brought in under license. Some little delay is at times occasioned through the operation of the licensing system. Prices held unchanged during the week.

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

Smoked And Dried Fish Now Going Well

Toronto.

FISH, OYSTERS.—With the coming of cooler weather there has been a greater inclination to eat smoked and dried fish and dealers in consequence report a good movement of this class of fish. Haddie fillets were quoted 1c higher at 15c, with some finer quality at 18c per pound. Equinoctial gales on the upper lakes are still a retarding factor in the supply of fish, whitefish being slow in arriving while trout is only arriving in fair amount. Owing to the scarcity of fish all available stocks are readily taken up. A car of halibut came into the local market during the week and sold at 23c per pound. Oysters are beginning to move fairly free for this time of year. Dealers assert that a cold snap is needed to start a brisker consumption of oysters.

SMOKED FISH.

Haddies, per lb., new cured.....	0 11	0 13
Haddies, fillets, per lb.....	0 14	0 15
Kipper herring, per box.....	1 50	1 75
Digby herring, skinless, 10-lb.....	1 85	2 00

PICKLED AND DRIED FISH.

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

FRESH SEA FISH.

Halibut, medium, fresh, lb.....	0 23	
Halibut, frozen	0 19	0 20
Salmon, B.C.	0 22	
Do., Restigouche, lb.	0 22	
Haddock, fancy, lb.	0 10	
Herrings, frozen	0 04	0 06
Steak cod, fancy, lb.	0 10	
Cod, market, heads on, lb.....	0 08½	0 09
Mackerel, lb.	0 13	
Flounders, lb.	0 09	0 10
Swordfish, lb.		

FRESH LAKE FISH.

Herring per lb.	0 10	
Pike, lb.	0 12	
Whitefish, lb., fresh	0 15	
Trout, lb., fresh	0 13½	0 15
Tullibee, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 50
Blue points, bbl.		9 00
Malpeque, bbl.	14 00	15 00

Lemons Higher; Malaga Grapes In

Toronto.

FRUIT.—Interest is gradually turning to imported fruit now that the season for domestic fruit is about over. Some peaches continued to reach the market but they were smaller in size than usual. Wholesalers will probably move to their winter quarters along Church and Front Streets during the coming week. Lemons were higher in price, being quoted up \$6 to \$6.50 per case. California Tokay grapes were off the market and California Malagas are now taking their place, being quoted at \$2.25 per 20-lb. box. California plums are about off the market. Some fine Duchess pears were shown and were quoted at \$1.25 per basket. The bulk of the apples in the market during the week were from Nova Scotia, Ribstone Pippin No. 1 selling at \$5 and No. 2 at \$4.50 per barrel. Nova Scotia Gravensteins No. 1 were quoted at \$5.50, No. 2 at \$4.50 and No. 3 at \$4 per barrel. Box apples from the Yakima Valley in Washington State, Jonathan variety, were quoted at \$2.50 per box, while British Columbia Macintosh Reds were quoted at \$2.25 per box. Oranges were in firmer market, an advance of 50c to 75c per box having been recorded, making quotations range from \$4.25 to \$4.75.

Apples—

California, boxes	2 15	2 75
B.C., boxes	2 25	2 50
Ontario, Colverts, No. 1.....		5 50
Do., Colverts, No. 2.....		5 00
Do., Maiden Blush, No. 1.....		5 50
Do., Holland Pippin, No. 2.....		5 00
Do., Wealthys, No. 1.....		6 00
Do., Wealthys, No. 2.....		5 50
Tree run		4 50
N.S., Gravenstein, No. 1.....		5 50
Do., Gravenstein, No. 2.....		4 50
Bananas, yellow, bunch	2 25	2 75
Cranberries, Cape Cod, bbl.....		14 00
Do., 50-lb. box	7 00	7 50
Grapes, Ont., 6 qt.	0 22½	0 35
Grapes, leno, 6 qt.	0 30	0 40
Grapefruit, Jamaica, case	5 00	5 50
Do., Florida, case		6 00

Oranges—

Cal. late Valencia	4 25	4 75
Lemons, Verdillis, case	6 00	6 50
Vegetable marrow	0 25	0 40
Muskmelons, 11 qt.	0 30	0 40
Do., 16 qt.		0 50

Peaches—

Ontario, 6-qt.	0 40	0 60
Do., 11-qt.	0 50	1 25
Pears, Cal., box	3 75	4 00
Do., Ontario, 11-qt.	0 50	1 25
Pineapples, Cuban, case 30-36s.....	4 00	4 50
Plums, Ont., 11-qt. box	0 75	1 00
Prunes, 11 qt.	1 00	1 25
Damsons, 11 qt.	1 00	1 25
California grapes, Malagas	2 25	2 40
Emperor grapes, keg		5 00

Potatoes Show Slightly Higher Prices

Toronto.

VEGETABLES.— There was continued firmness in the potato market during the week and quotations were made from \$1.60 to \$1.70 per bag. Wholesalers show a disposition to keep out of the market except for immediate requirements, as the opinion is expressed by some that prices stand a very good chance of being lower, once heavy arrivals of potatoes start to come in. It is pointed out that the farmer has been

busy with fall ploughing and other activities which have engaged his attention to the exclusion of his marketing activities. Beets in the bag were lower at 75c. Spanish onions in crates were scarce and prices were quoted up 25c to 50c at \$5.75 to \$6 per case. Ontario onions are not arriving in the market very plentifully as yet. Some fine samples of Thedford celery reached the local market and were quoted at \$4.50 per case of 8 to 9 dozen bunches. Spinach in boxes was quoted at 75c to \$1, showing an easier tendency. Trade in vegetables is only fair.

Beets, 11-qt. basket	0 20	0 30
Do., bag	0 75	0 85

Cabbage, Canadian, doz.	0 40	
Carrots, new, basket	0 25	
Do., bag	0 85	1 00
Celery, Mich., doz.	0 30	0 85
Do., Canadian, case	4 50	
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.	1 25	
Mushrooms, lb.	1 12½	
Onions—		
Spanish, crates	5 75	6 00
Do., Canadian, 75-lb.	2 75	
Do., American, 100-lb.	3 50	3 75
Pickling, silverskin, 11-qt.	0 60	1 50
Potatoes—		
New Ontario, bag	1 60	1 70
Sweet, hamper	2 00	2 25
Spinach, box	0 75	1 00
Green peppers, basket	0 40	0 60
Red peppers, 11-qt.	0 50	1 00
Tomatoes—		
11-qt., No. 1	0 50	0 75
6-qt., No. 1	0 30	0 40
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 60	0 75

Oregon Prunes—		
100s and over, 25-lb. boxes, per lb.	0 08½	
90-100s, 25-lb. boxes, per lb.	0 10¼	
80-90s, 25-lb. boxes, per lb.	0 10½	
Apples—		
Cal. fcy., faced, 50-lb. boxes, lb.	0 23	
Pears, choice, 10-lb. boxes, faced	0 16½	
Apricots—		
New, choice, 25's	0 23½	0 25
New, choice, 10's, per box	2 48	
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes		0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	0 21	0 22
Dates—		
Hallowee, 68-lb. boxes	0 18	0 20
Fards, box, 12 lbs.	1 75	2 30
Raisins, California—		
16 oz. fancy, seeded		0 12½
16 oz. choice, seeded		0 11½
12 oz. fancy, seeded		0 10
12 oz. choice, seeded		0 09½
Raisins, Muscatels—		
3 crown, loose, 25's		0 11¼
3 crown, loose, 50's		0 10½
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes		0 10½
3 crown, loose, 10-lb. boxes		0 11
Figs—		
Mediterranean, 33-lb. mats.	0 07¼	0 08
Peel—		
Candied lemon, boxes, lb.	0 22	0 22½
Candied orange, boxes, lb.	0 25	0 26½
Candied citron, boxes, lb.	0 30	0 30¼
Cut mixed, 7-lb. boxes		0 28½

MANITOBA MARKETS

WINNIPEG, Oct. 24.—Probably the most important news this week is the announcement of opening prices on new pack tomatoes and corn. As has been predicted right along, the opening prices are very high, and the deliveries are very small. The high price of canned goods has removed them from the staple class almost into the luxury class. Tomatoes will retail now at 25c in Winnipeg and 30c at country points. The trade seems to be of the opinion that the food value is not in them, and there is bound to be a very heavy falling off in consumption. One jobber expressed the opinion that it was a good thing that deliveries were low, as they could not have sold canned goods at the high prices had there been much larger deliveries.

Cornmeal has dropped 25c per bag in the United States, and the trade is anticipating a further decline on account of the big corn crop in the United States. A decline is expected any day in Winnipeg to \$5.90 for 98's. This has not yet had any effect on corn syrup. Despatches from Eastern Canada indicate that manufacturers of corn syrup are hard up for the raw material. There should be a decline in corn syrup as soon as the new corn is ready for use.

Why There Is Talk Of Sugar Shortage

Winnipeg. SUGAR.—The newspapers have been publishing reports lately regarding the shortage of sugar in the United States. As these have probably been read by the dealer, a local jobber has advanced the following explanation: "There is a move on foot—an international affair entered into by the U. S. refiners, Canadian refiners, and the British Government—to restrict the consumption of sugar with the idea of supplying more to the Allies. They also expect the ultimate result will be to lower the price of sugar, but there is no prospect of this for a while, perhaps not until the close of the present year. After the new Cuban crop arrives, there may be a decline.

"There is enough sugar in the hands of refiners to last out if the supply is conserved. The difficulty is that the housewife when she reads these reports is in-

clined to buy heavily, resulting in a shortage. We ourselves are not out of sugar, but we are limiting our sales to the dealer. We have inquiries for hundred-sack lots, but we are compelled to supply only sufficient for immediate needs, and we do not anticipate any shortage if everybody enters into the spirit of the thing.

"The U. S. Food Controller says there is too much sugar being consumed. In the United States it is 85 lbs. per head per year, which is high compared with Italy's 10 lbs. and France's 39 lbs. Mr. Hoover wants less sugar used on this side, so that there will be more for export."

Market Firming Up On California Figs

Winnipeg. DRIED FRUITS.—The brokers here have received no further word regarding Portuguese figs coming in, and, therefore, the latest news is that the embargo is still on, and is likely to remain. As regards California figs, there will be a pro rata delivery. A California packer, writing to his local agent, says: "Deliveries by growers and the shortage of shooks and labor have all conspired to hold back our fig shipments this season. While the crop is undoubtedly very short, we had right along expected to be able to ship in full on our crop 1917 sales. However, the situation has become so acute that we deem it wise to make pro rata shipments of such percentages as conditions will permit us to forward." The trade is looking for a slightly lower price when new prunes come in, but there is no weakness. There do not appear to be any stocks of Ontario evaporated apples offered on this market; California apples are being offered on a basis of 23c for fancy-faced evaporated in 50-lb. boxes. All figs seem to be off the market locally, but new California stock is expected. Peels are very firm and quotations will probably be found to be higher this week. One house is quoting lemon peel at 22½c; orange, 26½c; citron, 31¼c.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.	0 11¼	
80-90s, 25-lb. boxes, per lb.	0 12	
50-60s, 25-lb. boxes, per lb.	0 13	

Falling Off In Tapioca Quotations

Winnipeg. RICE AND TAPIOCA.—There is every indication that the market on tapioca and sago has begun to ease off. A broker has been offering tapioca this week at a decline of a cent, stating that this is a special owing to concession in freights. Sago is also offered at a decline, the reason being the same. A local jobber admitted they were being offered tapioca and sago at a much lower figure, but added that this tapioca would not arrive until January, and that the price then would be no lower to the retailer than it is to-day, as even at the lower price it would cost the jobber more than tapioca being offered to the retailer now.

Extra fancy Japan, 100-lb. bags	0 09
Fancy Japan, 100-lb. bags	0 08½
Choice Japan, 100-lb. bags	0 07¼
Siam, 100-lb. bags	0 07
Siam, 50-lb. bags	0 07¼
Tapioca, lb.	0 13½
Sago, lb.	0 12½

Lima Beans Arrive Three Cents Cheaper

Winnipeg. DRIED VEGETABLES.—There is no doubt that there is an easier market on white beans. A Winnipeg jobber is quoting \$6.35 per bushel on fancy white, which have been selling at \$7 and \$7.50. He expressed the opinion that the price would be down to \$6 before very long. Reports indicate that the crop in Ontario is late, and is damaged. However, everything depends on what happens in the next three weeks. Lima beans are considerably stiffer in the primary market, but new crop will come on this market next week at 3c below what they are selling at to-day. The split pea market in the East is firm. Barley is unchanged and remains very high.

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

(Continued on page 146.)

FLOUR AND CEREALS

Flour Is Steady; Gov't. Steps Interest

Montreal.
FLOUR AND FEEDS.—Until the fixed price for flour becomes a fact quotations will probably remain unaltered. By November 1 it is expected that the Government will have set a price, and the price is expected to be a little lower than the present quotations. The market is active as far as demand goes, but not as active as it is expected to be. Although millers report that they have as much to do to fill present orders as they can possibly manage, they believe that when price fixing is finally a fact, there will be double the present demand. There is concern over the Food Controller's pronouncement as to bulk sales, and this affects flour in the 6, 7, 8, and 14-lb. packages. The seven pound package is quite important, some grocers it is said considering that 75 per cent. of their flour business is done in 7 lb. packages. But millers are preparing to get rid of all their flour packed in containers holding less than 20 lbs. in accordance with the regulations. Winter wheat flour demand is unaltered as compared with conditions of last week, and quotations remain the same. Feeds are exceedingly firm, and in vigorous demand as ever. There is every prospect of continued firmness in feeds, and active call for all grades from now on.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 00	11 25
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 82

Package Regulation Affects Cereals

Montreal.
CEREALS.—While market conditions as to the various bulk cereals remain as last week, and without any outstanding alteration to expect, the event of the cereal business has been the announcement by the Food Controller as to package cereals and breakfast foods. The general opinion expressed is that the time allowed for disposal of the goods in stock now in smaller than 20-lb. containers is a great deal too short for manufacturer, wholesaler and retailer alike. Rolled oat concerns are especially interested as so many lines of oats are

sold in small packages, and the opinion has been expressed that the latitude suggested in the terms of the order as to certain foodstuffs may be applied to rolled oats and to the breakfast foods which are apt to deteriorate when attempt is made to store them and handle them in bulk.

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 00	6 50
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	6 40	7 00
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 00	4 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		5 80

Flour Prices Are Not Yet Fixed

Toronto.
FLOUR.—There have been some new developments in the fixing of flour prices during the week in that there has been more or less parleying over the margin to be allowed for export business. Millers state that the price on the domestic flour cannot be fixed until it is known what margin is to be allowed for the export trade. If the margin is to be cut down on the export trade it must of necessity be made up through home business. The Department of Food Control has under consideration at the present time the determination of costs and margins. Until these have been settled upon there can be nothing definite in the way of prices. In the meantime, prices have held steady, with demand keeping up well. There was little of interest in the wheat market during the week, as the fixed price was maintained. In one instance Ontario flour showed a slightly firmer tendency, the range of prices being narrowed to \$10.30 and \$10.35 per barrel in car-load lot basis.

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

Greater Demand Thrown On Bulk Cereals

Toronto.
CEREALS.—With the promulgation of the Order-in-Council prohibiting the sale of all cereals in original packages of less than 20 pounds in weight, millers of the bulk goods are expecting that a

heavier demand will be thrown on their product. Yellow cornmeal was in easier condition during the week in certain quarters, being quoted down as low as \$5.90 per bag. Hominy grits and pearl hominy were also slightly easier, quotations being made on the basis of \$6.10 per bag of 98 pounds. The embargo on corn has not operated to keep the cereal out of the Canadian market entirely, as it is permitted to come forward on license. Shipments have been delayed, however, but it is expected this will work out to greater facility as time progresses.

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

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

Millfeeds Are Well Sold Ahead

Toronto.
MILL FEEDS.—Millers report the demand for mill feeds has taken care of the output well ahead, and that it is out of all proportion with the amount of flour that is being milled. With an abundance of hogs in the country there has been a heavy demand for feeding purposes. There are only small quantities available for spot delivery in mixed cars. Prices held unchanged during the week.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	\$34-\$35	\$34-\$37
Shorts	40-...	42-...
Special middlings	50-...	52-...
Feed flour, per bag		3.05-3.30

Fixed Price Of Wheat Affects Sale Of Flour

Winnipeg.
FLOUR AND CEREALS.—Since the price of 1917 wheat was guaranteed by the Government, there has been a tendency on the part of the merchant to place business for his flour requirements. This assurance has caused considerable relief to both millers and grain dealers; but in view of the fixed price of wheat, merchants are not finding such a keen demand for flour as in the past three or four years. The farmer prefers to buy his requirements as needed. However, flour sales are exceedingly good, and millers are working to capacity, all of them having orders sufficient to keep

A Sales Getting Customer Reminder

You'll sell more Colman and Keen Products if you hang one of these Attractive Cards in your Store.

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You don't need to *introduce* Colman and Keen lines to your people. Everybody knows these quality products. Just let them know your stock is complete by displaying this splendid reminder.

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Our Pricing System Doubles the Efficiency of Your Selling Staff

SHUMAN'S

ADJUSTABLE
 PRICE STICKERS AND
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 WILL

- Sell more goods than one extra clerk—every day.
- Save Clerks' Time.
- Make No Mistakes.
- Enable Extra Help to Wait on Customers.
- Invite Purchases.
- Inspire Confidence.
- Tone Up Your Store.
- And Pay for Itself in a Few Days.

The Shuman Pricing Outfit consists of Adjustable Metal Clamps which spring onto shelf, box, crate or basket and gummed stickers printed in a deep art blue ink—Price \$4.75.

Order direct or through your wholesaler.

STORE-HELPS MFG. COMPANY
 18 Toronto Street, Toronto, Ontario

CUT THE COUPON HERE—ORDER TO-DAY.

STORE-HELPS MFG. CO.,
 18 Toronto St., Toronto, Ont.

Gentlemen:—We recognize the fact that proper pricing will lower the cost of selling and increase the volume of sales. We enclose \$4.75, please send at once Set No. 1 Shuman Pricing System.
 Yours truly,

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THE SET IS FOUR TIMES THE SIZE OF CUT AND WEIGHS 3 LBS.
 IT CONSISTS OF 50 FLEXIBLE CLAMPS AND 1150 LABELS.

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

them going for the next eight weeks. Winnipeg millers found difficulty in delivering orders to Western points quick enough, but this is a condition, of course, which they experience every year. Rolled oats are in good demand, and the market is firm, 80's being quoted at \$3.75, and packages \$4.75. Cornmeal is down in the primary market, but as the mills have paid very high prices on their raw material, it is impossible for them to come down on their quotations at once. They are quoting \$6.15 for 98's, but the price should be lower than this by 25c a bag within the next few days. Bran and shorts are still in good demand, prices being the same, i.e., \$34 and \$38 respectively.

Flour—	
Best patents	11 00
Bakers	10 50
Clears	9 90
XXXX	8 90
Cereals—	
Rolled oats, 80's	3 75
Rolled oats, pkgs., family size	4 75
Cornmeal, 98's	5 90
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	34 00
Shorts, per ton	38 00

WHAT SOME RETAILERS THINK OF THE EMBARGO

(Continued from page 134.)

D. W. Clark, Avenue Road, Toronto, considered the move a great mistake. It will mean that the customers will cut into some other sort of food and may thereby bring about more serious complications. It was certain too that certain kinds of cereals could not be sold in bulk with satisfaction to the customer. Then there was the matter of the extra work entailed. It would be necessary to increase the staff of the store to handle this business or to have them work at night. In either case it would result in an extra cost that would ultimately have to be borne by the goods.

C. E. Stone of Michie and Co., Toronto, believed that the new Order-in-Council would throw an extra burden on the store. In many instances it would necessitate an increased staff. That there were times in the work of the store when things were dull that could be used for packaging goods, he characterized as a "specious argument." There are no such times in their store, and in the majority of stores he believed, that there was always plenty of work in looking after the goods properly to account for any spare moments, while in the case of the small man who did all the work himself, he needed these few minutes for rest.

It was a difficult thing to estimate the saving that such a move would represent. It was a more complicated matter than figuring the difference between the cost of the carton and the cost of the bag. The expense of the operation had to be considered, and there was no question that the cost of the operation would be much less in the mill, with adequate machinery for a great output, and moderate priced labor than it would be in the store.

Unquestionably, he thought, the store can handle the packaged goods more economically than the bulk line.

Then some goods were not suitable for such methods of handling. Some breakfast foods, and pancake flours that were a blend of flours that the retailer could not produce. It was a question Mr. Stone believed that was fraught with many difficulties. It might however, he thought, on the face of things at least, result in a slight saving to the consumer, but this saving would be at the expense of the merchant.

These new moves all produce a situation that is very hard to fathom. That the change will mean some difficulties for the merchant, is unquestioned. If they entail serious changes, it will be the work of the CANADIAN GROCER to find some solution to these vexed questions and to render such assistance to the merchant as will make these changes as little burdensome as is possible.

MARGARINE WILL PROBABLY BE ADMITTED

An unofficial report from Ottawa to the CANADIAN GROCER is to the effect that the ban against the importation manufacture and sale of margarine will be lifted on Thursday the 25th Inst. This matter will probably be settled definitely by the time that the CANADIAN GROCER appears. There seems no reason to believe that the restrictions on this important product will not be withdrawn.

WEEKLY MARKET REPORTS

(Continued from page 143.)

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

Tomatoes And Corn To Retail At 25c

Winnipeg.

CANNED GOODS.—New prices are being named on canned tomatoes and canned corn. Prices are considerably higher than last year. While quotations from various jobbers will probably differ, they will probably be in the neighborhood of \$4.65 for corn and \$5.10 for tomatoes. The deliveries promised by canners are very small, being only 15 per cent. on corn and 20 per cent. on tomatoes. The canners packed corn in 2's, there being no pack of other sizes. The tomatoes were packed in 2½'s.

The representative of one of the largest canners told CANADIAN GROCER that jobbers' quotations would probably vary according to stocks carried. He believed that many of the jobbers would limit their orders. He had noticed this lately on old pack stuff; in one case a jobber limiting orders to one

case each. He thought the high prices were warranted, and there was no doubt that they would have to import large quantities of corn and tomatoes from the United States. The high prices quoted on these new goods meant that 15-cent corn and tomatoes were a thing of the past, and that dealers must now charge 25 cents.

A prominent wholesaler, who was asked for his opinion regarding new prices on canned goods, stated that he was quoting \$4.70 on corn, 2 doz. 2's, and \$5.10 on tomatoes 2½'s. He had also advanced his price on American tomatoes 2's to \$3.90. He believed these high prices would be sure to affect the sale adversely. However, this was a season when people bought very little canned goods, the big demand not coming until spring. He was not worrying, he said, about the low deliveries; in fact, he would not have liked it had the delivery been higher. Incidentally he remarked that new prices had not yet been announced on pumpkins, but he thought they would be reasonable, enabling them to sell approximately at \$3.90 for 2½'s. They expected supplies of pumpkins in a few days from across the line.

Indications Are For Higher Priced Salmon

Winnipeg.

CANNED SALMON.—A wire arriving in Winnipeg early this week reported the situation very critical, and there is no question that higher prices will rule later on; it will be a question of getting goods more than the price. Reports coming in from Vancouver indicate that very high prices are being paid to fishermen, and, apart from other factors, this is having the effect of keeping all canned salmon very high. A report appearing in a Vancouver newspaper last week stated: "Buyers of fall salmon are paying what are believed record prices on the Fraser River, and the prices are for the "round" fish—that is, before it is cleaned and headed. On top of the prices paid the fishermen must be added the cost of operating the collecting vessels, cleaning the fish, packing and delivering. This is the reason consumers find fish prices high." The run on the Fraser River early in October was not too bad, but owing to such high prices being paid the fishermen, canners find difficulty operating unless extremely high prices can be commanded for the finished product.

Coffee Market In Brazil Still Weak

Winnipeg.

COFFEE.—The market continues weaker, particularly on Rios, the reasons given for the weakness being the same as previously—that is, that the Brazilians have only one market to sell to practically. The Brazilian Government continues to buy 20,000 bags per day in an effort to strengthen the market. Few sales are being made locally.

A TASTY BREAKFAST



100% PURE PORK SAUSAGE

MR. DEALER:

H-A Brand Sausages give satisfaction, because:

1. 100% Pure pork, proper proportion, fat and lean.
2. Seasoning used is specially mixed, selected East India spices.
3. Packed in attractive, sanitary, sealed cartons.

THEY ARE PROFITABLE FOR YOU TO HANDLE, BECAUSE:

1. Margin between cost and selling price is all profit—you have no shrinkage, no time or paper wasted in wrapping.
2. Each pound sold means a satisfied customer who will return for more.

Householders and hotels by using sausage on Tuesdays and Fridays will help conserve supplies of beef and bacon.



Why not run a special sale of H-A Brand Sausage for these days?

THE HARRIS ABATTOIR COMPANY, Limited
TORONTO, CANADA

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

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Oct. 23.—Wholesale trade so far for October has, on the whole, been light. The flour situation continues unsteady and is now \$11.30 per barrel. Nothing has been done here with regard to fixing the price of potatoes. Wholesalers lately have been stocking heavily, price \$30 to \$35 per ton. Beans and rice are again plentiful. Butter is firm at 48c. Cheese is firm—no price change. Eggs are scarce, fresh 67c to 70c per dozen. Apples are plentiful and selling well but a reduction in price is expected on account of large stocks. Lard and cured meats are reported short. All classes of fish, fresh and cured, are moving up in price. Indignation meeting of whole sale grocers held this afternoon sent protest to Ottawa against order prohibiting the sale of package cereals in small cartons.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	8	90
Flour, first patents, Manitoba, per per bbl., in car lots	11	30
Salmon, Sockeye, 1-lb. talls, per case 4 doz.		
Rice, Siam, No. 1, per ton	135	00
Do., Siam, No. 2	110	00
Beans, Japanese, per lb.	0	14
Beans, B.C., white	0	16
Potatoes, per bag	1	50
Lard, pure, in 400-lb. tierces, lb.	0	25½
Butter, fresh made creamery, lb.	0	48
Eggs, new-laid, in cartons, doz.	0	67
0	70	
Cheese, new, large, per lb.	0	25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Oct. 25.—Storage eggs have dropped 50c per case and are now \$13.50. Tomatoes, 2's, are quoted at \$4.60 to \$5, standard peas are \$4, corn \$4.50 per case, popping corn 9½c per pound. Ground sulphur advanced to \$7.50 per cwt. Ontario evaporated apples 15½c to 16½c with quotations on California stock at 22½c on arrival. Quotations on No. 1 Japan rice from 8c to 9¼c. Pickles are again up, gallons 15c, eighteen ounce jars 25c per dozen. Good samples of small beans are offered at 14c to arrive.

CALGARY:		
Beans, small white, Japan, lb.	0	11¼
0	13	
Flour, No. 1 patents, 98s, per bbl.	11	00
Molasses, extra fancy, gal.	0	95
0	75	
Rolled oats, 80s	3	75
Rice, Siam, cwt.	6	75
0	12	
Tapioca, lb.	0	12
0	12	
Sago, lb.	10	50
Sugar, pure cane, granulated, cwt.	0	25
0	26	
Cheese, No. 1 Ontario, large	0	25
0	45	
Butter, creamery, lb.	0	45

Do., dairy, lb.	0	40
Lard, pure, 3s, per case	16	20
Eggs, No. 1 storage, case	13	50
Tomatoes, 2½s, standard case	4	60
4	50	
Corn, 2s, standard case	4	50
4	00	
Peas, 2s, standard case	2	65
2	85	
Apples, gals., Ontario, case	5	50
5	85	
Strawberries, 2s, Ontario, case	5	40
5	85	
Raspberries, 2s, Ontario, case	0	12
0	16	
Peaches, evaporated, lb.	4	75
4	75	
Peaches, 2s, Ontario, case	9	00
9	00	
Lemons, case	7	75
7	75	
Salmon, pink, tall, case	8	50
8	50	
Salmon, Sockeye, tall, case	15	50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Oct. 23.—The opening quotation on the new crop of tomatoes show very high prices. Prevailing quotations are 3's from \$5.40 to \$5.80. Canned corn is also higher at \$6.45 at opening price and peas, 2's, standard, from \$4.10 to \$4.25. All lines of corn flakes have advanced about 30c per case. McLaren's Imperial cream cheese is higher by 20c per dozen. Triscuit has advanced 30c per case. All Red Cross pickles show an advance. Brooms are also higher. Evaporated apples show higher quotations. Lima beans are quoted at 19½c, flour \$10.19, and eggs 45c per dozen.

REGINA—		
Beans, small white Japan, bu.	7	15
Beans, Lima, per lb.	0	19½
Flour, No. 1 pats., 98s, per bbl.	10	90
Molasses, extra fancy, gal.	0	61
0	35	
Rolled oats, bails	8	00
Rice, Siam, cwt.	0	15½
Sago and tapioca, lb.	0	30½
Bacon, smoked backs, lb.	0	30
Bacon, smoked, sides, lb.	10	12
Sugar, pure cane, gran., cwt.	0	24½
0	43	
Butter, creamery, lb.	16	30
Lard, pure, 3s, per case	0	32
Bacon, smoked sides, lb.	0	30
Bacon, smoked backs, lb.	0	45
Eggs, new-laid	5	75
Pineapples, case	5	40
5	80	
Tomatoes, 3s, standard case	6	45
6	45	
Corn, 2s, standard case	4	20
4	25	
Peas, 2s, standard case	2	45
2	45	
Apples, gals., Ontario	6	30
6	30	
Strawberries, 2s, Ont., case	6	30
6	30	
Raspberries, 2s, Ont., case	4	30
4	30	
Peaches, 2s, Ontario, case	3	40
3	40	
Plums, 2s, case	15	00
Salmon, finest sockeye, tall, case	8	75
8	75	
Salmon, pink, tall, case	40	75
40	75	
Pork, American clear, per bbl.	0	27
0	29	
Bacon, breakfast	0	22
0	24	

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., October 23.—To-day's announcement re controller's regulations regarding breakfast foods, aroused wholesalers to strongest comment which undoubtedly will crystalize in organized

protest. Provisions are regarded as absolutely impractical as it is utterly impossible for jobbers to unload within the specified time. It is almost equally improbable that retailers could. This is the most pressing aspect regarding general effect. Dealers point out the impossibility of handling fragile food, flakes, puffs, etc. in bulk and regard application regulations to these as prohibitory of future use with enforced return to simpler forms.

The lifting of ban on retail sales of canned goods has not affected trade greatly, on account of the difficulty of securing supplies and high prices. Fifteen per cent. corn and very little more peas and tomatoes is the best jobbers are expecting from orders according to the latest advice from canners. Tomatoes show slight advance and are now \$5.10. Eggs are scarcer and there is a prospect of a greater advance in prices. New laid are now 50c case 46c to 48c. Compound lard is higher at 23¼ to 24c. Heavy purchasing by Upper Canadian buyers forced potato prices to jump again and they are now quoted at \$4 and producers are growing more confident of repeating last year's record prices.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12	55
Ontario	11	95
Cornmeal, gran., bbls.	13	50
Cornmeal, ordinary, bags	4	75
Molasses, extra fancy, gal.	0	78
0	80	
Rolled oats, bbl.	10	00
Beans, white, bush	9	00
9	10	
Beans, yellow-eyed	8	25
8	30	
Rice, Siam, cwt.	8	50
8	60	
Sago and tapioca, lb.	0	17
0	18	
Sugar—		
Standard granulated	9	25
9	30	
No. 1 yellow	8	75
8	80	
Paris lumps	10	50
10	75	
Cheese, N.B., twins	0	24
0	25	
Eggs, new-laid	0	46
0	48	
Eggs, case	0	34
0	35	
Breakfast bacon	0	48
0	50	
Butter, creamery, per lb.	0	44
0	46	
Butter, dairy, per lb.	0	40
0	44	
Butter, tub	0	29
0	29½	
Lard, pure, lb.	0	23¼
0	24	
Lard, compound	64	00
64	00	
American clear pork	4	25
4	25	
Beef, corned, ls	5	10
5	10	
Tomatoes, 3s, standard, case	5	40
5	40	
Raspberries, 2s, Ont., case	4	30
4	30	
Peaches, 2s, Ontario, case	4	80
4	80	
Corn, 2s, standard case	3	80
3	80	
Peas, 2s, standard case	4	00
4	00	
Apples, gals., N.B., doz.	5	00
5	25	
Strawberries, 2s, Ont., case	4	00
4	50	
Pork and beans, case	0	14
0	14½	
Salmon, Chums	8	00
8	50	
Sardines, domestic, case	0	62
0	64	
Cream tartar	0	20
0	21	
Currants, lb.	0	12½
0	12½	
Raisins, choice, lb.	0	15
0	15	
Raisins, fancy, lb.	0	14
0	14½	
Raisins, seedless, lb.	0	35
0	37	
Prunes, 90-100, lb.	0	28
0	30	
Candied peel, citron	0	21
0	21	
Candied peel, orange and lemon	2	50
2	50	
Evaporated apricots, lb.	4	00
4	00	
Apples, American, bbl.	1	00
1	00	
Apples, N.S., bbl.	2	90
2	90	
Potatoes—		
New, native, barrel	4	00
4	00	
Tomatoes, Ont., basket	2	90
2	90	
Onions, Canadian, 75 lbs.	3	00



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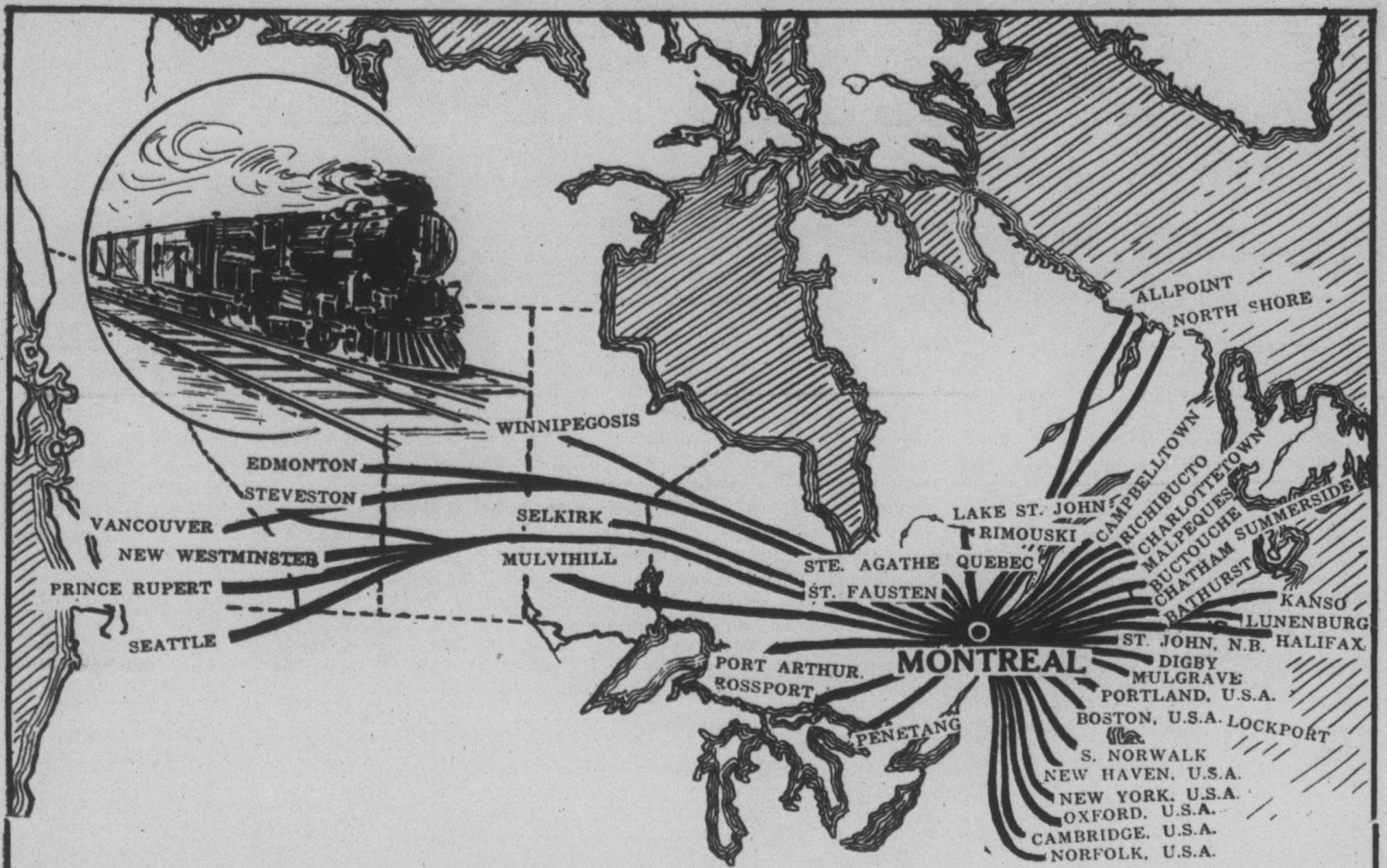
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MONTREAL

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PRODUCE AND PROVISIONS

Hogs Lower, But Products Firm

Montreal.

PROVISIONS.—Better supplies of hogs, and a declining demand have had their effects. Live hogs early this week sold at \$17.00 to \$17.50 per hundred pounds. Dressed hogs were quoted at \$24.00 to \$24.50 per hundred. The fact that quality of hogs and their finish is not up to highest grade by any means accounts for the discrepancy between live and dressed prices. The products remain firm in price in spite of reduced demand. Meatless days, and food regulations are felt to some extent now. But the market tone is still steady. Shortening is up half a cent again this week. It is some time since the last advance, but cotton seed oil conditions soon tell upon shortening. Lard is unaltered as yet, but may respond to the effects of poorly finished hogs, the amount of lard from poorly fattened stock being much less while winter demand for lard is heavier.

Hams—			
Medium, per lb.	0 31	0 32	
Large, per lb.	0 29	0 29½	
Backs—			
Plain	0 39	0 40	
Boneless, per lb.	0 41	0 42	
Bacon—			
Breakfast, per lb.	0 35	0 38	
Roll, per lb.	0 28	0 30	
Dry Salt Meats—			
Long clear bacon, ton lots.	0 26	0 27	
Long clear bacon, small lots.	0 26½	0 27½	
Fat backs, lb.	0 25	0 26	
Cooked Meats—			
Hams, boiled, per lb.	0 43	0 44	
Hams, roast, per lb.	0 46	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½	
Shoulders, roast, per lb.	0 38	0 38½	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 27½	0 27½	
Tubs, 60 lbs.	0 27¾	0 27¾	
Pails	0 28	0 28	
Bricks, 1 lb., per lb.	0 28¾	0 28¾	
Shortening—			
Tierces, 400 lbs., per lb.	0 22	0 22¼	
Tubs, 50 lbs.	0 22¼	0 22½	
Pails, 20 lbs., per lb.	0 22½	0 22¾	
Bricks, 1 lb., per lb.	0 24½	0 24½	

Poultry Demand Is Good; Also Supply

Montreal.

POULTRY.—Better supplies of live poultry coming in may mean some reduction in prices for this line, but good demand for dressed poultry is keeping the market still quite steady and even firm. The demand for poultry as a flesh food to replace the meats not permissible on meatless days is quite evident, and as good supplies of storage poultry have been available business in this line has been good. Quotations remain as under:

Poultry—		Dressed
Old fowls	\$0 21
Chickens, milk-fed, crate fattened, lb.	0 25

Old roosters	0 18	0 19
Roasting chickens	0 28	0 28
Young ducks	0 28	0 28
Turkeys (old toms), lb.	0 30	0 32

Export Of Eggs May Be Active

Montreal.

EGGS.—Egg market conditions maintain steady as compared with last week's records. There is continued insistence in the demand for Canadian eggs from Britain. Exporters have been sending along large consignments, but space is limited, and there is a slackening of this movement on this account. Every indication is to higher priced eggs as winter advances. Production in the country both West and locally is all easily absorbed by local demand. Receipts of eggs for the week ending Oct. 20th were 8,928 cases. Last year at the same time receipts were 20,870 cases. But the week's receipts at Oct. 20th were better than in the previous week when only 5,062 cases of eggs were handled. The outlook is for reduced receipts and probably higher prices, but quotations meantime are as under.

Eggs—			
New-laid (specials)	0 54	
Selects	0 47	0 48
No. 1's	0 44	0 45
No. 2's	0 40	

Cheese Market Is Still Very Steady

Montreal.

CHEESE.—Cheese production is decreasing slightly now in the country. Milk is falling off in quantity, but quality of the product is said to be well maintained. Prices in the country show little variation, and the conditions generally are very steady. At Mont Joli 21 1/16 cents per lb. was paid, representing the lowest level, and 21¾ was the highest reached at other country points. Export has been less steady of late owing to space shortage. Receipts of cheese for the week ending October 20th were 46,572 boxes, nearly 20,000 boxes less than for the corresponding period of last year. Prices to the retailer remain as below:

Cheese—			
Large (new), per lb.	0 22¼	0 23¼
New twins, per lb.	0 22¼	0 23¼
Triplets, per lb.	0 22¼	0 23¼
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Butter Firmer In The Country Now

Montreal.

BUTTER.—Butter is still going firmer in the country. The highest figure for the season as far as it has gone was obtained when butter was sold at 46c in

Montreal at Gould's auction. Prices were also big high at St. Hyacinthe, 45c being realized there. For the present, however, the prices quoted to the retail trade from the wholesale have not been advanced, and while the market condition is firm and the outlook towards more strength, demand keeps up. The figures showing receipts for the week ending October 20th, 1917, are 7,215, a decrease of over 3,000 packages as compared with the previous week, and nearly 2,000 packages as compared with the corresponding week of last year. Quotations are as under:

Butter—			
Creamery prints (fresh made)	0 46	0 47½
Creamery solids (fresh made)	0 45½	0 47
Dairy prints, choice, lb.	0 43	0 43½
Dairy prints, choice, lb.	0 40	0 41
Dairy, in tubs (choice)	0 40	0 41

Honey Quotations Have Gone Higher

Montreal.

HONEY.—Quotations for honey have advanced from wholesaler to retail trade. This is in accordance with the conditions pointed out in CANADIAN GROCER last week. The supplies of honey in the country are strongly held, and there is going to be a repetition of the condition of "high prices for everything sweet" as far as indications go. For maple sugar and syrup the market is also very firm, and the best grades of the maple products command high prices. Quotations as under are still available, however:

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

Live Hogs Go Down \$1

Toronto.

PROVISIONS.—A decline of \$1 per hundred was recorded in the price being paid by local packers for live hogs fed and watered during the week, making the basis \$16.75 to \$17 per hundred. Heavier arrival of hogs together with a decline in the Chicago market influenced the downward price movement. Meats of all kinds are moving freely, there being a particularly good demand for barrel pork. In mess pork there was an advance of \$1 from the lower quotations, making the price \$51. Short cut backs were quoted up \$2, the range being \$55 to \$56. Pure lard and compound lard held in steady position, the former being quoted on tierce basis at 27c to 27¼c

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per pound while compound is quoted on tierce basis at 22½c to 23c.

Hams—		
Medium	0 31	0 32
Large, per lb.	0 24½	0 29
Bacon—		
Plain	0 38	0 42
Boneless, per lb.	0 43	0 46
Bacon—		
Breakfast, per lb.	0 37	0 42
Roll, per lb.	0 27	0 30
Wiltshire (smoked), per lb.	0 32	0 39
Dry Salt Meats—		
Long clear bacon, lb.	0 27½	0 28
Fat backs		0 29½
Cooked Meats—		
Ham, boiled, per lb.	0 43	0 45
Hams, roast, per lb.	0 44½	0 50
Shoulders, roast, per lb.	0 36	0 47
Barrel Pork—		
Mess pork, 200 lbs.		51 00
Short cut backs, bbl., 200 lbs.	55 00	56 00
Pickled rolls, bbl., 200 lbs.	50 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 27	0 27½
Compound tierces, 400 lbs., lb.	0 22½	0 33
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.		
Hogs—		
Dressed, abattoir killed	26 00	27 00
Live, off cars		17 25
Live, fed and watered	16 75	17 00
Live, f.o.b.	16 00	16 25

Talk Of Margarine Is Affecting Butter

Toronto.
BUTTER.—The possibility of margarine being allowed to come into Canada is affecting the butter situation toward an easier feeling. While prices have not declined locally the market is in a hesitant condition, quietness prevailing in anticipation that something may develop. There were some big export sales reported but it is understood that these stocks have not yet left the country owing to the transportation situation. Until this takes place there may still prevail an easier tone to the market.

Creamery prints, fresh made	0 46	0 47
Creamery solids	0 45	0 46
Dairy prints, choice, lb.	0 42	0 44
Dairy prints, lb.	0 38	0 42

Eggs Were Easier, Due To Receipts

Toronto.
EGGS.—There was a decidedly weaker tone in the egg market during the week due to the heavy receipts. Reports from the U.S. market showed there were 888,000 cases more produced this year than last year. This is a very important factor tending to depress the Canadian market. On the other hand there is a good demand in the British market for eggs but it is impossible to get space to send the eggs over. There is a feeling among commission men than eggs will not reach as high a price this winter as they did last winter.

Eggs—		
Selects, cartons	0 55	
Selects, ex-cartons	0 48	
No. 1, ex-cartons	0 45	0 46

Cream Cheese Has Been Advanced 10%

Toronto.
CHEESE.—Higher prices to the extent of approximately 10 per cent. were recorded on MacLaren's cream cheese during the week. This advance has been

occasioned not by the advance in cheese but by an advance in the price of opalescent glass of which the containers are made. Miniature size is now sold at 90c dozen, individuals at \$1.25 dozen, small at \$2.75, medium at \$5 and large at \$11. Roquefort cheese miniatures are sold at 90c dozen, small at \$1.90 and large at \$3.25. Prices of other cheese remain unchanged. Old cheese is now being quoted at 24c per pound, as the season has advanced far enough to give some age to the first product of the season.

Cheese—		
New, large	0 22½	0 23
Old, large		0 24
Stilton (new)	0 24	0 25

Spring Chickens Quoted Down 1c

Toronto.
POULTRY.—There was a slightly easier tendency in the market for spring chickens during the week and prices were quoted down 1c per pound, making the price paid by commission men at Toronto 19c per pound for birds weighing four pounds and over and 18c per pound for live birds weighing less than four pounds. Young ducks were a trifle easier, being quoted down 1c at 16c per pound. There are very few young turkeys coming to market as yet and the stragglers few that have already been shipped were poorly finished. Reports state that turkeys will not be plentiful this year owing to the continued wet weather of spring in which weather turkeys never thrive well. Chickens are not being finished well, according to statements of dealers, farmers apparently reserving their feed owing to the high prices.

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 13	0 16
Geese, live, lb.		0 12
Turkeys, old, lb.	0 16	0 20
Roosters, live, per lb.	0 15	0 16
Hens, live, over 4 lbs.		0 17
Hens, under 4 lbs.		0 13
Spring chickens, live, 4 lbs. and over, lb.		0 19
Do., live, under 3 lbs.		0 18
Squabs, dozen		4 00
Prices quoted to retail trade:—		
Hens, dressed	0 24	0 25
Ducks, dressed	0 22	0 25
Chickens, live	0 23	0 25
Do., dressed	0 28	0 30

Honey Scarce And Prices Very Firm

Toronto.
HONEY.—There is a growing scarcity of honey in the market and prices are correspondingly firm. It would seem that present stocks will be exhausted long before new-crop again comes in. Indications seem to point to still higher prices for any remaining stocks. In 5-lb. and 10-lb. tins quotations of 19c were still made.

Honey—		
Clover, 5 and 10-lb. tins		0 19
60-lb. tins	0 18	0 18½
Buckwheat, 60-lb. tins	0 14	0 15
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.		2 50
Do., No. 3, doz.		2 25

Jars, 7 oz., doz.	1 40	1 50
Do., 10-oz., doz.	2 00	2 10
Do., 12-oz., doz.	2 40	2 50
Maple Syrup—		
8-lb. tins	1 25	1 50
Gallons, Imperial	1 75	1 90

Butter Has About Reached Its Limit

Winnipeg.
PRODUCE AND PROVISIONS.—Although hog receipts continued light last week, the market had a weak undertone. The price of hogs ranges from \$17 to \$17.25. Provision prices underwent no change. Creamery and dairy butter markets were firm. Fresh made No. 1 creamery in cartons is selling to the trade at 45c; No. 2, 44c. This is a pretty high figure, and was not reached last year. There is a possibility it may not go higher than this. As regards eggs, there are very few new-laid eggs offering on the market. Very soon buyers will have to depend entirely on storage stocks. No. 1 candled eggs are bringing 40-42c.

Hams—		
Light, lb.	0 30	0 32
Medium, per lb.	0 28	0 30
Heavy, per lb.	0 26	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.		0 37
Backs, regular		0 38
Dry Salt Meats—		
Long clear bacon, light	0 27	
Backs	0 30	
Barrelled Pork—		
Mess pork, bbl.		48 00
Lard, Pure—		
Tierces		0 26½
20s		5 70
Cases, 5s		16 42
Cases, 3s		16 50
Lard, Compound—		
Tierces		0 21½
Tubs, 50s, net		10 50
Pails, 20s, net		4 65
Fresh Eggs—		
No. 1 candled	0 40	0 42
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh		0 23
Butter—		
Fresh made creamery, No. 1 cartons		0 45
Fresh made creamery, No. 2		0 44
Dairy, prints		0 40
Dairy, tubs	0 38	0 39

CALIFORNIA CUCUMBER CROP

A canvass of the pickle situation made by the National Pickle Packers' Association shows that the crop in the Central West is about one-third of normal. The acreage planted this year was greater than that of 1916 and prospects were never better, but frosts later ruined the crop. As the situation stands, the carryover from last year is the lightest in years, and receipts the lightest in the history of the business in the Central West. One hundred per cent. of a crop was harvested in California also on Long Island. About 30,000 bushels of cucumbers were harvested in the south this year, an equal quantity in California, and about 400,000 bushels on Long Island, which is a very large crop for that section.

The receipts in the east, south and west, however do not overcome the heavy shrinkage in the Central West, the State of Michigan alone being short 1,000,000 bushels.

An Important Section for Manufacturers

MANUFACTURERS desiring agents to look after their interests in the various sections of Canada will find in the following pages announcements of a number of aggressive manufacturers' agents and brokers.

The announcements of these manufacturers' agents and brokers indicate the possibilities of increasing business in the respective territories in which they operate.

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The announcements of these agents have been grouped in this particular section for the convenience of firms interested in securing agents. They represent some of the best informed men in the grocery business in Canada. Manufacturers who are not interested now but who may be in the future, should keep this issue and particularly this section before them for reference.

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VANCOUVER

British Columbia

*If you want real live Western Selling
Service write us.*



"We Cover Canada"

REPRESENTING
FOREIGN & DOMESTIC
PACKERS & MANUFACTURERS OF
FOOD PRODUCTS AND
SPECIALTIES



—the Service that
covers Canada
from Coast
to Coast

Put your product in charge of this reliable selling organization and get results that count.

A quarter century's successful experience as brokers and commission merchants to qualify us to handle your line with every prospect of excellent results.

Note the list of live sellers listed here and ask yourself if your product could be in better company. We are constantly pushing these lines through our representatives who are in daily touch with the trade all over the Dominion.

Consult Bradstreets, Dun's or any bank as to our financial standing. Then drop us a card for particulars.

W. H. DUNN LIMITED

COMMISSION MERCHANTS

AND SALES SPECIALISTS

180 ST. PAUL STREET WEST, MONTREAL

- BORDEN'S
Condensed Milk
 - BENS DORP'S
Royal Dutch Cocoa
 - BABBITT'S
Soap Powder, Cleanser, etc.
 - COTTAM'S
Bird Seed
 - CARR'S
English Biscuits
 - EDWARDS'
Desiccated Soups
 - KNOX'S
Sparkling Gelatine
 - MELROSE'S
Famous Teas
 - NATIONAL LICORICE CO.'S
Licorice Products
 - POSTUM
Cereal Foods, etc.
 - PURE GOLD
Jellies, Spices, etc.
 - ROBIN HOOD MILLS
Rolled Oats
 - ROGERS'
Valencia Raisins
 - E. D. SMITH'S
Pure Food Products
 - THORNTON
Malaga Raisins
- are lines with which we are identified.

Associated with

Dunn-Hortop, Ltd., Toronto

A message to manufacturers:

Don't overlook the great importance of proper Western representation when planning your selling campaigns.

Put your products in the care of a reliable institution equipped with every facility for successfully pushing your line and showing you the results you look for.

We are now representing some of the most progressive manufacturers in Canada and the United States, and can give you the very same service, provided your product doesn't clash with what we now handle.

Write us for full particulars.

WE REPRESENT:

The Guggenlime Co., San Francisco—Dried Fruits, etc.
W. R. Grace & Co., New York—Coffee, etc.
Martin & Robertson, Vancouver—Rice.
Lummis & Co., Suffolk, Va.—Peanuts.
Furuya & Nishimura, Montreal—Japan Tea.
Etc., etc.

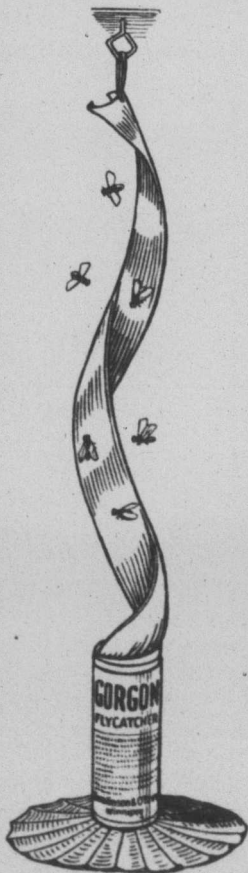
C. H. Grant Co.

*Wholesale Commission Brokers and
Manufacturers' Agents*

1206 McArthur Building

Winnipeg

Some of the Top-Notch Lines We Represent



We Invite Correspondence from Reliable Shippers and Manufacturers.

TOMLINSON & O'BRIEN
Grocery Brokers and Manufacturers' Agents
Winnipeg, Manitoba

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

Mason & Hickey

MANUFACTURERS' AGENTS

Head office at Winnipeg, Man.; branches at Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Brandon and Vancouver. We are open to represent lines that do not compete with the following:

Arbuckle Bros., New York. Green Coffees.	Ingersoll Packing Co., Ingersoll. Cheese and Smoked Meats.
Bailey Broom Co., Kingston. Brooms.	W. K. Kellogg Cereal Co., Toronto and Battle Creek. Dominion Corn Flakes, Krumbles, Rice Flakes, etc.
The Borden Milk Co., Montreal. Evaporated and Condensed Milk.	Kelly Confection Co., Vancouver. Molasses.
California Fruit Cannery Ass'n., San Francisco, Cal. Del Monte Canned Goods.	King Beach Mfg. Co., Mission City, B.C. Jams and Jellies.
Canada Nut Co., Vancouver. Peanut Butter.	W. S. Loggie & Co., Ltd., Chatham, N.B. Lobsters and Blueberries.
Canada Starch Co., Montreal and Brant- ford. Starch, Syrup and Glucose.	Manford Schier, Dunnville. Evaporated Apples.
Creamette Co., Minneapolis. Macaroni, Vermicelli, Spaghetti, Creamettes, etc.	National Licorice Co., Montreal. Licorice.
Crescent Mfg. Co., Seattle. Mapleine.	Nicholson & Brock, Toronto. Bird Seed and Bird Gravel.
The Dominion Sugar Co., Wallaceburg, Chatham, Kitchener. Sugar.	Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont. Crisco, Soaps, Soap Powders, Oils and Flakewhite.
Essex Canning & Preserving Company, Essex, Ont. Canned Goods.	William Rogers & Co., Denia, Spain, Valencia Raisins.
Foster & Holtermann, Brantford. Honey.	W. A. Taylor & Co., Winnipeg. Horse Radish and Relishes.
Gorman, Eckert & Co., London. Olives, Spices and Extracts.	Thornton & Co., Malaga. Blue Fruits and Almonds.
Griffin & Skelley, San Francisco. Dried Fruits and Canned Goods.	O. Urquhart, Hensall, Ont. White Beans.
Harper-Presnail Cigar Co., Hamilton. Cigars.	J. H. Wethey, Ltd., St. Catharines. Mince Meat, Jams and Jellies.

Mason & Hickey

287 STANLEY STREET

WINNIPEG, CANADA

MANUFACTURERS

The latest and most reliable estimate of the money value of the grain crops of our Prairie Provinces for 1917 is \$712,144,951.

If not getting your share of this vast wealth, write us, and we will explain how we can place your goods.

We get the business for others; let us get it for you.

Trackage, Storage and Distributing facilities.



WATSON & TRUESDALE

Wholesale Grocery Brokers WINNIPEG, REGINA,
and Manufacturers' Agents MOOSE JAW, SASKATOON

References: Bank of Montreal

W. F. ELLIOT

FORT WILLIAM, ONT.

REPRESENTING:

Dominion Sugar Co., Limited,
Wallaceburg, Chatham. and
Kitchener, Ont.

Quaker Oats Company,
Saskatoon, Sask.

Ingersoll Packing Co., Ltd.,
Ingersoll, Ont.

Magor, Son & Co., Ltd.,
Montreal.

J. C. Wilson, Ltd., Paper and Bag
Mfrs.,
Montreal.

Dominion Match Co., Ltd.,
Toronto.

North West Commercial Travel-
lers' Ass'n.,
Winnipeg, Man.

Cable Address: "MACK" Codes Used: A.B.C. 4th & 5th. Armsby-Private

W. L. Mackenzie & Company, Limited

Manufacturers' Agents
and

Commission Merchants

Head Office:

141 Bannatyne Avenue East

WINNIPEG

Branch Offices at Regina, Calgary, Edmonton
and Saskatoon

ESTABLISHED 1880

Western Canada's Oldest Firm of Grocery Brokers
The Leaders in 1880—The Leaders To-day

When you need better Western Service get in touch with the Robert Gillespie Company

Dealers and Wholesalers looking for real satisfactory service in the Western Field should link up with this house of quality products and superior service.

The lines we represent are the leaders of their class. Our stock is high class and we unhesitatingly recommend every line as the best of its kind.

DEALERS, if you require *Dutch Tea Rusks, Custard Powder, Health Salts, Scotch Shortbread, Fruit Cakes, Oat Cakes, Toilet Soaps, Fly Catchers, Confectionery, Toy Balloons, etc.*, let us supply you. Our prices are right and the goods are tip-top.

MANUFACTURERS, put your product in company with the quality lines we represent.

We give you the service that brings success. Write for full particulars.

ROBERT GILLESPIE COMPANY
WINNIPEG, MANITOBA

We'll make your product a big success in the West

*"Always on
the Job"*

We have all the facilities for doing so—**STORAGE, DISTRIBUTING, FORWARDING**—facilities that are the *biggest and best of the kind in Western Canada.*

Send us some particulars of your product and we'll tell you all about our **SALES-CREATING ORGANIZATION.**

WRITE US TO-DAY. We are always glad to give any information in our power, even though it may not result in personal advantage to ourselves.

The H. L. Perry Co., *COMMISSION BROKERS* **Winnipeg**
Storage, Distributing, Forwarding



HERE are two of the many important lines we are pushing in Western Canada

The fact that some of the very best Canadian, British and American Manufacturers find our service satisfactory in every way is a pretty sure indication of what our service can do for you.

See our list of agencies in the "Who Represents" Directory. Your line ought to be among them. You need good representation in the West.



We can give you this good service. Just drop us a card for full particulars and tell us about your product.

F. D. Cockburn Co., *GROCERY BROKERS AND MANUFACTURERS' AGENTS* **Winnipeg**

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

Always On The Job—Morning, Noon, Night.

Grocery

BROKERS

and

Manufacturers Agents

COVERING JOBBING TRADE

WESTERN ONTARIO

MANITOBA

SASKATCHEWAN

ALBERTA

SOUTHERN B.C.

OFFICES:

Winnipeg

Regina

Saskatoon

Calgary

Edmonton and Fort William

W. H. Escott Co., Ltd.

Established 1907

Our business increases 20 to 40 per cent each year.

WHY?

ASK THE JOBBER

Ask our principals. We will send you their names.

WRITE US.

DETAIL SALESMEN

Our Accounts Are Always The Best.

It Is Our Success.

"Service" Means More To Us Than You Think.

Brokers.

Live Ones.

Not Dead Ones.

Try Us.

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

To Manufacturers

We are fully qualified to give your line the proper representation on the Western Market.

Our facilities make for success. We have—

EXPERIENCE

in building up connections with the Western Wholesaler and Retailer.

CONFIDENCE

of the trade, based upon 15 years' successful selling in the West.

REPRESENTATION

We have twelve salesmen calling regularly on both the Wholesale and Retail trade.

ACCOMMODATION

Our trackage and facilities for Storage and Distributing are of the best.



We Sell Direct to the Retail Trade—

Christie's **Robertson's**
Biscuits **and** **Confectionery**

Manufacturers requiring representation in the West should write us at once.

Scott-Bathgate Company, Ltd.

Grocery Brokers and Commission Merchants

149 NOTRE DAME AVE. EAST

WINNIPEG

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.

ONTARIO

If you have any
POTATOES

to offer in car lots, tele-
phone, wire or write me
full particulars re price,
quality and quantity.

FRED J. WHITE

Board of Trade
Fruit Broker and Distributor
Toronto, Ontario

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

**Loggie, Parsons
& Co.**

Merchandise Brokers and
Manufacturers' Agents

Grocery, Drug and Confec-
tionery Specialties.

"We cover Canada 3 times a year."

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

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

DISPLAY WORK, BOOTHS, ADVERTIS-
ING CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window
dressing material. Let us prove it.

May we send full particulars.

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

**To Manufacturers'
Agents**

Manufacturers are always
looking for aggressive
brokers to represent them.
Keep your name and ter-
ritory covered to the front,
thus impressing them with
your aggressiveness.

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

We shall be glad to fur-
nish you with other rates
upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

Special Offerings in
Raisins Teas
Beans Split Peas

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

More Lines Wanted

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

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

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**EL ROI-TAN PERFECT
CIGAR**

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

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL

Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. Montreal
Phone Main 2628

Buyers and Sellers of

All Kinds of Grains and
Seeds

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

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.

WESTERN PROVINCES.

MANUFACTURERS :

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

G. B. Thompson & Co.

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

Trade Papers are
Pioneers of Busi-
ness Expansion

The Western Demand is Worth While

We can connect you with it

The facilities we possess for successfully handling your product is just what you require to get a grip on the Western Markets.

A post card to us now will bring you particulars of our service and our financial stability. It will interest you. Send to-day.

C. and J. JONES

Wholesale Commission Brokers and Importers

WINNIPEG

VANCOUVER

Mention This Paper When Writing Advertisers

To Manufacturers, Importers, Shippers, Packers:

Experience has taught Producers that success can be had only by securing the maximum business at the minimum cost.

For this purpose **PROPER REPRESENTATION** is essential.

For several years we have given satisfaction to all our Principals.

If you want to make use of our services, they are at your disposal.

Careful and proper attention is given all accounts we handle.

If you want to get a line on our selling ability, ask any of our principals. They will gladly furnish the information.

EFFICIENCY is our watchword.

No matter what your products are, if we undertake the marketing of them, it is because we know we will be successful.

Constant work, mingled with the necessary aggressiveness, is what we furnish.

Your account placed with us will have an opportunity to expand.

Some of our Agencies:

ROSENBERG BROS. & CO.
SAN FRANCISCO

Dried Fruits, Nuts, Beans,
Rice.

A. MENDLESON'S SONS
NEW YORK

Caustic Soda, Soda Ash,
Lye, Chloride Lime (Bleach)

TOKSTAD-BURGER CO.
NEW YORK

Foreign Canned Goods.

NORMANNA IMPORTING CO.
NEW YORK

Imported Table Delicacies.

O'LEARY & LEE - HALIFAX

Canned Lobster.

SUNLIT FRUIT CO.
SAN FRANCISCO

Canned Fruits, Vegetables,
Preserves and Specialties.

HICKMOTT CANNING CO.
ORWOOD, CAL.

Canned Asparagus.

FUJITA & CO.
KOBE, JAPAN

Nuts, Produce, Oils.

Trade and Bank References gladly furnished.

C. B. HART, Reg., Wholesale Grocery and Merchandise Brokers

489 ST. PAUL STREET WEST, MONTREAL, P.Q.

Man-Size Conversation

Something about Jones—The Test Question that Silenced Jennings—Where Jones gets the information that makes him listened to when he speaks.

AFTER the little group had finished their cigars, and were about to separate, each going his own way, Brown said to Smith: "Wasn't Jones great? And didn't he put it all over Know-It-All Jennings?"

It was just such a group of men as you see gathered every day round a luncheon table, or in the club lounge; and the theme of the conversation was likewise common enough—the present business situation, and the probable situation when Peace is made.

At first every man had opinions to declare, but most of all Jennings. Jones was, at the beginning, the silent one. But at a point when Jennings, with his usual cocksureness, was voicing some extravagant views, Jones rather jolted him by asking him, "What is your authority?" And Jennings didn't have authority—nothing more than opinions.

It was then that Jones began to talk, and his tactful, well-informed views and statements instantly commanded the attention of every man round the table; for every man was learning. Even Jennings had the grace to keep quiet, for he knew he was listening to a better-informed man.

Jones has a staggering question to put to men with opinions which they express boldly and confidently. It is: "What is your authority? Your opinions are no better than your information." The average man expressing opinions doesn't possess much solid information; he just "feels" that way.

Every man not an idler is interested in Business—first, in his own business; second, in the Nation's business. Whether he be a retailer in a country town; or a manufacturer; or a lawyer advising clients on investments; or a bond-dealer needing to know much about the many factors that affect prices; or a banker; or a private investor whose funds, invested or waiting investments, are his main source of income; he is interested in Business, and he needs information—the real stuff which is the basis of opinion.

Where can each get the kind and amount of information desired?

Let him get it where Jones gets much of his information—from **THE FINANCIAL POST OF CANADA**.

Jones does a good deal more than just pay \$3 to get this paper every Saturday; he *reads* it. To him the POST is the newspaper prized most of all. He sets aside a certain set time each week for reading it. It satisfies him

because its views are based on information, and information is the POST'S chief material.

The POST keeps Jones soundly and broadly informed about the business affairs of the country. He finds that the POST takes a business-like view of all questions; that it is not influenced by any political factions or "interests," that it tells the truth whether the readers like it or not. He knows that little of importance will occur in connection with the business of the country without enlightening information or comment appearing in the POST.

He gets the best-informed news about listed and other securities, in the POST:—Milling, Transportation, Pulp and Paper, Iron and Steel, Electrical Enterprises; and so on. This weekly Security News he finds is of an authoritative character—usually signed—prepared by specialists, who, from the nature of their daily work, are in intimate touch with the factors that affect prices, and with high-up or well-informed men who have *knowledge*. Jones finds no other paper in Canada attempting to give the service the POST does in relation to listed securities. Jones finds the POST'S editorial page stimulating. He enjoys the biographical stories of Big Men which appear in the POST. The article each week by Agnes Laut gives him information gathered by one of the best informed and highest paid writers in America. In short, for Jones the POST is a treasury of information about Business; and it is Business by which Jones earns his bread and butter and something more.

When Jones mingles with his fellow men, and Business is the Theme of Conversation, most men are willing to listen to him, because his opinions are based on sound and reliable information.

Now, what is the application of all this? It is that you, the reader of this advertisement, may also make yourself a well-informed man about *Business*—by reading **THE FINANCIAL POST**. The \$3 it costs per year is neither here nor there to the man who really wants to *know*—to have knowledge about matters and markets pertaining to his own business; and about the Country's business.

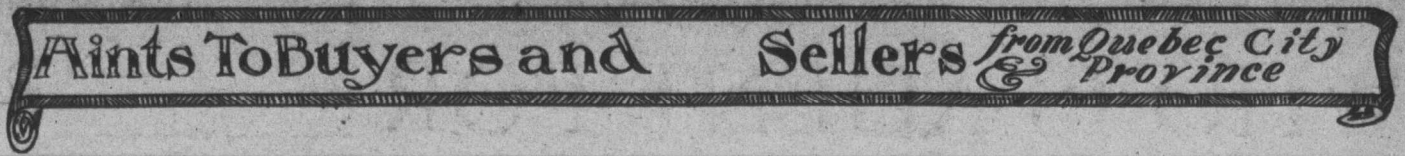
If you want your opinions to be well-informed; if you want a wide knowledge of Business; let the POST go to your home each Saturday. Sign the coupon below. Send no money now. Have the bill go forward in the usual way.

The Financial Post OF CANADA

The MacLean Publishing Co., Ltd.,
143-153 University Ave., Toronto.

Send me *The Financial Post*, for which I will pay \$3.00 per year on receipt of invoice.

Name..... Address.....



Quebec's Responsible Brokers

Our present excellent trade connection is the result of

25 YEARS OF EXPERIENCE

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 US FOR PARTICULARS

BEANS AND CORN A SPECIALTY

Manufacturers—if not represented here, please write to us—

Alfred T. Tanguay & Company

Commission Merchants and Brokers

91 DALHOUSIE STREET

QUEBEC CITY

BUCHANAN & AHERN

*Wholesale Commission Merchants
and Importers*

GROCERIES, FLOUR,
MILL-FEED, GRAIN, ETC.

20 ST. ANTOINE ST. (Cor. Dalhousie Street)

QUEBEC, QUE.

G. GAGNE

Brokers and
Commission Merchants

111 Mountain Hill QUEBEC

EUGENE PICHER

COMMISSION MERCHANT

Grain, Hay, Provisions
and

Fish Specialties

HERRING TURBOT CODFISH

CORRESPONDENCE SOLICITED

91 Dalhousie Street, Quebec

PROVISIONS, FLOUR
AND
GENERAL GROCERIES

R. F. CREAM & CO., LIMITED

Brokers and Commission Merchants

85 Dalhousie Street, QUEBEC

WHO IS AGENT FOR ?

Name and address of the Manufacturers' Agent or Broker given below the name of the firm or line they represent.

A

A. B. C. PACKING, LTD., Vancouver—Canned Salmon.
W. L. Mackenzie & Co., Winnipeg.
ACME VINEGAR CO., Winnipeg.
 Donald H. Bain Co., Winnipeg.
ALEXANDER MOLASSES CO., Cincinnati, U.S.A.—Canned Molasses.
H. P. Pennock & Co., Ltd., Winnipeg.
AMERICAN CONFECTIONERY SYNDICATE, New York—Buddy Buds.
F. D. Cockburn Co., Winnipeg.
AMERICAN PEANUT CORP., Norfolk, Va.—Donald H. Bain Co., Winnipeg.
ANDERSON & MICKIN, Vancouver—Salmon.
 Watson & Truesdale, Winnipeg.
ARBUCKLE BROS., New York—Green Coffees.
 Mason & Hickey, Winnipeg.
H. E. ARNHOLD, Canton, China—Cassia and Ginger.
Scott-Bathgate Co., Ltd., Winnipeg.
ASHCROFT WILKINSON CO., Chemicals—C. B. Hart, Reg., Montreal.
ATLANTIC SUGAR REFINERIES, Ltd., Montreal—Lantic Sugar and Syrup.
H. P. Pennock & Co., Ltd., Winnipeg.
AUNT JEMIMA MILLS CO., St. Joseph, Mo.—Pancake Flour.
W. L. Mackenzie & Co., Winnipeg.

B

B. T. BABBITT, Inc.,
 W. H. Dunn, Ltd., Montreal.
 Dunn & Hortop, Toronto.
BAILEY BROOM CO., Kingston, Ont.—Brooms.
 Mason & Hickey, Winnipeg.
BALLIS & CO., Messina, Italy—Sulphur Filberts.
 Scott-Bathgate Co., Ltd., Winnipeg.
BECKER, SHILLAN & CO., London, Eng.—Produce, Fruits, Chemicals, Oils.
 Stewart Menzies & Co., Toronto.
B. C. PACKERS ASSOC., Vancouver, B.C.—Clover Leaf Salmon.
 G. B. Thompson & Co., Winnipeg.
A. BOUTILIER & CO., Centreville, N.S.—Herring and Lobster.
 Geo. Adam & Co., Winnipeg.
JNO. BUCHANAN & BROS., LTD.,
 The Robt. Gillespie Co., Winnipeg.
BAR LE DUC JELLY,
 W. G. Patrick & Co., Ltd., Toronto.
C. J. BODLEY'S XMAS PUDDING,
 The Robt. Gillespie Co., Winnipeg.
BALMER, LAURIE & CO., Calcutta—Tea.
 C. & J. Jones, Winnipeg.
BOVRIL, LIMITED, Montreal—Bovril, Fluid Beef, Etc.
W. L. Mackenzie & Co., Winnipeg.
BATGER & CO., London—Candied Peels.
W. L. Mackenzie & Co., Winnipeg.
THE BOOTH FISHERIES CO. OF CANADA, LTD., St. Andrews, N.B.—Sardines and Canned Herring.
 Watson & Truesdale, Winnipeg.
BRITISH COLUMBIA SUGAR REFINING CO., LTD., Vancouver—Sugar, Rogers' Golden Syrup.
 Donald H. Bain Co., Winnipeg.
BRITISH COLUMBIA HOP CO., San Francisco—Hops.
 Donald H. Bain Co., Winnipeg.
BAKER, EDGAR & CO., Liverpool—Valencia Onions, Malaga Grapes.
 Donald H. Bain Co., Winnipeg.
BARNES' GRAPE JUICE,
 H. D. Marshall, Montreal.
BUCHANAN'S CONFECTIONERY,
 Maclure & Langley, Limited, Toronto.
BUCKS CONFECTIONERY,
 Maclure & Langley, Limited, Toronto.
BORDEN MILK CO., LIMITED,
 Wm. H. Dunn, Limited, Montreal.
 Dunn-Hortop, Limited, Toronto.
BENSDORP'S COCOA,
 Wm. H. Dunn, Ltd., Montreal.
B. & L. MFG. CO., Sherbrooke, Que.—Maple Leaf Dirt Chaser.
H. P. Pennock & Co., Ltd., Winnipeg.
BETZ & VAN HELST, Holland.
H. P. Pennock & Co., Ltd., Winnipeg.
BON AMI CO., New York—Bon Ami Cake and Powder.
 The H. L. Perry Co., Winnipeg.
BIRDLAND SOCIETY, London, Ont.—Cottam's Bird Seed and Gravel.
 The H. L. Perry Co., Winnipeg.
BORDEN MILK CO.—Condensed Milk, etc.
 Mason & Hickey, Winnipeg.
BRITISH COLUMBIA HOPS,
 A. P. Tippet & Co., Montreal.

C

CALIFORNIA CANNED FRUIT,
 W. G. Patrick & Co., Ltd., Toronto.
CALIFORNIA DIAMOND BRAND WALNUTS,
 A. P. Tippet & Co., Montreal.
CALIFORNIA FRUIT CANNERS' ASSOC., San Francisco—Del Monte Canned Goods.
 Mason & Hickey, Winnipeg.
CALIFORNIA FRUITS,
 A. P. Tippet & Co., Montreal.
CALIFORNIA PEACH GROWERS, INC.,
 Tomlinson & O'Brien, Winnipeg.
CALIFORNIA ASSOCIATED RAISIN CO.,
 Tomlinson & O'Brien, Winnipeg.
CAMP COFFEE ESSENCE,
 Rose & Laflamme, Montreal.
CAMPBELL'S SOUPS,
 Rose & Laflamme, Montreal.
JOS. CAMPBELL CO., Camden, N.J.—Campbell's Soups (sub-agency under Rose & Laflamme, Montreal).
 The H. L. Perry Co., Winnipeg.
CANADA NUT CO., Vancouver.
 Mason & Hickey, Winnipeg.
CANADA PRESERVING CO.,
 The Robt. Gillespie Co., Winnipeg.
CANADA STARCH CO.—Starch, Syrups, etc.
 Mason & Hickey, Winnipeg.
CARBOLOCENCE—Disinfectant Fluid.
 McClellan Import Co., Montreal.
CARTER, MACY & CO., Inc., New York—Teas.
 Watson & Truesdale, Winnipeg.
COX GELATINE,
 A. P. Tippet & Co., Montreal.
CRESCENT MFG. CO.—Mapleine.
 Mason & Hickey, Winnipeg.
DA COSTA & CO.—Barbados Molasses.
 West India Company, Montreal.
J. C. CARPENTER CO.—Preserved Texas Figs.
 W. G. Patrick & Co., Ltd., Toronto.
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CASTLE BROS., San Francisco—Dried Fruits.
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CRAWFORD, WM., & SONS, LTD., Liverpool—Biscuits.
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D

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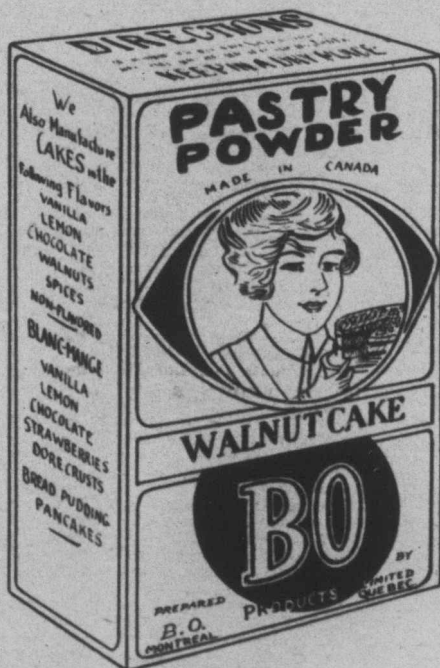
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Pour the contents of this box in a dish and add one tablespoonful of melted butter and enough milk to make a regular cake dough. Put immediately in the oven. This powder is prepared with the purest ingredients and will give you perfect results, economically and without trouble.

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MacLure & Langley, Ltd., Toronto.
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Donald H. Bain Co., Winnipeg.
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- LEA BROS.—Pickles.**
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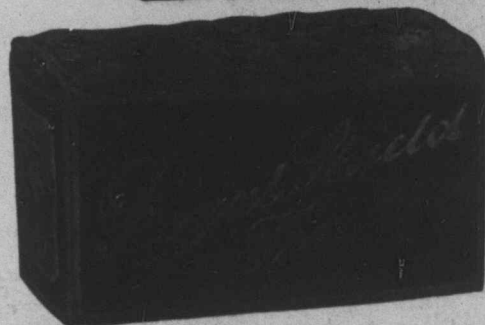
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P

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 Maclure & Langley, Ltd., Toronto.
PEANUT BUTTER.
W. G. Patrick & Co., Ltd., Toronto.
PINEAPPLE (Pono Sliced).
W. G. Patrick & Co., Ltd., Toronto.
PICKLES, H.P.
W. G. Patrick & Co., Ltd., Toronto.
PURINA WHOLE WHEAT FLOUR.
H. D. Marshall, Montreal.
PURINA FEEDS.
H. D. Marshall, Montreal.
PLANTERS' NUT & CHOCOLATE CO.—Peanuts.
G. B. Thompson & Co., Winnipeg.
PLYMOUTH MILLING CO.—Cornmeal, Rye Flour.
G. B. Thompson & Co., Winnipeg.
POTOMAC POULTRY FOOD CO.—Oyster Shells.
G. B. Thompson & Co., Winnipeg.
PHOENIX PACKING CO.—Raisins, Dried Fruits.
G. B. Thompson & Co., Winnipeg.
PROCTOR & GAMBLE CO.—Crisco, Soaps, etc.
 Mason & Hickey, Winnipeg.
PUGSLEY, DINGMAN & CO.—Comfort Soap, Ammonia Powder, Kleano Soap, Dingman's Ideal Blue, etc.
F. D. Cockburn, Winnipeg.
PREZ LOGANBERRY JUICE.
Donald H. Bain Co., Winnipeg (Wes. Canada).
Rose & Laflamme, Ltd., Montreal (Eas. Canada).
PATERSON, R., & SONS, Glasgow.—Camp Coffee.
W. L. Mackenzie & Co., Ltd., Winnipeg.
PIONEER LIVE STOCK PRODUCTS, London, Ont.—Bird Seed, Stock Foods.
Donald H. Bain Co., Winnipeg.
POSTUM CEREALS CO., Battle Creek, Mich.—Postum, Grape Nuts, Post Toasties, etc.
Donald H. Bain Co., Winnipeg.
J. L. PRESCOTT & CO., New York—Rising Sun Stove Polish, X-Ray Polish.
Donald H. Bain Co., Winnipeg.
QUAKER OATS CO., Saskatoon—Flour, Rolled Oats, Cereals.

Donald H. Bain Co., Winnipeg.
W. F. Elliot, Fort William, Ont.
RECKITTS, LIMITED—Blue, Polishes.
 Tomlinson & O'Brien, Winnipeg.
ROCHESTER CANDY WORKS, Rochester, N.Y.
 —Royal Dalcara Marshmallows.
F. D. Cockburn, Winnipeg.
WILLIAM ROGERS & CO., Denia, Spain—Valencia Raisins.
 Mason & Hickey, Winnipeg.
ROBERTSON BROS., LTD., Toronto—Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.
ROBERTSON, JAS., & SONS, Paisley, Scotland
 —Jams and Marmalades.
C. & J. Jones, Winnipeg.
ROWNTREE CO., York, Eng.—Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.
ROBERTSON'S SCOTCH SHORT-BREAD.
 Robt. Gillespie Co., Winnipeg.
REEDSBURG CANNING CO., Reedsburg, Wis.—Canned Goods.
The C. H. Grant Co., Winnipeg.
ROMAN MEAL CO., West Toronto.
 Tees & Perse, Ltd., Winnipeg.
RICE (Louisiana).
W. G. Patrick & Co., Ltd., Toronto.
RIPE OLIVES.
W. G. Patrick & Co., Ltd., Toronto.
A. RUPERT & CO., Portland, Ore.—Dried Fruits, etc.
C. & J. Jones, Winnipeg.
RALSTON WHEAT FOOD.
H. D. Marshall, Montreal.
RED WING GRAPE JUICE.
Dunn-Hortop, Limited, Toronto.
ROBIN HOOD MILLS, LIMITED.
Wm. H. Dunn, Limited, Montreal.
Dunn-Hortop, Limited, Toronto.
ROLA EGG POWDER.
Rose & Laflamme, Ltd., Montreal.
ROSE & LAFLAMME, LTD., Montreal—Grocery Sundries.
W. L. Mackenzie & Co., Ltd., Winnipeg.
ROBIN, JONES & WHITMAN, LTD., Lunenburg, N.S.—Dried Fish.
Watson & Truesdale, Winnipeg.
ROSENBERG BROS. & CO., San Francisco—Dried Fruits, Nuts.
Donald H. Bain Co., Winnipeg.
C. B. Hart, Reg., Montreal.

S

SANBACH, TINNE & CO., Liverpool, Eng.—Spices.
C. & J. Jones, Winnipeg.
SHELLED ALMONDS.
W. G. Patrick & Co., Ltd., Toronto.
ST. WILLIAMS PRESERVING CO., St. Williams, Ont.—Jams and Marmalades.
 Maclure & Langley, Ltd., Toronto.
 Robt. Gillespie Co., Winnipeg.
SEWARDS, LTD., Montreal—Toilet Soaps.
 Robt. Gillespie Co., Winnipeg.
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 Tees & Perse, Ltd., Winnipeg.
ST. LAWRENCE STARCH CO., LTD., Port Credit, Ont.
 Tees & Perse, Ltd., Winnipeg.
SNAP CO., LTD., Montreal.
 Tees & Perse, Ltd., Winnipeg.
SMITH BROS., LTD.—Fly Catchers.
 Robt. Gillespie Co., Winnipeg.
SOUTHERN MACARONI CO., New Orleans—Macaroni, etc.
W. L. Mackenzie & Co., Ltd., Winnipeg.
STANDARD IMPORTS LTD., Montreal—Twine, Hops, etc.
W. L. Mackenzie & Co., Ltd., Winnipeg.
STEVENS & CO., Vancouver—Tapioca, Sago, etc.
W. L. Mackenzie & Co., Ltd., Winnipeg.
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Wm. H. Dunn, Limited, Montreal.
Watson & Truesdale, Winnipeg.
SMITH & PROCTOR, Halifax—Bluenose Butter in tins.
Watson & Truesdale, Winnipeg.
SMITH, N. & M., Halifax—Herring in Barrels, etc.
Watson & Truesdale, Winnipeg.
STERLING CHOCOLATE CO., LTD., Montreal—Turkish Delight and Marshmallows.
Watson & Truesdale, Winnipeg.
SEALY, JNO., St. John, N.B.—Salt Fish.
Donald H. Bain Co., Winnipeg.
SCHLOSS MFG. CO., San Francisco—Golden State Jars.
Donald H. Bain Co., Winnipeg.
SAUNDERS, G. E., Milton, Ont.—Honey.
Donald H. Bain Co., Winnipeg.
SARDINES (Crossed Fish, Norway and Brandad Gemes, Portuguese).
W. G. Patrick & Co., Ltd., Toronto.
 Norwegian Brands: "Norse Crown," "Saga," "Oversea," "Samson," "Globe," "Duke," etc.
Stewart Mensies & Co., Toronto.
SALAD DRESSING (Yacht Club Brand).
W. G. Patrick & Co., Ltd., Toronto.
SARDINES (Norcanners).
 Maclure & Langley, Ltd., Toronto.

SABATER & CO., Reus, Spain—Tarragona Almonds, Filberts.
Scott-Bathgate Co., Ltd., Winnipeg.
SANBACH TINNE & CO.—Nuts, etc.
 West India Co., Limited, Montreal.
SANBACH PARKER & CO.—Sugars.
 West India Co., Limited, Montreal.
SEGGERMAN BROS., INC., New York—Rice.
 The H. L. Perry Co., Winnipeg.
SHURLY & DERRETT, LTD., Toronto—Ropes, Twines, Clothes Lines, Tennis Nets, etc.
F. D. Cockburn, Winnipeg.
WM. SYMINGTON & CO., Market Harborough, Eng.—Custard Powder, Soups, Pea Flour.
F. D. Cockburn, Winnipeg.
SUPERIOR HONEY CO.
 Robt. Gillespie Co., Winnipeg.
SUNLIT FRUIT CO.—Canned Fruits.
C. B. Hart, Reg., Montreal.
MRS. STEWART'S BLUING—Liquid Bluing.
G. B. Thompson & Co., Winnipeg.

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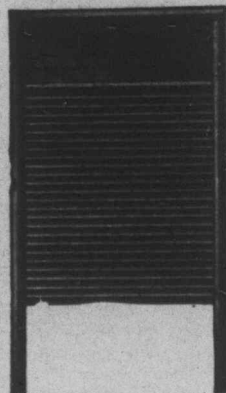
TECO PANCAKE MIXTURES.
H. D. Marshall, Montreal.
TAYLOR'S PEELS.
A. P. Tippet & Co., Montreal.
JOHN TAYLOR & CO., Toronto—Taylor's Borax Soap and Soap Powder, Infant's Delight Soap, Perfume, Cologne, Toilet Water and Talcum Powder.
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W. A. TAYLOR & CO., Winnipeg—Horse Radish, Relishes.
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THAMES CANNING CO., Thamesville, Ont.—Canned Goods.
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THE TURTLE MT. MILLING CO., Boissevain, Man.—Flour and Feed.
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 Robt. Gillespie Co., Winnipeg.
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 Tees & Perse, Ltd., Winnipeg.
TOFFEE (Mackintosh's).
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TETLEY TEA CO.—Tea.
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THISTLE BRAND CANNED FISH.
A. P. Tippet & Co., Montreal.
THORNTON & CO., Malaga, Spain—Blue Fruits and Almonds.
 Mason & Hickey, Winnipeg.
TORBITT & CASTLEMAN CO., Louisville, Ky.—Molasses and Syrup.
F. D. Cockburn, Winnipeg.
TOKSTED BURGER CO.—Imported Canned Goods.
C. B. Hart, Reg., Montreal.
THOMPSON'S SALTED PEANUTS.
G. B. Thompson & Co., Winnipeg.
TOBLER'S CHOCOLATES.
 Maclure & Langley, Ltd., Toronto.

U

UPTON'S JAMS (Quebec Province).
 Rose & Laflamme, Ltd., Montreal.
D. URQUHART, Hensall, Ont.—White Beans.
 Mason & Hickey, Winnipeg.
V
P. VENIERE, Montpellier, France—Cream of Tartar.
Scott-Bathgate Co., Ltd., Winnipeg.
W
A. W. WARD & CO., Vancouver—Canned Salmon.
C. & J. Jones, Winnipeg.
J. H. WETHEY, LTD.—Mince Meat, Jams, etc.
 Mason & Hickey, Winnipeg.
J. C. WHITNEY CO., Chicago and Japan—Japan Tea.
Scott-Bathgate Co., Ltd., Winnipeg.
FRED. J. WEST, Inc., New York—Coffee.
Scott-Bathgate Co., Ltd., Winnipeg.
WESTERN SALT CO., Courtwright, Ont.
 Tees & Perse, Ltd., Winnipeg.
WELSH RAREBIT ("Parity Cross" Brand).
W. G. Patrick & Co., Ltd., Toronto.
WEST INDIA CO.—Molasses, Nuts, etc.
H. P. Pennock & Co., Ltd., Winnipeg.
WENTWORTH ORCHARD CO., Hamilton—Compound Jam and Jelly Mince-meat.
 The H. L. Perry Co., Winnipeg.
WHITE, WM., & SONS, Glasgow—Clay Pipes, Bathbrick.
W. L. Mackenzie & Co., Ltd., Winnipeg.
WEST, TAYLOR, BICKLE & CO., LTD., Norwich—High Class Brooms.
Watson & Truesdale, Winnipeg.
WASHBURN-CROSBY CO., Minneapolis—Cornmeal, Rye Flour.
Donald H. Bain Co., Winnipeg.
WILLAMETTE VALLEY PRUNE ASSN., Salem, Ore.—Prunes, Dried Loganberries.
Donald H. Bain Co., Winnipeg.
WILSON, JAS., & SONS—Barley.
G. B. Thompson & Co., Winnipeg.
J. C. WILSON, Paper & Bag Mfrs.
W. F. Elliot, Fort William, Ont.

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the **NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD**



means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

HAMS

Cheaper than Bacon by ten cents a pound. How is it? Ask your customers and try our Boned Hams, Cooked Hams and Fresh Hams for Roasting.

F. W. FEARMAN CO.
LIMITED
HAMILTON

OUR LEADING LINES

COFFEES—Try our special values in Mochas, Javas, Maracibos, Rios, Santos, etc. Our Club Brand Coffees have won a reputation second to none.

SPICES—Book up now for the Xmas trade with a good stock of our high grade Prince of Wales Standard Spices. We stand behind the quality.

CORKS—We can supply your wants in all lines and sizes of corks for Bottles, Jars and Kegs.

CLUB HEALTH SALTS—A perfect pick-me-up and a sure trade-builder.

CLUB JELLY POWDERS—The jelly with the true fruit flavor, always in great demand.

Club Custard and Egg Powder

A great double value preparation. Makes the daintiest custard and completely takes the place of eggs for pies and all cake baking. YOUR customers want this. Are you displaying it?

Write for prices and large samples.

Headquarters for Icings, Extracts, Baking Powders, Cream of Tartar, Borax, Bicarbonate Soda, Etc.

S. H. EWING SONS, 98 King Street, MONTREAL

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

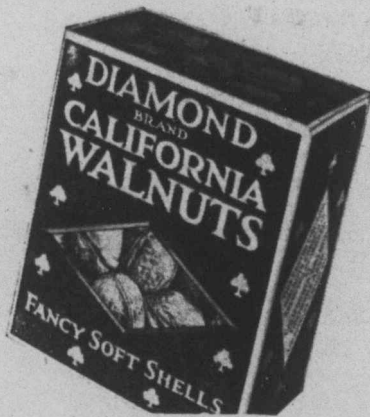
DIAMOND



BRAND

California Walnuts

are rich, full-meated tested nuts from California groves, which produce the best walnuts in the world.



Attractive packages containing 16 oz. net. Also sold in 100 lb. bags.

Your jobber can supply you.

Specify
DIAMOND BRAND

**California Walnut Growers
Association**

CANADIAN AGENTS:

Arthur P. Tippet & Co., Montreal, Toronto
 Jos. E. Huxley & Co. - - - Winnipeg
 Ariss, Campbell & Gault - - - Vancouver

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER ROYAL BAKING POWDER

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

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

DOMINION CANNERS, LTD.

JAMS

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

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.....	0 17½
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, ½-lb. tins, doz....	2.45
Perfection, ¼-lb. tins, doz....	1.35
Perfection, 10c size, doz....	.98
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90	
Sweet Chocolate— Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box.....	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
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 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes 0 42	
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.....	0 39
Lunch bars, 5-lb. boxes.....	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box. 0 95	
Nut milk chocolate ½'s, 6 lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake. 0 75	
Almond nut bars, 24 bars, per box	0 90

ROYAL BAKING POWDER

Pleases Customers

Millions of families
Use ROYAL
exclusively and
always find
it satisfactory



Pays Grocers

Thousands of grocers
Sell ROYAL
steadily and never
find it
dead stock

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder

Made in Canada

Contains No Alum

Let Canadian Grocer—the paper most interested in your business—help you in your Want Ad. Problems.

Its circulation is among Business Men, interested in the same way as you are. Consequently, any replies you received would be earnest enquiries after business. You would thus eliminate the curious.

Use the Want Ad. Page of Canadian Grocer frequently to fill your needs. It will pay you.

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

ADVERTISING to be successful does not necessarily have to produce a basketful of inquiries every day.

The best advertising is the kind that leaves an indelible, ineffaceable impression of the goods advertised on the minds of the greatest possible number of probable buyers, present and future.

An Extra \$5 or \$10 Every Week

Quite a bit extra, isn't it? Would you like to have that much coming to you regularly every week, entirely in addition to your weekly pay envelope? Of course you would.

Well now, write us and we will be glad to send you full particulars of our plan—the very same proposition that has proven so successful with hundreds of our representatives. You can read it and apply it right in your own home district. Your spare time is all that's needed. Write us to-day,—next week you'll be earning more money.

The MacLean Publishing Co.,
LIMITED
143-153 University Ave.
TORONTO - CANADA

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

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

YUBA BRAND

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

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...\$8 25
Reindeer Brand, each 48 cans 7 95
Silver Cow, each 48 cans... 7 40
Gold Seal, Purity, each 48 cans 7 25
Mayflower Brand, each 48 cans 7 25
Challenge, Clover Brand, each 48 cans 6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans 6 15
Jersey Brand, Hotel, each 24 cans 6 15
Peerless Brand, Hotel, each 24 cans 6 15
St. Charles Brand, Tall, each 48 cans 6 25
Jersey Brand, Tall, each 48 cans 6 25
Peerless Brand, Tall, each 48 cans 6 25
St. Charles Brand, Family, each 48 cans 5 50
Jersey Brand, Family, each 48 cans 5 50
Peerless Brand, Family, each 48 cans 5 50
St. Charles Brand, small, each 48 cans 2 00
Jersey Brand, small, each 48 cans 2 00
Peerless Brand, small, each 48 cans 2 00

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans 5 50
Reindeer Brand, "Small," each 48 cans 5 80
Regal Brand, each 24 cans.. 5 20
Cocoa, Reindeer Brand, large, each 24 cans 5 50
Reindeer Brand, small, 48 cans 5 20

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. 1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 25

W. CLARK, LIMITED

MONTREAL

Assorted meats, 1s, *\$4.25.
Compressed Corn Beef—½s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.
Lunch Ham—1s, *\$4.25; 2s, \$9.
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.
English Brawn—2s, \$8.
Boneless Pigs' Feet—1s, \$8.
Roast Beef—½s, \$2.90; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.
Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.
Jellied Veal—½s, \$2.90; 1s, \$4.25; 2s, \$9.
Corned Beef Hash—½s, \$2.
Beefsteak and Onions—½s, \$2.90; 1s, \$4.25; 2s, \$9.

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, ½s, \$2; 1s, \$3.50; 2s, \$8.
Lamba' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, ¼s, ½s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, ½s, \$1.95.

Ham and Veal, ½s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 55c; ½s, \$1.80.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, ½s, \$3.75; 1s, \$7; 1½s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1½s, \$13; 2s, \$15.

Mince meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$5.25; 5s, \$9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14¼c lb.
In Glass, 1s, \$3.

Clark's Peanut Butter—Glass Jar, ¼, \$1.22; ½, \$1.70; 1, \$2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

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

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

Pork and Beans, Chill, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
Individuals, 95c.

Tomato Sauce, 1½s, \$1.85; Chill Sauce, 1½s, \$1.85; Plain Sauce, 1½s, \$1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.

Spaghetti with Tomato and Cheese, ½s, \$1.80, 1s, \$1.75; 3s, \$2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.

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

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., ¼-lb. \$ 1 85
D. S. F., ½-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., ¼-lb. 1 15

Per jar
Durham, 4-lb. jar, each..... 1 30
Durham, 1-lb. jar, each..... 0 37

JELL-O

GENESEE PURE FOOD CO.

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

JELL-O ICE CREAM POWDERS

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

Northern Ontario Trade Apples

Nova Scotia, Wealthys, Kings, Blenheims, Ribstons, now in full swing. Baldwins, Starks, Russets, Wagners and best winter varieties should be moving this week. British Columbia (Boxes), McIntosh Reds and Jonathans. Fancy stock. Washington (Boxes), Rome Beauties and Jonathans. Cars now in transit.

Crab Apples

B.C. Fancy Hyslops in Boxes.

Cranberries

Hf. Bbl. Boxes.

Sweet Potatoes

Fancy Jerseys in Hampers.

California Pears and Fancy Emperor Grapes. Vegetables—We specialize in mixed cars for winter storage. Get our prices.

DUNCANS, LIMITED

North Bay, Sudbury, Cobalt, Timmins

EXTRA FANCY CALIFORNIA

Red Emperor Grapes
In Kegs, packed in cork sawdust.

FLORIDA GRAPE FRUIT

(All Sizes)

Cape Cod Cranberries
(Bbls. and Boxes)

Washington and Nova Scotia
APPLES

Best Varieties, Boxes and Barrels.

The House of Quality

HUGH WALKER & SON

Established 1861

GUELPH, ONT.

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

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

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

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

“St. Nicholas”
“Queen City”
“Kicking”

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

QUEBEC—Continued

Oats—Peas—Beans—Etc.

Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

H. D. MARSHALL

Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Kindly
Mention
This Paper
When
Writing
Advertisers

The Christmas Window Contest

EVERY year Canadian Grocer has conducted a Christmas Window Contest, and has found that this contest has aroused no little interest. If in the past you have been helped by some of these successful windows, as they have appeared from time to time in these pages, is it not your part to pass this assistance along?

You will be decorating your windows as usual this Christmas. They will probably be the best windows that you have dressed during the year. Enter them in the contest. You will find a stimulating interest in rubbing shoulders with other contestants.

Help us to make this the biggest and best contest ever held.

Don't Be a Trail
Follower
Be a Trail Breaker

You have some new and untried ideas that you think are good. Try them in this window. Don't follow the beaten track. Put a new idea across. You can't do that if you follow the trail.

Try what your ingenuity, and artistic taste will do. Make the best window you are capable of, and above all things, pass it along. That is the idea of this contest. Help us to make it a success.

Conditions of the contest are: The window must be decorated with Christmas lines. Have the window photographed; about 10' x 7' is the best size. Have the photo as near this size as possible—not necessary to mount it. Mail copy to this office accompanied by a description of the window.

This Contest closes January 4, 1917. Be sure and have your entries in by that date.

The basis of judgment will be:

Selling Power, Attractiveness and Novelty.

PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

THE PRIZES

Towns and Cities Over 10,000 Population

1st Prize	\$5.00
2nd Prize	3.00
3rd Prize	2.00

Centres Under 10,000 Population

1st Prize	\$5.00
2nd Prize	3.00
3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
143-153 UNIVERSITY AVENUE TORONTO

ADVANCE—OR RETIRE?

there's no standing still in business

It's lines like H. P. SAUCE that make for progress.
Good Value, Good Profit and Good Advertising—some of you are
doing great things through H. P. SAUCE. Now, how about you?

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



Augustins Vichy Water

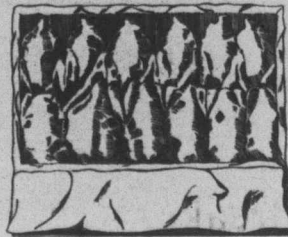
Sparkling and Effervescent

Recommended by Doctors

French Essence Co.

45 Carriere Street Montreal

AGENTS WANTED



Let us buy for you

Roasting Chickens

Boiling Chickens

Ducks

Geese

Turkeys

Fresh Eggs

Creamery Butter

Tell us over the 'phone or in a letter just what you want in Fancy Dressed Poultry, and we'll get it for you quickly. We have made a study of how, when and where to buy, and can give you prices, quality and service that you cannot obtain yourself. If you want the best Poultry at the best prices, get in touch with us. Write to-day. Ask also for quotations on Fresh Eggs and Creamery Butter.

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

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

HOP MALT COMPANY

Dept. S. 85 James St. N., Hamilton

C. A. MANN & COMPANY

PHONE 1577

78 King Street

::

London, Canada



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

"WHO MAKES ?"

A Directory of Lines Made by Advertisers. Compiled from information furnished by these firms for the use of Readers of THE CANADIAN GROCER.

Notice to Readers:—To find who makes the grocery line you want, look under the heading for that class of goods. In most cases the brand name is given as well as the firm name and address of the manufacturer. If the line you want is not listed in this directory, write The Canadian Grocer, and our Service Department will try to get the information for you.

See directory of store equipment advertisers for lines of equipment and fixtures on page 34. That directory faces Equipment Section in this issue.

- ANTI-DUST**
Sapho Mfg. Co., Montreal.
- AMMONIA, LIQUID**
Sapho Mfg. Co., Montreal.
- AMMONIA POWDER**
Bull Dog Ammonia Powder—
John B. Paine Co., Ltd., Winnipeg & Toronto.
Matchless Ammonia Powder—
Keenleyside Oil Co., London, Ont.
- APPLE BARREL PADS**
Thompson & Norris Co., Niagara Falls, Ont.
- AUTOMOBILE POLISH**
O-Cedar Polish—
Channell Chemical Co., Toronto.
- BACON**
Premium Bacon—
Swift Canadian Co., Toronto.
Star Brand Bacon—
F. W. Fearman Co., Hamilton.
- BAGS, PAPER**
Specialty Bag Co., Toronto.
Walter Woods & Co., Hamilton.
- BAKED BEANS**
H. J. Heinz Co., Leamington.
- BAKING POWDERS**
Boves Baking Powder (bulk)—
The Boves Co., Ltd., Toronto.
White Star Baking Powder—
Macdonald-Chapman, Ltd., Winnipeg
Royal Shield Baking Powder—
Campbell Bros. & Wilson, Winnipeg.
Royal Baking Powder Co., New York.
White Swan Spice & Cereals, Ltd., Toronto.
S. H. Ewing Sons, Montreal.
- BAKING SODA**
White Star Baking Soda—
Macdonald-Chapman, Ltd., Winnipeg.
Cow Brand Baking Soda—
Church & Dwight, Montreal.
- BARLEYS**
Scotch Pearl Barley—
Quaker Oats Co., Peterborough, Ont.
Morrow & Co., Toronto.
- BARRELLED PORK AND BEEF**
Swift's Barrelled Pork and Beef—
Swift Canadian Company, Toronto.
- BOND CROWN CORKS**
S. H. Ewing Sons, Montreal.
- BARREL COVERS**
The E. B. Eddy Co., Hull, Canada.
- BASKETS**
Walter Woods & Co., Hamilton.
- BEEFSTEAK AND ONIONS**
Clark's Beefsteak and Onions—
W. Clark, Limited, Montreal.
- BEEF LOAF**
W. Clark, Limited, Montreal.
F. W. Fearman Co., Ltd., Hamilton.
- BISCUITS**
Charbonneau, Ltd., Montreal.
McCormick's Biscuits—
McCormick Mfg. Co., London, Ont.
- BI-CARB-SODA**
White Swan Spices & Cereals, Ltd., Toronto.
- BLEACHING POWDER**
Windsor Brand Bleaching Powder—
Canadian Salt Co., Windsor, Ont.
Sapho Mfg. Co., Montreal.
- BLUE**
Keens & Colmans Blue.
Magor, Son & Co., Montreal.
Ocean Blue—
Hargreaves (Canada) Ltd., Toronto.
Bull Dog Blue—
John B. Paine Co., Ltd., Winnipeg & Toronto
- BLUEBERRIES**
Shaw & Ellis, Pocologan, N.B.
- BLUEING, LIQUID**
John B. Paine Co., Ltd., Winnipeg & Toronto.
- BOOK COVERS**
The E. B. Eddy Co., Hull, Canada.
- BONELESS CHICKEN**
Clark's Boneless Chicken—
W. Clark, Limited, Montreal.
- BONELESS AND PREPARED FISH**
D. Hatton Co., Montreal.
- BORAX**
White Star Borax—
Macdonald-Chapman, Ltd., Winnipeg.
Royal Shield Borax—
Campbell Bros. & Wilson, Winnipeg.
S. H. Ewing Sons, Montreal.
White Swan Spices & Cereals, Ltd., Toronto.
- BOX STRAPPINGS**
J. E. Beauchamp & Co., Montreal.
- BRASS POLISH**
Sapho Mfg. Co., Montreal.
- BREAD PLATES**
Cane's Bread Plates—
Wm. Cane, Sons & Co., Newmarket, Ont.
- BREAKFAST FOODS**
Morrow's Rolled Wheat
Morrow's Rolled Oats—
Morrow & Co., Toronto.
Kellogg's Toasted Corn Flakes—
Battle Creek Toasted Corn Flake Co., London.
Petitjohn's Breakfast Food
Quaker Cracked Wheat
Quaker Farina
Quaker Oats
Quaker Puffed Rice
Quaker Toasted Corn Flakes
Tillson's Oats
Victor Rolled Wheat—
Quaker Oats Co., Peterborough, Ont.
Krumbles and Dominion Corn Flakes—
W. K. Kellogg Cereal Co., Toronto.
Shredded Wheat Biscuit
Shredded Wheat Triscuit—
Can. Shredded Wheat Co., Niagara Falls, Ont.
Ralston Wheat Food—
Chisholm Milling Co., Toronto.
Purity Rolled Oats—
Western Canada Flour Mills Co., Ltd., Toronto
- BROOMS**
Keystone Brand Brooms
Nugget Brand Brooms
Jubilee Brooms
Metal Cased Brooms—
Stevens-Hepner Co., Port Elgin, Ont.
Primus Brand Corn Brooms—
L. Chaput Fils & Cie., Montreal.
Tiger Brand Brooms—
Walter Woods & Co., Hamilton, Ont.
Megantic Broom Co., Lake Megantic, Que.
- BRUSHES**
Keystone Brand Brushes—
Stevens-Hepner Co., Port Elgin, Ont.
Walter Woods & Co., Hamilton.
- BUCKWHEAT FLOUR**
Morrow & Co., Toronto.
- BUCKWHEAT GRITS**
Morrow & Co., Toronto.
- BUTTER**
Boves Butter—
The Boves Co., Limited, Toronto.
F. W. Fearman Co., Ltd., Hamilton.
Brookfield Creamery Butter—
Swift Canadian Co., Toronto.
Blue Nose Table Butter—
Smith & Proctor, Halifax, N.S.
- BUTTER MOULDS**
Cane's Acme Butter Moulds—
Wm. Cane, Sons & Co., Newmarket, Ont.
- BUTTER WRAPS**
Walter Woods & Co., Hamilton.
- BUTTER CROCKS**
Toronto Pottery Co., Ltd., Toronto.
- CANS, TIN**
A. R. Whittal Can Co., Montreal.
- CAKES IN PACKAGES**
C. J. Bodley, Toronto.
Stuart Co., Ltd., Montreal, Que.
- CAKE ICINGS**
White Swan Cake Icing—
White Swan Spices & Cereals, Ltd., Toronto.
- CANDY**
Robert Gillespie & Co., Winnipeg.
Stuart Co., Ltd., Montreal, Que.
Charbonneau, Ltd., Montreal.
- CANNED FISH**
Brunswick Brand Clams.
Brunswick Brand Finnan Haddies
Brunswick Brand Kipper Herring
Brunswick Brand Herring in Tomato Sauce
Brunswick Brand Oil Sardines—
Connors Bros., Ltd., Black's Harbor, N.B.
D. Hatton Co., Montreal.
G. A. Shand, Lockeport, N.S.
- CANNED LOBSTERS**
Connors Bros., Ltd., Black's Harbor, N.B.
- CANNED FRUITS**
Dominion Cannery, Hamilton, Ont.
Primus Brand Canned Fruits—
L. Chaput Fils & Cie., Montreal.
E. D. Smith & Son, Ltd., Winona.
- CANNED MEATS**
Societe S.P.A., Montreal.
- CANNED SALMON**
B. C. Packers' Ass'n, Vancouver.
Primus Brand Canned Salmon—
L. Chaput Fils & Cie., Montreal.
- CANNED VEGETABLES**
E. D. Smith & Son, Ltd., Winona, Ont.
Primus Brand Canned Vegetables—
L. Chaput Fils & Cie., Montreal.
- CARAMELS**
Stuart Co., Ltd., Montreal, Que.
- CARTON FILLERS**
Trent Mfg. Co., Ltd., Trenton, Ont.
- CASE FILLERS**
Trent Mfg. Co., Ltd., Trenton, Ont.
- CASINGS**
Swift Canadian Company, Toronto.
- CASCO POTATO FLOUR**
Canada Starch Co., Ltd., Montreal.
- CAUSTIC SODA**
Windsor Brand Caustic Soda—
Canada Salt Co., Windsor, Ont.
- CATTLE FEEDS**
Chisholm Milling Co., Ltd., Toronto.
- CATSUP**
H. J. Heinz Co., Leamington.
Canada Brand Catsup.
Sterling Brand Catsup
Special Catsup—
T. A. Lytle Co., Toronto.
E. D. S. Catsup—
E. D. Smith & Son, Winona, Ont.
Clark's Tomato Ketchup—
W. Clark, Limited, Montreal.
Taylor & Pringle Co., Ltd. Owen Sound.
- CELULAR CASES**
Thompson & Norris Co., Niagara Falls, Ont.
- CELERY PEPPER**
S. H. Ewing Sons, Montreal.
- CEREALS**
Biscuit Flour
Buckwheat Flour
Diet Flour
Health Flour
King's Food
Pancake Flour
Wheat Flakes
Wheat Kernels—
White Swan Spices & Cereal Co., Toronto.
Chisholm Milling Co., Toronto.
Battle Creek Toasted Corn Flake Co., London.
Quaker Oats Co., Peterborough and Saskatoon.
Western Canada Flour Mills, Winnipeg and
Toronto.
- CIGARS**
Pathfinder—
Harper-Presnail Co., Hamilton, Ont.
Lord Tennyson
Grand Master
Promoter
Perfection
Davis' Panetelas
Nobleman
La Plaza
Boite Nature, Coronas
Boite Nature, Invincibles
Mauricio—
S. Davis & Sons, Montreal.
- CHEESE**
F. W. Fearman Co., Ltd., Hamilton.
Swift's Brookfield Cheese—
Swift Canadian Company, Toronto.
- CHICKEN SOUPS**
Chateau Brand Chicken Soup
Chateau Brand Chicken Soup Assorted—
W. Clark, Limited, Montreal.
- CHEWING GUM**
Canadian Chicle Co., Peterborough.
O-Pee-Chee Gum Co., London, Ont.
- CHILI SAUCE**
H. J. Heinz Co., Leamington.
- CHOCOLATE**
The Stuart Co., Ltd., Montreal.
Baker's Caracas Sweet Chocolate
Baker's Premium No. 1 Chocolate—
Walter Baker & Co., Montreal.
Cowan Co., Toronto.
- CHOCOLATTA**
Nutrient Food Co., Toronto.
- CHOCOLATES**
Moir's XXX Chocolates—
Moir's, Limited, Halifax, N.S.
Charbonneau, Ltd., Montreal.
- CHRISTMAS PUDDING**
Stuart Co., Ltd., Montreal, Que.

Do you need supplies of Fish and Fruit? We supply the kind that sells

FRUITS

Don't take needless chances on the prompt delivery of your goods. Deal with the house that's all ready to give you prompt, satisfactory shipments.

You'll find our lines particularly customer-pleasing. We supply the very best obtainable. Here's a partial list:

GRAPE FRUIT — Florida and Jamaica.

ORANGES—Valencia and Jamaica.
CRANBERRIES—Cape Cod, Early Black and Late Varieties.

APPLES—Kings, Gravensteins and Boxed Apples.

LEMONS—Verdillis, New Messinas and Californias.

BANANAS—

GRAPES—California Emperors in Kegs, also Malagas.

Local Fruits, Celery, Onions, and a splendid variety of Nuts, Dates and Figs.

Send in your orders now.

FISH

You'll find it good business to feature fish just now. The Food Controller will help you sell. The demand is growing, and every good grocer should profit by it.

We can supply you with an excellent grade of fish.

Here are a few of the lines we offer:

SMOKED FISH: Finnan Haddie, Chicken Haddie, Fillets, Kippers and Bloaters, Boneless Digbys.

FRESH CAUGHT VARIETIES: Halibut, Steak Cod, Market Cod, Haddock, Trout, White Fish, Lake Herring.

FANCY FROZEN VARIETIES: Halibut, Chinook Salmon, Cohoe, Qualla, Mackerel, Sea Herring, White Fish, Steak Cod, Market Cod and Haddock.

SALT AND PICKLED FISH.

LONG ISLAND NATIVE OYSTERS.

Order early. These lines are the kind that will sell.

*When you sell White & Co's Fish and Fruits
your most particular customer will be satisfied.*

WHITE & COMPANY, LIMITED

Coroner Church and Front Streets
TORONTO, ONTARIO

Branch at Hamilton

PHONE:
Fruit Dept.
Main 6565

PHONE
Fish Dept.
Main 6567

Weekly Price List mailed regularly to any responsible dealer.

CHOCOLATES, MILITARY

Robert Gillespie & Co., Winnipeg.

CIDER

Taylor-Pringle Co., Ltd., Owen Sound.

CIGARETTES

Player's Navy Cut Cigarettes
 Richmond Straight Cut Cigarettes
 Gold Crest Cigarettes
 Mogul Cigarettes
 Murad Cigarettes
 Pall Mall Cigarettes—
 Imperial Tobacco Co., Montreal.

CLAMS

Indian Chief Brand—
 Shaw & Ellis, Pocologan, N.B.

CHEMICAL WARE

Toronto Pottery Co., Ltd., Toronto.

CLEANSERS

Babbitt's Cleanser—
 B. T. Babbitt Co., New York, N.Y.
 Maple Leaf Dirt Cleanser—
 B. & L. Mfg. Co., Sherbrooke.
 Panshine Kitchen Magic Cleanser—
 Lever Brothers, Limited, Toronto.

CHLORIDE OF LIME

John B. Paine Co., Ltd., Winnipeg & Toronto.

CLOSET CLEANSER

Sani-Flush Closet Cleaner—
 Hygienic Products Co., Canton, Ohio.

CLOTHES LINE PULLEYS

Megantic Broom Mfg. Co., Lake Megantic, Que.

CLOTHES PINS

Cane's First Quality Clothes Pins—
 Wm. Cane, Sons & Co., Newmarket, Ont.
 Megantic Broom Co., Lake Megantic, Que.

COCOAS

Baker's Breakfast Cocoa—
 Walter Baker & Co., Montreal.
 Borden's Condensed Cocoa
 Borden's Cocoa, with milk and sugar—
 Borden Milk Co., Montreal.
 Perfection Cocoa—
 Cowan Co., Toronto.

COFFEES

S. H. Ewing Sons, Montreal.
 White Star Coffee—
 Macdonald-Chapman, Ltd., Winnipeg.
 Granger & Co., Buffalo, N.Y.
 Thistle Brand
 Boquet Brand—
 Kearney Bros., Montreal.
 Royal Shield Coffee
 Campbell Bros. & Wilson, Winnipeg.
 White Swan Spice & Cereals, Ltd., Toronto.

COFFEE, CONDENSED

Borden's Condensed Coffee
 Borden's with milk and sugar—
 Borden Milk Co., Montreal.
 St. George Brand Coffee—
 Malcolm Condensing Co., St. George, Ont.

COFFEE, REFINED

G. Washington's Refined Coffee—
 G. Washington Sales Co., New York.

CLAMS, CANNED

Indian Chief Brand—
 Shaw & Ellis, Pocologan, N.B.

COCOANUT

White Star Unsweetened Cocoanut—
 Macdonald-Chapman, Ltd., Winnipeg.

COCOANUT, BULK OR PACKAGES

E. B. Thompson, Toronto.

COLLAPSIBLE TUBES

Betts & Co., Ltd., London, Eng.

CONDENSED MILK

Canadian Milk Products Co., Toronto.
 Banner Condensed Milk
 Princess Condensed Milk—
 Malcolm Condensing Co., St. George, Ont.
 Borden's Condensed Milk—
 Borden Milk Co., Montreal.

CONDIMENTS

H. J. Heinz Co., Leamington.

CONFECTIONERY

Charbonneau, Ltd., Montreal.
 Robt. Gillespie & Co., Winnipeg.
 Moirs Limited, Halifax, N.S.
 McCormick Biscuit Co., London, Ont.
 Tomlinson & O'Brien, Winnipeg.

CONFECTIONERS' SUPPLIES

Borden Milk Co., Montreal.

COOKED MEATS

Harris Abattoir Co., West Toronto.
 Swift Canadian Company, Toronto.

CORKS

S. H. Ewing Sons, Montreal.

CORNER BEEF

Clark's Corned Beef—
 W. Clark Limited, Montreal.

CORN FLAKES

Battle Creek Toasted Corn Flake Co., London.
 Kellogg Cereal Co., Toronto.
 Quaker Oats Co., Peterboro.

CORN MEAL

Buckeye Pure Gold Cornmeal.
 Quaker Best Yellow Cornmeal—
 Quaker Oats Co., Peterborough, Ont.
 Morrow & Co., Toronto.

CORN SYRUP

Edwardsburg—
 Canada Starch Co., Montreal.

CORRUGATED BOTTLE WRAPPERS

Thompson & Norris Co., Niagara Falls.

CORRUGATED PAPER (Rolls)

Thompson & Norris Co., Niagara Falls.

CORRUGATED BOARD (Sheets)

Thompson & Norris Co., Niagara Falls.

CORRUGATED FLATS

Trent Mfg. Co., Ltd., Trenton.

CREAM OF TARTAR

White Star Cream of Tartar—
 Macdonald-Chapman, Ltd., Winnipeg.
 Royal Shield Cream of Tartar—
 Campbell Bros. & Wilson, Winnipeg.
 White Swan Spice & Cereals, Ltd., Toronto.
 S. H. Ewing Sons, Montreal.

CREAM OF TARTAR (Substitutes)

S. H. Ewing Sons, Montreal.

CUSPIDORS

The E. B. Eddy Co., Hull, Canada.

CUSHION FILLERS

Trent Mfg. Co., Ltd., Trenton.

CROCKERY

Toronto Pottery Co., Ltd., Toronto.

CURRENTS

Royal Shield Cleaned Currants—
 Campbell Bros. & Wilson, Winnipeg.

CUSTARD POWDER

S. H. Ewing, Montreal.
 Sutcliffe & Bingham Co.
 Maclure & Langley, Toronto.

DEVILLED TONGUE

Societe S.P.A., Montreal.

DISINFECTANTS

Sapho Mfg. Co., Montreal.

DISTILLED WATER

E. L. Drewry, Ltd., Winnipeg.

DOG FOODS

Spratt's Dog Cakes
 Spratt's Puppy Biscuits—
 Spratt's Patent Ltd., London, Eng.

DRESSED HOGS

Harris Abattoir Co., Toronto.
 Swift Canadian Co., Ltd., Toronto.

DRUG SUNDRIES

S. H. Ewing Sons, Montreal.

DRY SALTED MEATS

Swift Canadian Co., Ltd., Toronto

DUSTERS

O-Cedar Dusters—
 Channell Chemical Co., Toronto.

DUSTING CLOTHS

O-Cedar Dusting Cloth—
 Channell Chemical Co., Toronto.

DUSTING MOPS

O-Cedar Dusting Mops—
 Channell Chemical Co., Toronto.

DYES

Sunset Soap Dye.
 Sunset Soap Dye Co., care Harold F. Ritchie
 Co., Toronto.

EARTHENWARE

Toronto Pottery Co., Ltd., Toronto

EGGS

Bowes Eggs—
 The Bowes Co., Ltd., Toronto.
 Harris Abattoir Co., Toronto.
 Swift's Brookfield Eggs—
 Swift Canadian Co., Toronto.

EGG CARRIERS

Walter Woods & Co., Hamilton.
 Star Egg Carrier and Tray Mfg. Co., Roches-
 ter, N.Y.

EGG CRATES

Cane's Egg Crates—
 Wm. Cane, Sons & Co., Newmarket, Ont.

EPSOM SALTS

Royal Shield Epsom Salts—
 Campbell Bros. & Wilson, Winnipeg.

ENGLISH BRAWN

W. Clark Limited, Montreal.

ESSENTIAL OILS

E. B. Thompson, Toronto.

EVAPORATED MILK

Borden's Evaporated Milk—
 Borden Milk Co., Montreal.
 St. George Evaporated Milk—
 Malcolm Condensing Co., St. George, Ont.

EGG POWDER

S. H. Ewing Sons, Montreal.

EXTRACTS

Bowes Extracts (bulk)—
 The Bowes Co., Ltd., Toronto.
 Royal Extracts—
 Horton-Cato Co., Windsor, Ont.
 Shirriff's Flavoring Extracts—
 Imperial Extract Co., Toronto.
 Sterling Brand Flavoring Extracts—
 T. A. Lytle Co., Toronto.
 White Star Extracts—
 Macdonald-Chapman, Ltd., Winnipeg.
 British Extract
 Royal Shield Extracts—
 Campbell Bros. & Wilson, Winnipeg.
 Sherer-Gillett Co., Guelph, Ont.
 E. B. Thompson, Toronto.
 White Swan Spices & Cereals, Ltd., Toronto.
 Pure Gold, Mfg. Co., Toronto.
 S. H. Ewing Sons, Montreal.

FANCY MEATS

Swift's Fancy Meats—
 Swift Canadian Co., Toronto.

FEED

Banner Feed
 Schumacher's Stock Feed.
 Victor Feed—
 Quaker Oats Co., Peterborough, Ont.

FIRE BRICK

Toronto Pottery Co., Ltd., Toronto.

FISH, FRESH, FROZEN, ETC.

J. Bowman & Co., Toronto.
 D. Hatton Co., Montreal.
 Swift Canadian Co., Toronto.
 White & Co., Toronto.

FLOOR POLISH

O-Cedar Polish—
 Channell Chemical Co., Toronto.

FLOOR OIL

Sapho Mfg. Co., Montreal.

FLOOR WAX

Linoleo Floor Wax—
 Hargreaves (Canada) Limited, Toronto.

FLOUR

Five Roses Flour—
 Lake of the Woods Milling Co., Montreal.
 Purity Flour—
 Western Canada Flour Mills Co., Ltd., Head
 Office, Toronto.

Purina Whole Wheat Flour—

Chisholm Milling Co., Toronto.

McLeod's Special Flour**Our Chief Flour—**

McLeod Milling Co., Stratford, Ont.

Morrow's Graham Flour—

Morrow & Co., Toronto.

Quaker Graham Flour**Quaker Manitoba Patent Flour—**

Quaker Oats So., Peterborough, Ont.

Victor Choice Blend Flour.**FLOUR SACKS**

Eddy's Flour Sacks.

The E. B. Eddy Co., Hull, Canada.

FLOWER POTS

Toronto Pottery Co., Ltd., Toronto.

FOOD PRODUCTS*

H. J. Heinz Co., Leamington .

FLUID BEEF CORDIAL

Clark's Fluid Beef Cordial—

W. Clark, Limited, Montreal.

FOLDING FREIGHT BOXES (Corrugated)

Thompson & Norris Co., Niagara Falls, Ont.

FRENCH MUSTARD

S. H. Ewing Sons, Montreal.

FRUITS (Fresh)

Duncan's, Limited, North Bay, Ont.

Lemon Bros., Owen Sound, Ont.

White & Co., Toronto.

Hugh Walker & Son, Guelph.

FRUIT CAKES

The Stuart Co., Ltd., Montreal, Que.

FRUIT CORDIALS

Lime Fruit Cordial—

T. A. Lytle Co., Ltd., Toronto.

FROZEN FISH

Hatton Co., Montreal.

FURNITURE POLISH

O-Cedar Polish—

Channell Chemical Co., Toronto.

GELATINE

F. S. Jarvis & Co., Toronto.
 Knox Sparkling Gelatine, No. 1
 Knox Acidulated Gelatine, No. 3—
 Charles B. Knox Gelatine Co., Inc., Johns-
 town, N.Y.
 Campbell Bros. & Wilson, Winnipeg.

GRAIN PRODUCTS

Battle Creek Toasted Corn Flakes Co., London.

GRAIN DEALERS

Chisholm Milling Co., Ltd., Toronto.

GRAPE JUICE

Barnes Grape Juice—
 Ontario Grape Growing & Wine Mfg. Co.,
 St. Catharines.

E. D. S. Grape Juice—

E. D. Smith & Son, Winona, Ont.

Marsh Grape Juice Co., Niagara Falls.

Niagara Wine Co., Niagara Falls, Ont.

Welch Grape Juice—

The Welch Co., St. Catharines, Ont.

GROCERY BAGS

The E. B. Eddy Co., Hull, Canada.

Specialty Bag Co., Toronto.

GUM

Stuart Co., Ltd., Montreal, Que.

O-Pee-Chee Gum Co., London.

A.B.C. Gum—

Canadian Chiclet Co., Peterborough.

HAMS

Harris Abattoir Co., Toronto.

Premium Hams—

Swift Canadian Company, Toronto.

Star Brand Hams—

F. W. Fearman Co., Hamilton, Ont.

HERBS

Royal Shield Herbs—
 Campbell Bros. & Wilson, Winnipeg.
 S. H. Ewing Sons, Montreal, Que.

White Star Herbs—

Macdonald-Chapman, Ltd., Winnipeg.

HAND CLEANER

Sapho Mfg. Co., Montreal.

French Soap Co., Montreal.

White Swan Spice & Cereal, Ltd., Toronto.

Morrow & Company

CEREALS—BEANS—PEAS

39 Front St. E. TORONTO

MONTREAL OFFICE: 209 ST. NICHOLAS BLDG.

ROLLED OATS	CORNMEAL
OATMEALS	HOMINY
ROLLED WHEAT	SOUP PEAS
SPLIT PEAS	LINSEED MEAL
POT BARLEY	FLAXSEED
PEARL BARLEY	OIL CAKE
WHEATLETS	LIMA BEANS
GRAHAM FLOUR	CANADIAN BEANS
BUCKWHEAT FLOUR	RANGOON BEANS
BUCKWHEAT GRITS	BLACK EYE BEANS

CANADIAN AGENTS

H. & L. BRAND PACKAGE GREEN PEAS

TORONTO AGENTS

LIBBY, McNEILL & LIBBY

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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



VOLPEEK is the most practical and economical method on the market to-day for mending holes in all kinds of pots and pans, graniteware, aluminum, tinware, etc., etc.

It is like a stiff putty. Easily applied with the fingers. Requires no tools. Repairs the article quickly, neatly, permanently, and is sanitary, as food cannot lodge under mend. Costs only 1/2c for each mend.

There is a good market in your town for VOLPEEK, One of our attractive 3-color stands on your counter will yield you an extra profit each month that you have not been getting in the past. Take advantage of this to-day.

Price of Display Stand containing 44 packages \$3.60—Retails for \$6.00.

Display Stand containing 1 dozen packages cost \$1.20.

Send your order to-day to your wholesaler or direct to us.

VOLPEEK MANUFACTURING COMPANY
P.O. BOX 2024 - Montreal, Que.

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

HERRINGS

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

HEALTH SALTSS. H. Ewing Sons, Montreal, Que.
Satchell & Bingham, c/o MacLure & Langley,
Toronto.
Harry Horne Co., Toronto.**HOMINY**Chisholm Milling Co., Toronto.
Morrow & Co., Toronto.
Quaker Granulated Hominy
Quaker Pearl Hominy—
Quaker Oats Co., Peterborough, Ont.**HONEY**White Star Honey—
Macdonald-Chapman, Ltd., Winnipeg.
Bowes Pure Honey—
The Bowes Co., Limited, Toronto.
F. W. Fearman Co., Ltd., Hamilton.**HORSE RADISH**H. J. Heinz Co., Leamington.
Lytle's Horse Radish—
T. A. Lytle Co., Toronto.**HOPS**Dole Bros. Hops & Malt Co., Boston, Mass.
Hop Malt Co., Beamsville, Ont.**ICE CREAM POWDER**Bowes Ice Cream Powder—
The Bowes Co., Ltd., Toronto.**ICINGS**S. H. Ewing Sons, Montreal, Que.
Royal Shield Icing—
Campbell Bros. & Wilson, Winnipeg.**ICING SUGAR**White Star Icing Sugar—
Macdonald-Chapman, Ltd., Winnipeg.**INFANTS' FOOD**Borden's Eagle Brand Condensed Milk—
Borden Milk Co., Montreal.
Robinson's Barley and Groats—
Magor, Son & Co., Montreal.**INSECT POWDER**Keating's Insect Powder—
Thomas Keating, London, Eng.
Sapho Mfg. Co., Montreal.**IRISH STEW**

W. Clark, Limited, Montreal

IRON BOARDSMegantic Broom Mfg. Co., Lake Megantic,
Que.**JAMS**Aylmer Pure Jam
Lynn Valley Compound Jam
Red Seal Pure Fruit Jam—
Dominion Cannery, Ltd., Hamilton, Ont.
E. D. S. Pure Jam—
E. D. Smith & Son, Winona.
Furnivall's Jam—
Furnivall-New, Limited, Hamilton.
Lytle's Pure Jam—
T. A. Lytle Co., Ltd., Toronto.
J. H. Wethey, Ltd., St. Catharines, Ont.**JELLIES**Aylmer Pure Jelly
Lynn Valley Compound Jelly—
Dominion Cannery, Ltd., Hamilton, Ont.
E. D. S. Pure Jelly—
E. D. Smith & Son, Winona, Ont.
Furnivall's Jelly—
Furnivall-New, Limited, Hamilton, Ont.
Lytle's Pure Jelly—
T. A. Lytle Co., Toronto.**JELLY POWDERS**S. H. Ewing Sons, Montreal, Que.
Shirriff Jelly Powder—
Imperial Extract Co., Toronto.
Pure Gold Mfg. Co., Toronto.
Royal Shield Jelly Powder—
Campbell Bros. & Wilson, Winnipeg.
White Star Jelly Powder—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spice & Cereals, Ltd., Toronto.**JUGS**

Toronto Pottery Co., Ltd., Toronto.

KIPPERSNiobe Brand Kippers—
D. Hutton Co., Montreal.**KETCHUP**

H. J. Heinz Co., Leamington.

KNIFE POLISHOakey's Wellington Knife Polish—
John Oakey & Sons, Ltd., London, Eng.**KRAFT BAGS**

The E. B. Eddy Co., Hull, Can.

KISSES

Charbonneau, Ltd., Montreal.

LARDHarris Abattoir Co., Toronto.
Silverleaf Brand Pure Lard—
Swift Canadian Co., Toronto.
Star Brand Lard—
F. W. Fearman Co., Hamilton, Ont.**LAUNDRY SODA**Swift's Laundry Soda—
Swift Canadian Company, Toronto.**LEAD PENCILS**

Wm. Cane & Sons Co., Newmarket, Ont.

LEMONADEBowes Lemonade—
The Bowes Co., Ltd., Toronto.
Lytle's Lemonade—
T. A. Lytle Co., Toronto.**LICORICE**

National Licorice Co., Montreal.

LIQUID VENEER, POLISHBuffalo Speciality Co., Buffalo, N.Y., and
Bridgeburg, Ont.**LIME JUICE**E. L. Drewry, Ltd., Winnipeg.
Lytle's Lime Fruit Juice—
T. A. Lytle Co., Toronto.
White Star Lime Juice—
Macdonald-Chapman, Ltd., Winnipeg.**LOBSTERS**Primus Brand Lobsters—
L. Chaput Fils & Cie., Montreal.
D. Hutton Co., Montreal.**LUNCH BEEF**Clark's Ready Lunch Beef—
W. Clark, Limited, Montreal.**LUNCH TONGUE**Clark's Lunch Tongue—
W. Clark, Limited, Montreal.**LUNCH AND OUTING SETS**

Interlake Tissue Mills, Toronto.

LYEComfort Soap Co., Toronto.
Babbitt's Pure Lye—
B. T. Babbitt Co., New York.**MACARONI**Catelli's Milk Macaroni
Catelli's Spinelli Brand Macaroni
Catelli's L'Etoile Brand Macaroni—
The C. H. Catelli Co., Ltd., Montreal.
Excelsior Macaroni—**MAILING ENVELOPES**

Excelsior Macaroni Products Co., Winnipeg.

MALTED MILKBorden's Malted Milk—
Borden Milk Co., Montreal.**MALTUM**

E. L. Drewry, Ltd., Winnipeg.

MAPLE SUGARCanada Maple Exchange, Montreal.
Smalls Limited, Montreal.**MAPLE SYRUP**Bowes Pure Maple Syrup—
The Bowes Co., Ltd., Toronto.
Canada Maple Exchange, Montreal.
Smalls Limited, Montreal.**MAPLE CREAM BUTTER**

Charbonneau, Ltd., Montreal.

MARASCHINO CHERRIESShirriff Maraschino Cherries—
Imperial Extract Co., Toronto.**MARMALADE**Aylmer Pure Orange Marmalade—
Dominion Cannery, Ltd., Hamilton, Ont.
E. D. S. Marmalade—
E. D. Smith & Son, Winona, Ont.
Furnivall's Marmalade—
Furnivall-New, Limited, Hamilton, Ont.
Lytle's Pure Orange Marmalade—
T. A. Lytle Co., Toronto.
Shirriff's Orange Marmalade—
Imperial Extract Co., Toronto.
Wethey's Orange Marmalade—
J. H. Wethey, Limited, St. Catharines, Ont.**MATCHES**Eddy's Matches (all kinds)—
The E. B. Eddy Co., Limited, Hull, Que.**MEAT SKEWERS**

The Wm. Cane & Sons Co., Newmarket, Ont.

METAL CAPSAnchor Caps, for bottles.
Anchor Caps, for tins—
Anchor Cap & Closure Corp., Toronto.**METAL BOTTLE CAPSULES**

Betts & Company, Limited, London, Eng.

METAL POLISHBull Dog Metal Polish—
John B. Paine Co., Ltd., Toronto.
Gloss Metal Polish—
Hargreaves (Canada) Limited, Toronto.
Pyn-ka Polishing Tablets—
Hargreaves (Canada) Limited, Toronto.**MILK, POWDERED**

Canadian Milk Products Co., Toronto.

MILK PRODUCTSBorden Milk Products—
Borden Milk Co., Montreal.
Canadian Milk Products Co., Toronto.**MINTES, WINTES, CINTES (Confections)**

O-Pee-Chee Gum Co., London, Ont.

MINCE-MEATBowes Mince Meat—
The Bowes Co., Limited, Toronto.
F. W. Fearman Co., Ltd., Hamilton.
Clark's Mince Meat (in glass)
Clark's Mince Meat (in pails)—
W. Clark, Limited, Montreal.
Canada Brand Mince Meat
Swift Canadian Co., Ltd., Toronto.
Sterling Brand Mince Meat—
T. A. Lytle Co., Toronto.
E. B. Thompson, Toronto.
Wethey's Mince Meat—
J. H. Wethey, Limited, St. Catharines.
White Star Mince Meat—
Macdonald-Chapman, Ltd., Winnipeg.**MINT SAUCE**Lytle's Mint Sauce—
T. A. Lytle Co., Toronto.**Royal Mint Sauce—**

Horton-Cato Co., Windsor, Ont.

MOLASSESDa Costa & Co., Barbados, B.W.I.
West India Co., Ltd., Montreal.
Leacock & Co., Barbados, B.W.I.**MOPS**Cane's Mops—
The Wm. Cane Sons & Co., Newmarket, Ont.**MOTH BALLS**

Sapho Mfg. Co., Montreal.

MUSTARDH. J. Heinz Co., Leamington.
Lytle's Prepared Mustard—
T. A. Lytle Co., Toronto.
White Star Mustard—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spices & Cereals, Ltd., Toronto.**MUSTARD SEED.**

Bayle Food Product Co., St. Louis.

NUTS

Stuart Co., Ltd., Montreal, Que.

NUT BAR

Stuart Co., Ltd., Montreal, Que.

OATMEALChisholm Milling Co., Toronto.
Morrow & Co., Toronto.**OLIVES**H. J. Heinz Co., Leamington.
White Star Olives—
Macdonald-Chapman, Ltd., Winnipeg.
Swift Canadian Co., Ltd., Toronto.**ONIONS, PICKLED**Sterling Brand Onions—
Sterling Brand Sweet Onions—
T. A. Lytle Co., Toronto.**ORANGEADE**Bowes Orangeade—
The Bowes Co., Ltd., Toronto.
Sterling Brand Orangeade—
T. A. Lytle Co., Toronto.**OX TONGUE**

W. Clark, Limited, Montreal.

OYSTERSCoast Sealed Oysters—
Sealshipt Oysters—
Connecticut Oyster Co., Toronto.
J. Bowman & Co., Toronto.
D. Hutton Co., Montreal.
White & Co., Toronto.**OYSTER CONTAINERS, ETC.**

Connecticut Oyster Co., Toronto.

OVERSEAS CAKE

C. J. Bodley, Toronto.

OVERSEAS PACKAGES

Stewart, Menzies & Co., Toronto.

PAILSCane's Wooden Pails—
The Wm. Cane Sons & Co., Newmarket, Ont.
Eddy's Fibreware Pails—
The E. B. Eddy Co., Ltd., Hull, Que.**PAPER NAPKINS**

Interlake Tissue Mills, Toronto.

PAPERPaper of all kinds—
The E. B. Eddy Co., Ltd., Hull, Que.**PAPER BALERS**Climax Baler Co., Hamilton.
Megantic Broom Mfg. Co., Lake Megantic,
Que.**PAPER BAGS**Eddy's Paper Bags (for all uses)—
The E. B. Eddy Co., Ltd., Hull, Que.
Specialty Bag Co., Toronto.**PAPRIKA**

S. H. Ewing Sons, Montreal.

PARCEL POST BOXES

Thompson & Norris Co., Niagara Falls.

PATEClark's Ham and Veal Pate—
W. Clark, Limited, Montreal.**PARIS PATE**

Societe S. P. A., Montreal.

PEANUT BUTTERBayle Food Product Co., St. Louis.
Bowes Peanut Butter—
The Bowes Co., Ltd., Toronto.
Clark's Peanut Butter—
W. Clark, Limited, Toronto.
H. J. Heinz Co., Leamington.
Swift Canadian Co., Ltd., Toronto.**PEAS (Package and Bulk)**

Morrow & Co., Toronto.

PICKLESH. J. Heinz Co., Leamington.
Canada Brand Pickles
Crown Brand Pickles
Keystone Brand Pickles
Monarch Brand Pickles
Lytle's Bulk Pickles
Lytle's Sweet Mustard Pickles
Sterling Brand Pickles
Sterling Brand Sweet Gherkins
Sterling Brand Sweet Midgets
Sterling Brand O-Eat-A Pickles—
T. A. Lytle Co., Toronto.
Queen Quality Pickles—
Taylor & Fringle, Owen Sound, Ont.
White Star Pickles—
Macdonald-Chapman, Ltd., Winnipeg.
Swift Canadian Co., Ltd., Toronto.

QUALITY AND PRICES

That Will Interest Every Customer

Here are two delicious Canadian-made table favorites:

H-G Sauce and E-P Sauce
(Worcestershire Fruit)

Send for Samples. Get your customers acquainted with the unequalled goodness of these lines. Then you'll find the demand steady and the profits worth having. Price protected.

Order now and support Canadian enterprise.

The Canada Sauce & Vinegar Co.
 519 King St. West, Toronto

Representatives:

W. H. Scott & Co., Ltd. Jas. C. Thompson & Co. Schofield & Beer
 Winnipeg, Man. 209 St. Nicholas Bldg., Montreal, P.Q. St. John, N.B.
 C. G. Walker & Co., Hamilton, Ont.



Advertising a Labor-Saver

The merchant's greatest labor-saver is not necessarily an adding machine. It is more likely to be advertising.

A great factor in the cost of goods is the time it takes to move them. *Advertising and trade-marks*, working together, are the most efficient movers of goods—consequently the greatest reducers of selling cost.

The producer who places his trade-mark on his goods and advertises it nationally, is so sure of their quality that he is willing to stand the full force of possible complaints.

The whole tendency of trade-marks and advertising is to raise qualities and standardize them, while reducing prices and stabilizing them.

PIGS' FEET

Clark's Boneless Pig's Feet—
W. Clark, Limited, Montreal.

PLUM PUDDING

C. J. Bodley, Toronto.
Clark's English Plum Pudding—
W. Clark, Limited, Montreal.

POLISHES

Sapho Mfg. Co., Montreal.
Buffalo Specialty Co., Buffalo, N.Y., and
Bridgeburg, Ont.
Channell Chemical Co., Toronto.

POLISH MOPS

O-Cedar Polish Mop—
Channell Chemical Co., Toronto.

POPPING CORN

Krackley-Nut Pop Corn—
O-Pee-Chee Gum Co., London, Ont.

PORK AND BEANS

Clark's Pork and Beans—
W. Clark, Limited, Montreal.
The Heinz Co., Leamington, Ont.
Simcoe Pork and Beans—
Dominion Cannery, Ltd., Hamilton, Ont.

PORK CUTS

Swift's Pork Cuts—
Swift Canadian Company, Toronto.

POTTERY

Toronto Pottery Co., Ltd., Toronto.

POTTED MEATS

Societe S. P. A., Montreal.
W. Clark, Limited, Montreal.

PREPARED HORSEADISH

Bayle Food Product Co., St. Louis.

PREPARED MUSTARD

Bayle Food Product Co., St. Louis.

PRESERVES

E.D.S. Preserves—
E. D. Smith & Son, Winona, Ont.

PRODUCE

Swift Canadian Company, Toronto.

PRUNES, PACKAGED

Cal. Prune & Apricot Growers, Inc.

POULTRY

C. A. Mann & Co., London, Ont.
Swift's Fresh Poultry—
Swift Canadian Company, Toronto.

POULTRY FEEDS

Chisholm Milling Co., Ltd., Toronto.

RAISINS

California Assoc. Raisin Co., San Francisco,
Cal.
Griffin & Skelley Co., San Francisco, Cal.
Royal Shield Sultana Raisins—
Campbell Bros. & Wilson, Winnipeg.

RASPBERRY VINEGAR

E. L. Drewry, Ltd., Winnipeg.
E. D. S. Raspberry Vinegar—
E. D. Smith & Son, Winona, Ont.
Lytle's Raspberry Vinegar—
T. A. Lytle Co., Toronto.

RED ROSE TEA

T. H. Estabrooks Co., Ltd., Toronto, and
St. John, N.B.

RELISHES

H. J. Heinz Co., Leamington, Ont.
Sterling Brand Club Relish
Sterling Brand Sweet Mustard Relish—
T. A. Lytle Co., Toronto.

RICE

Mikado Brand Rice—
Imperial Rice Mill Co., Vancouver, B.C.
Mount Royal Mill. & Mfg. Co., Montreal.

RICE PRODUCTS

Mount Royal Mill. & Mfg. Co., Montreal.

ROLLED OATS

Chisholm Milling Co., Toronto.
Red Star Rolled Oats—
Morrow & Co., Toronto.

Buckeye Rolled Oats
Monarch Rolled Oats
Victor Rolled Oats
Tilson's Oats
Quaker Oats—
Quaker Oats Co., Peterborough, Ont.

ROAST BEEF

W. Clark, Limited, Montreal.

PURITY OATS

Western Canada Flour Mills Co., Ltd., Head
Office, Toronto.

SALAD DRESSING

Bayle Food Product Co., St. Louis.
Royal Salad Dressing
Royal Mayonnaise—
Horton-Cato Co., Windsor, Ont.
White Star Salad Dressing—
Macdonald-Chapman, Ltd., Winnipeg.
Sterling Salad Dressing—
T. A. Lytle Co., Toronto.

SALMON (Canned Salmon)

B. C. Packers Assoc., Vancouver, B.C.
Royal Shield Salmon—
Campbell Bros. & Wilson, Winnipeg.

SALT

Sifted Table Salt—
Century Table Salt—
Dominion Salt Co., Sarnia, Ont.
Regal Table Salt
Windsor Cheese Salt
Windsor Dairy Salt
Windsor Table Salt—
Canadian Salt Co., Windsor, Ont.

SALTED PEANUTS

Bayle Food Product Co., St. Louis.
Walter Christmas Co., Ltd., Montreal.

SALT AND PICKLED FISH

D. Hatton Co., Montreal.

SAUCES (Chili)

Queen Quality Chili Sauce—
Taylor & Pringle, Owen Sound, Ont.
Sterling Brand Chili Sauce—
T. A. Lytle Co., Toronto.

SAUCES (Thick)

E-P Epicurean Sauce—
Canada Sauce & Vinegar Co., Toronto.

SAUCES, TABASCO

Royal Tabasco Sauce—
Horton-Cato Co., Windsor, Ont.

SAUCES (Worcestershire)

Bowes Worcestershire Sauce—
The Bowes Co., Ltd., Toronto.
H. G. Worcestershire Sauce—
Canada Sauce & Vinegar Co., Toronto.
Lytle's Worcestershire Sauce—
T. A. Lytle Co., Toronto.

SARDINES

Connors Bros., Black's Harbor, N.B.
Norcaners, Ltd., Stavanger, Norway.

SAUER KRAUT

Lytle's Sauer Kraut—
T. A. Lytle Co., Toronto.
Taylor & Pringle, Owen Sound, Ont.

SAUSAGES

Brookfield Brand Pork Sausages—
Sunday Breakfast Pork Sausages—
Swift Canadian Co., Toronto.
Clark's Geneva Sausage
Clark's Cambridge Sausage—
W. Clark, Limited, Montreal.
Star Brand Pork Sausage—
F. W. Fearman Co., Hamilton, Ont.

SEWER PIPE

Toronto Pottery Co., Ltd., Toronto.

SHELLED PEANUTS

Bayle Food Product Co., St. Louis.

SHOE POLISH

Nugget Shoe Polish—
Nugget Polish Co., Toronto.
Whittemore Bros. Corp., Boston, Mass.

SHORTBREAD

Stuart Co., Ltd., Montreal, Que.

SHORTENING

Cotosuet Shortening
Jewel Compound Shortening—
Swift Canadian Co., Toronto.
Domestic Shortening—
Harris Abattoir Co., Toronto.

SLICED SMOKED BEEF

W. Clark, Limited, Montreal.

SMOKED FISH

D. Hatton Co., Montreal.

SMOKED MEATS

Swift Canadian Co., Toronto.

SNOW SHOVELS

J. E. Beauchamp & Co., Montreal.

SODA

Cow Brand—
Church & Dwight, Montreal.
Royal Shield Soda—
Campbell Bros. & Wilson, Winnipeg.

SPAGHETTI

Catelli's L'Etoile Brand Spaghetti
Catelli's Spinelli Brand Spaghetti—
The C. H. Catelli Co., Ltd., Montreal.
Excelsior Cream Spaghetti—
Excelsior Macaroni Products Co., Winnipeg.

SOAPS

Wonderful Soap
Royal City Bar Soap
Peerless Bar Soap
Standard Cake Soap—
Guelph Soap Co., Guelph, Ont.
Cold Cream Toilet Soap
Matchless Bar Soap—
Keenleyside Oil Co., London, Ont.
Sunlight Soap
Lifebuoy Health Soap
Lux—
Panshine Cleaner
Welcome Soap Powder
Silkskin Toilet Soap
Carnaval Toilet Soap
Coral Toilet Soap—
Lever Bros., Ltd., Toronto.
Comfort Soap—
Comfort Soap Co., Toronto.
Surprise Soap—
St. Croix Soap Mfg. Co., St. Croix, N.B.
Swift's Laundry Soap
Swift's Toilet Soap—
Swift's Canadian Co., Toronto.

SOAPS, LIQUID

Matchless Liquid Soap
Shamrock Liquid Soap—
Keenleyside Oil Co., London, Ont.
Sapho Mfg. Co., Montreal.

SOAP CHIPS

Crystal Soap Chips—
Guelph Soap Co., Guelph, Ont.
Matchless Soap Chips (in barrels and bags)
Keenleyside Oil Co., London, Ont.

SOAP, COMPLEXION

Seward's, Limited, Montreal.

SOAP, TOILET

French Soap Co., Montreal.
Seward's, Limited, Montreal.

SOAP (Hand, in Tins)

Sapho Mfg. Co., Montreal.

SOAP POWDERS

Ebbitt's "1776" Soap Powder—
B. B. Ebbitt Co., New York, N.Y.
Welcome Borax Soap Powder—
Lever Bros., Ltd., Toronto.
Lively Polly Soap Powder—
J. Hargreaves & Sons, Liverpool, Eng.

SODA FOUNTAIN SUPPLIES

Bowes Fountain Fruits
Bowes Fountain Syrups—
The Bowes Co., Toronto.
E. D. S. Crushed Fruits
E. D. S. Fountain Syrups—
E. D. Smith & Son, Winona, Ont.
Lytle's Fountain Syrups—
T. A. Lytle Co., Toronto.
Shirriff's Fountain Fruits
Shirriff's Fountain Syrups—
Imperial Extract Co., Toronto.

SOUPS

H. J. Heinz Co., Leamington, Ont.
W. Clark, Limited, Montreal.

SODA BISCUITS

Charbonneau, Ltd., Montreal.
McCormick Mfg. Co., London, Ont.

SOUP MACARONI

Excelsior Soup Stars
Excelsior Alphabets—
Excelsior Macaroni Products Co., Winnipeg.
SPAGHETTI, CANNED
H. J. Heinz Co., Leamington, Ont.

SPICES

Royal Shield Spices—
Campbell Bros. & Wilson, Winnipeg.
White Star Spices—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spices & Cereals, Ltd., Toronto.
S. H. Ewing Sons, Montreal.

SPIRIT VINEGAR

Primus Brand Spirit Vinegar—
L. Chaput, Fils & Cie, Montreal.
White Star Spirit Vinegar—
Macdonald-Chapman, Ltd., Winnipeg.

SPLIT PEAS

Morrow & Co., Toronto.

SPRING CLOTHES PINS

Megantic Broom Mfg. Co., Lake Megantic,
Que.

STOVE POLISH

Gipsy Stove Polish—
Hargreaves (Canada), Limited, Toronto.

STANDARD REMEDIES

Chamberlain Medicine Co., Toronto.
Mathieu's Cough Syrup
Mathieu's Nerve Powder—
J. L. Mathieu Co., Sherbrooke, Que.
Williamson's Lightning Healing Powder—
Williamson Mfg. Co., Guelph, Ont.

SCOTT'S EMULSION

Scott & Bowne, Toronto.

STARCH, CORN

Benson's Corn Starch
Brantford Corn Starch
Canada Corn Starch
Challaugh Corn Starch—
The Canada Starch Co., Montreal.

STARCH, LAUNDRY

Silver Gloss Starch
Lily White Starch
Benson's Enamel Starch
Benson's Canada Laundry Starch—
The Canada Starch Co., Montreal.

STOMACH AND LIVER TABLETS

Chamberlain Medicine Co., Toronto.

STONEWARE

Toronto Pottery Co., Ltd., Toronto.

SUGAR

Royal Acadia Sugar—
Acadia Sugar Refining Co., Halifax, N.S.
Lantic Sugar—
Atlantic Sugar Refining Co., Montreal.
St. Lawrence Diamond Sugars—
St. Lawrence Refineries, Ltd., Montreal.

SUGAR, RAW

West India Co., Ltd., Montreal.

SULPHUR

Royal Shield Sulphur—
Campbell Bros. & Wilson, Winnipeg.

SYRUPS (Cane)

St. Lawrence Refineries, Ltd., Montreal.

SYRUP FRUITS

Aylmer Syrup Fruits—
Dominion Cannery, Ltd., Hamilton, Ont.
E. L. Drewry, Ltd., Winnipeg.

TABLE SYRUP

Charbonneau, Ltd., Montreal.

SWEEPING POWDER

Sapho Mfg. Co., Montreal.

TALCUM POWDER

G. Mennen Chemical Co., Montreal.
French Soap Co., Montreal.

TEA LEAD

Betts & Co., Ltd., London, Eng.

TEMPERANCE BEER

E. L. Drewry, Ltd., Winnipeg.



“—and now, Mr. Dealer, to get right down to brass
tacks, this is THE JAM.

E. D. S. BRAND

PURE JAMS, JELLIES and MARMALADES

Manufactured by

E. D. Smith and Son, Limited
WINONA, ONTARIO

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

- TEA**
 Japan Tea—
 Shiznoka Ken Tea Guild, Montreal.
 Primus Brand Tea—
 L. Chaput, Fils & Cie., Montreal.
 Red Rose Tea—
 T. H. Estabrooks Co., Toronto.
 Royal Shield Tea—
 Campbell Bros. & Wilson, Winnipeg.
 Thistle Brand Tea—
 Boquet Brand Tea—
 Kearney Bros., Montreal.
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 The E. B. Eddy Co., Hull, Canada.
 Interlake Tissue Mills, Toronto.
- TOWELS (Paper)**
 Interlake Tissue Mills, Toronto.
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 Bat Chewing Plug Tobacco
 Baby Bat Chewing Plug Tobacco
 Royal Crown Chewing Plug Tobacco
 Long Tom Chewing Plug Tobacco
 Maple Sugar Chewing Plug Tobacco—
 Rock City Tobacco Co., Quebec, Que.
 Stag Plug Chewing Plug Tobacco
 Black Watch Plug Chewing Tobacco—
 Imperial Tobacco Co., Montreal.
- TOBACCO, CUT SMOKING**
 Master Mason Cut Smoking Tobacco
 My Pal Cut Smoking Tobacco
 Ottoman Cut Smoking Tobacco
 Rose Quesnel Cut Smoking Tobacco
 Long Tom Cut Smoking Tobacco
 Bon Bourgeois Cut Smoking Tobacco
 Petit Rouge Cut Smoking Tobacco—
 Rock City Tobacco Co., Quebec, Que.
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 American Navy Smoking Plug Tobacco
 M. F. Smoking Plug Tobacco
 Polo Smoking Plug Tobacco
 Virginia Smoking Plug Tobacco
 Clay Pipe Smoking Plug Tobacco
 B. B. Smoking Plug Tobacco—
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 Shamrock Plug Smoking Tobacco
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 Forest & Stream Cut Smoking Tobacco
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 Repeater Cut Smoking Tobacco
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 Bull Durham Granulated Smoking Tobacco
 Capstan Navy Cut Smoking Tobacco
 Three Castles Cut Smoking Tobacco
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 The C. H. Catelli Co., Ltd., Montreal.
 Excelsior Cream Vermicelli—
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 Taylor & Pringle Co., Ltd., Owen Sound.
- VINEGAR MEASURES**
 Walter Woods & Co., Hamilton.
- VICHY WATER**
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- VI-COCOA**
 Watford Mfg. Co., Watford, Eng.
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 Cane's Crown Washboard
 Cane's Diamond King Washboard
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- WHOLE WHEAT FLOUR**
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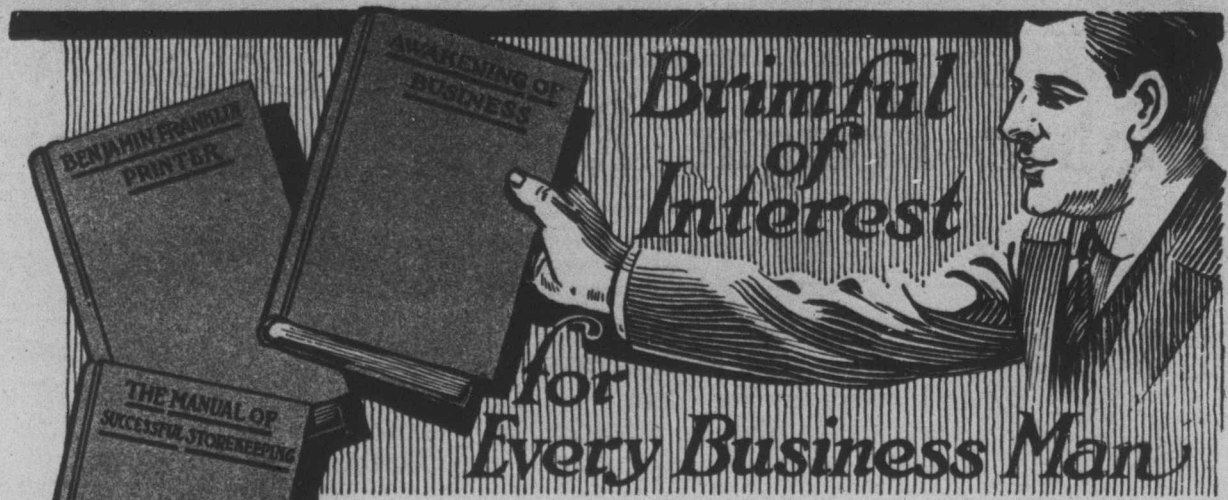
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AS the result of an interview with A. W. Smithers, Chairman of the Grand Trunk Railway System, The Financial Post printed a strong and interesting article, presenting arguments to show the imperative need of Canadian railways, and the Grand Trunk particularly, for an increase in freight rates, if higher efficiency is to be maintained and if they are to play an effective part in the movement of all manufactured and agricultural products. Mr. Smithers criticizes the Railway Commission for its lack of action in no uncertain language. Further, he says that not only are the railways threatened, but conditions are being created which will be very discouraging to that supply of foreign capital which Canada may need to continue her development after the war. The Financial Post draws the conclusion that in view of the attitude taken, the Railway Commission lays itself open to the charge of intentionally allowing the Grand Trunk to get into difficulties in order that it may be added to the Government railway systems at a price below its market value. This is the only interview of any account given by Mr. Smithers to Canadian newspapers.

What Toronto Has Lost Through Criticism.

Presenting a new and interesting view of the effect of a critical attitude in discouraging industrial developments. The attitude towards big enterprises in Toronto is contrasted with that in Montreal, and instances are given to show how the Queen City has lost a number of very important industries to other cities.

World's Trade for Paper Mills.

Through the Canadian Export Paper Company, which was formed by some of the Canadian book manufacturers, it is hoped to develop a world market for Canadian pulp and paper. G. F. Steele, the general manager of the company, informs THE FINANCIAL POST that it is planned to extend the Canadian paper trade to every civilized country in the world.

Russell Company's Annual Statement.

THE FINANCIAL POST prints the first review of the annual statement of the Russell Motor Company. This statement is of particular interest to the investing public owing to the large part which shell manufacturers have played in the company's affairs.

May Pool Flour Profits.

In connection with the order of the Food Controller, reducing the margin of profit on flour to 25 cents per barrel, a proposal is being considered for pooling the profits of the different mills in order that these profits can be evenly distributed throughout the trade. As it is, the setting of a definite margin of 25 cents means that many of the big producing plants will be able to sell at a living profit, but in the case of many smaller millers it would not be possible with the margin of profits cut so fine.

Amateur Meddling in the United States.

Agnes C. Laut deals with some interesting phases of the price-fixing effort in the United States. Her article tends to prove that efforts of price regulation have resulted in upsetting business and handicapping production.

The Crisis in the Sugar Situation.

Developments recently have been such that the Canadian refiners are not now allowed to bid for available stocks of Cuban raws, and the outlook is that there will be a rather serious shortage of sugar in this country.

The foregoing are only a few of the exclusive features of Oct. 20 issue of The Financial Post. Attention may be directed to other exclusive articles, such as: *Conscription of Wealth Will Not Pay for War*; *The Rapid Rise of "Hurry-Up" Hurley*; *the Agricultural Outlook*, by F. M. Chapman; *the Business Outlook*; *an Autobus Experiment in the Maritimes*, etc.

These specials are in addition to the regular departments of The Financial Post, compiled and arranged for the interest of the investor.

NO matter what your age or business, THE FINANCIAL POST (mailed every Friday) is for you—to enrich your mind, to deepen your thinking, to broaden your field of knowledge and endeavor.

THE FINANCIAL POST OF CANADA,
143-153 University Avenue, Toronto.

.....1917

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Name.....

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A day's catch at one of our fishing stations

Are You One of the Grocers

who are making good profits by meeting the growing demand for fish?

All over the country the demand for good fish is constantly increasing. People everywhere are being urged to economize, to eat fish in preference to beef, bacon or veal. With strong Government backing this fish demand is certain to grow still more, and every good grocer should be in a position to get a sizeable share of this profitable trade.

We can quote you very attractive prices on fish of every description—Salt, Smoked and Fresh Water Fish. *"If it swims we sell or buy it,"* and the quality is always the very best.

It will pay you to feature fish. Get our prices to-day and note what profits fish sales give you.

J. Bowman & Company

Wholesale Fish

TORONTO

Lay in a stock of "Ocean Brand" Brand Fresh Cod Fish and Cod Fish Chowderhead

The fresh, appetizing goodness of these two lines will make a friend of every customer and build your business and your profits from the very first.

We pack none but absolutely fresh fish—12 hours from the time it leaves the waters of old Atlantic the fish is in the can. Under no circumstances whatever do we pack fish that is out of the sea more than 24 hours.

That is why "Ocean Brand" reaches your customer's table in a fresher state than it can otherwise be obtained, except near the sea itself.

Try out these lines now and note their selling qualities.

Canned goods now on hand.

Fresh Cod Fish Cod Fish Head Chowder

After Dec. 16th we will be pleased to receive enquiries concerning fresh and canned lobster.

G. A. SHAND

Packer and Exporter of
Canned Cod Fish
Canned and Live Lobsters

LOCKEPORT, N.S.

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Wanted

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

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

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

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

BUSINESSES FOR SALE

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

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

WANTED

WANTED TO PURCHASE TEA BLENDER

MUST BE IN GOOD CONDITION WITH capacity for approximately five hundred pounds. Burns or any other reliable make. Address, Wm. H. Dunn, Ltd., 180 St. Paul St. W., Montreal.

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

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

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

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

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

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

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

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

MISCELLANEOUS

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

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

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GOODS FOR SALE

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

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LIVE BUSINESS MAN WITH LIFE-LONG experience in the tea, coffee, grocery and dried fruit trade, seeks engagement with first-rate wholesale house as indoor salesman, traveller or departmental manager; experience, London, E.C., Liverpool, Birmingham. H. N. de Salis, 973 Eastern Avenue, Toronto.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

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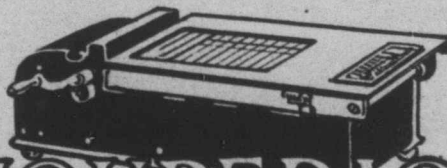
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