

**PAGES
MISSING**

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

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No. 37

Meatless Days are Oyster Days

The cost of producing oysters is dependent on the cost of labor. Consequently, as labor expense increases the cost of oysters must necessarily increase, but they have a considerable distance to go before they cease to be a food economy when viewed in the light of comparison with other food products.

Fried oysters with potatoes or other vegetables are very tasty and a substantial substitute in the absence of meat. Serving a half a dozen to each of the family would represent less than half the meat cost.

It is too early to name a positive price, but we believe that for the best Northern Straights the price will be about \$14.00 to \$14.50 for the five wine gallon package at Toronto. The retail price to the consumer, Ontario points, should be 60c a pint for dry measure.

Under existing conditions it is not only important, but essential that the matter of quality be not lost sight of. With the higher price the consuming public will be more exacting. The matter of 5c a pint on your price will not influence the purchaser to any extent. The question of quality and condition will be the determining factors and to insure your being in a favorable position in this regard, it will be necessary that you associate yourself with a source of supply capable of giving you not only the best quality of oysters, but oysters in first-class condition and a service that is dependable.

CONNECTICUT OYSTER CO., LTD.

"Canada's Exclusive Oyster House"

50 JARVIS STREET, TORONTO, CAN.

Intolerance

Throughout the ages there has been and will be dust. This necessitates continual cleaning.

The Housewives of to-day are in quest of the most convenient and modern means of combating this evil. Dust is easily and effectively banished by using—

O-Cedar Polish & O-Cedar Mop Polish

The merits of O-Cedar Products were explained and demonstrated to the housewife at our exhibit at the Canadian National Exhibition. They were shown with what ease a home could be kept clean, bright and sparkling.

According to Exhibition reports a million people saw the Exhibition—some from your town. Get the benefit of this advertising by displaying our signs along with goods in your window—Display O-Cedar at Your Fall Fair—we will supply signs and circulars, and are anxious to advise or be of service to you. Ask your jobber's salesman about Special Assortments and Profit Deals.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO.

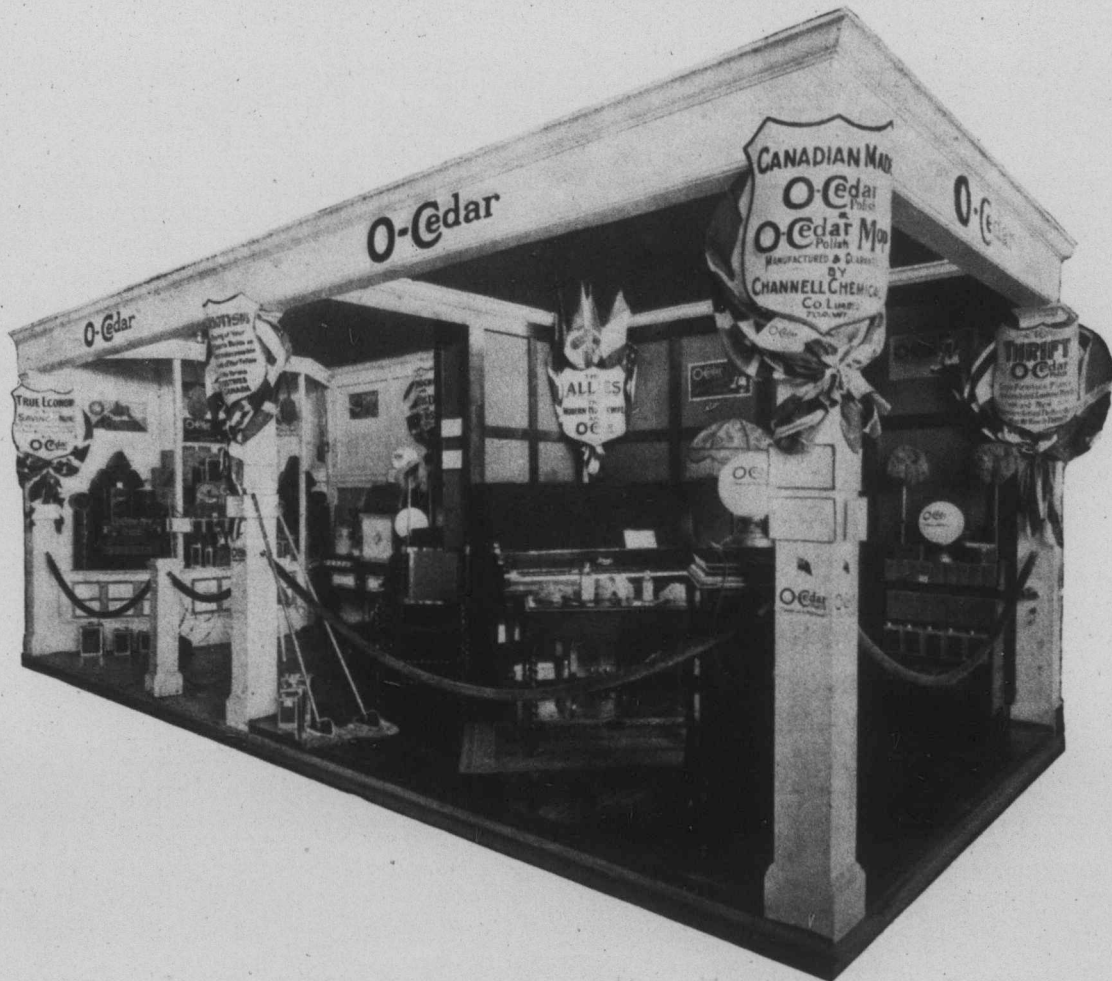


Exhibit at Canadian National Exhibition.

**“I can pack
twice as much”**



“Yes,” says the Shipper, “I can get through twice as much work as I could when we used the old wooden cases. And what’s more I can do a better job each time. These

**T & N Folding Cellular
Board Boxes**



are certainly the original time and trouble savers. I never have to drive a nail now. I never have to line cases with paper as I used to, and yet everything we send out is more safely and securely packed than formerly. Why, it’s months since we had any complaint about breakage.

“You can bet the firm is saving money on T. & N. Boxes, too, or they wouldn’t have so many on hand. Of course, they take up very little space, and I can have any size I need ready to pack in a jiffy. I’m sure enthusiastic for T. & N. Folding Cellular Board Boxes.”



Mr. Manufacturer, your shipper will become just as enthusiastic if you give him T. & N. Boxes to work with—he will get more goods out, and get them out in better shape—and you’ll save money. Let us tell you what other manufacturers think of T. & N. Boxes. Drop us a line to-day.

**The THOMPSON & NORRIS CO.
of CANADA Ltd.**

**Niagara Falls, Ont.
Montreal, Quebec**



Brooklyn, N.Y.

Brockville, Ind.

London, England

Boston, Mass.

Don't Forget

the 62½% Profit You
Make On

LIQUID VENEER

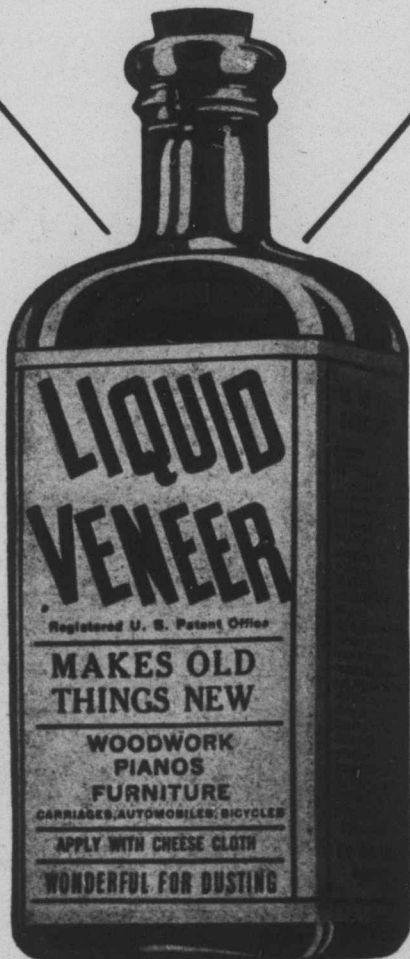
This is *just the* season to push it to the front.

Display it in your windows and on your counters.

Send for display material.

Tie up with our tremendous Canadian Advertising Campaign.

Buffalo Specialty Company
Buffalo, N.Y., U.S.A. Bridgeburg, Ont., Canada



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

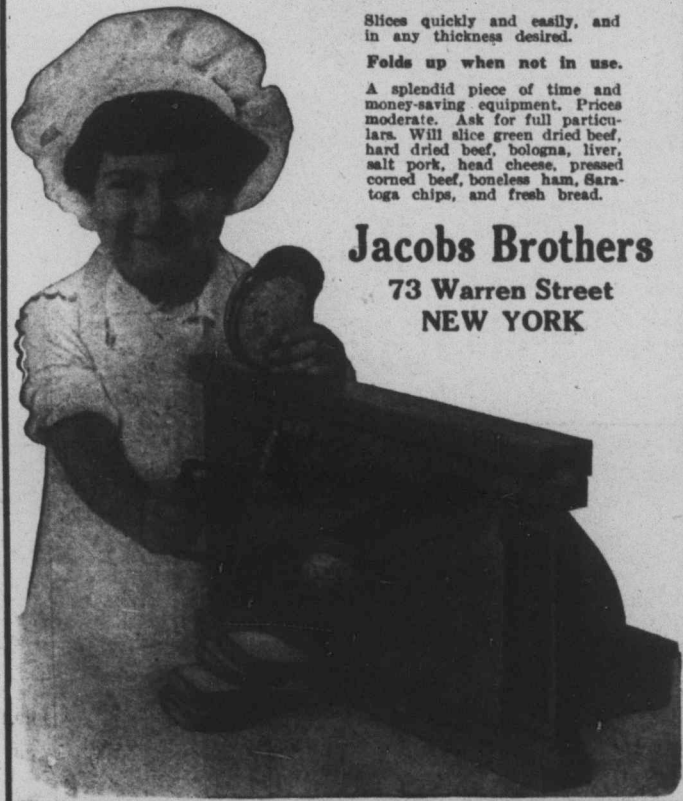
Use the JB. Combination Slicing Machine

Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

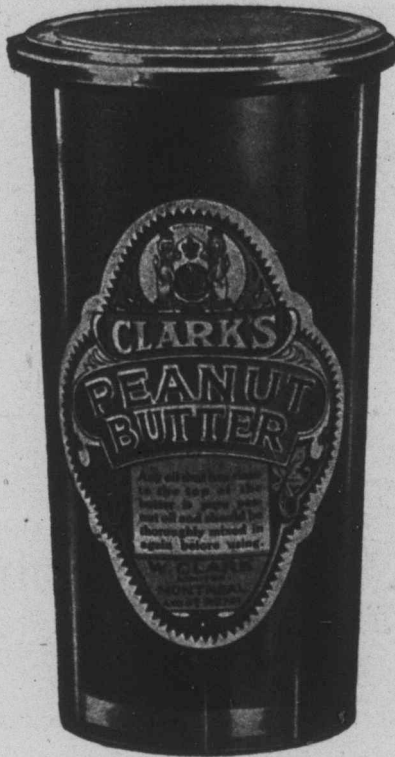
A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

Jacobs Brothers
73 Warren Street
NEW YORK



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

CLARK'S PREPARED FOODS



Assure
you
PRIME
QUALITY



CLARK'S PORK AND BEANS

Beefsteak and Onions
Cambridge Sausage
Corned Beef
Roast Beef
English Brawn
Loaf Meats
Corned Beef Hash
Minced Collops

Soups (Full Assortment)
Potted Meats
Sliced Smoked Beef
Spaghetti with Tomato
Sauce and Cheese
Tongue, Ham and Veal
Fluid Beef Cordial
Peanut Butter

Etc., Etc., Etc.

Good Business is always the result of Quality.

W. CLARK LTD.



MONTREAL

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

Royal Shield sales are sure repeats

—Because every Royal Shield Product has the superfine quality that wins approval from the most particular customer.

A sure sign of Royal Shield popularity is the big demand which grows more marked day after day. Grocers handling these quality products will tell you that they are always brisk sellers and dependable profit-getters.

Royal Shield Tea, Coffee, Baking Powder, Jelly Powder, etc., are customer-satisfying in the extreme. Try them in your displays to-day.

At the branch
nearest your store.



*The
Brand
that
guarantees
the Quality*

Campbell Bros. & Wilson, Limited WINNIPEG

BRANCHES:

Campbell, Wilson & Horne, Ltd.—Calgary, Lethbridge, Edmonton, Red Deer.

Campbell, Wilson & Millar, Ltd.—Saskatoon.

Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current.

*Our
Winnipeg
Office*



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

JAPAN TEA



A cup of good tea is the best natural stimulant for body or brain. The soldier in the trenches, the worker in the fields and woods drinks it in great quantities. The brain-worker in the cities finds grateful comfort in its use. Physicians the world over recommend it.

Japan Tea is preferred to all others because of its unequalled delicacy and its full-flavored strength.

The Japanese Government prohibits adulteration and coloring of Tea.

YOUR dealer sells it.
Ask HIM.

A CAREFULLY planned consumer advertising campaign is daily creating new admirers of Japan Tea—admirers truly, because first purchasers never fail to come back.

THAT is the big reason why you, as an aggressive grocer, should begin featuring Japan Tea immediately. Give it a trial. You won't want to be without it afterwards.

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



"Riteshape"

Only one "Riteshape".

There are a few imitations.

Insist on "Riteshapes" every time. Remember the name.

"Riteshapes" always come sealed in strong kraft and enclosed in a strong wooden crate

Half of the package remains sealed while you are using the other half.

The open crate affords no place for vermin or mice.

"Riteshapes" are carefully counted. You get all you buy.

Every "Riteshape" is perfect. You have no defective dishes to throw away.

In shape, material, manner of packing, care in manufacturing and inspection, "Riteshapes" stand alone.

"Riteshapes" are guaranteed full count and perfect in manufacture.

"Riteshapes" come in all sizes up to 10 pounds.

Make sure you get "Riteshapes".



Victoria Paper & Twine Company

LIMITED

Head Office:
TORONTO

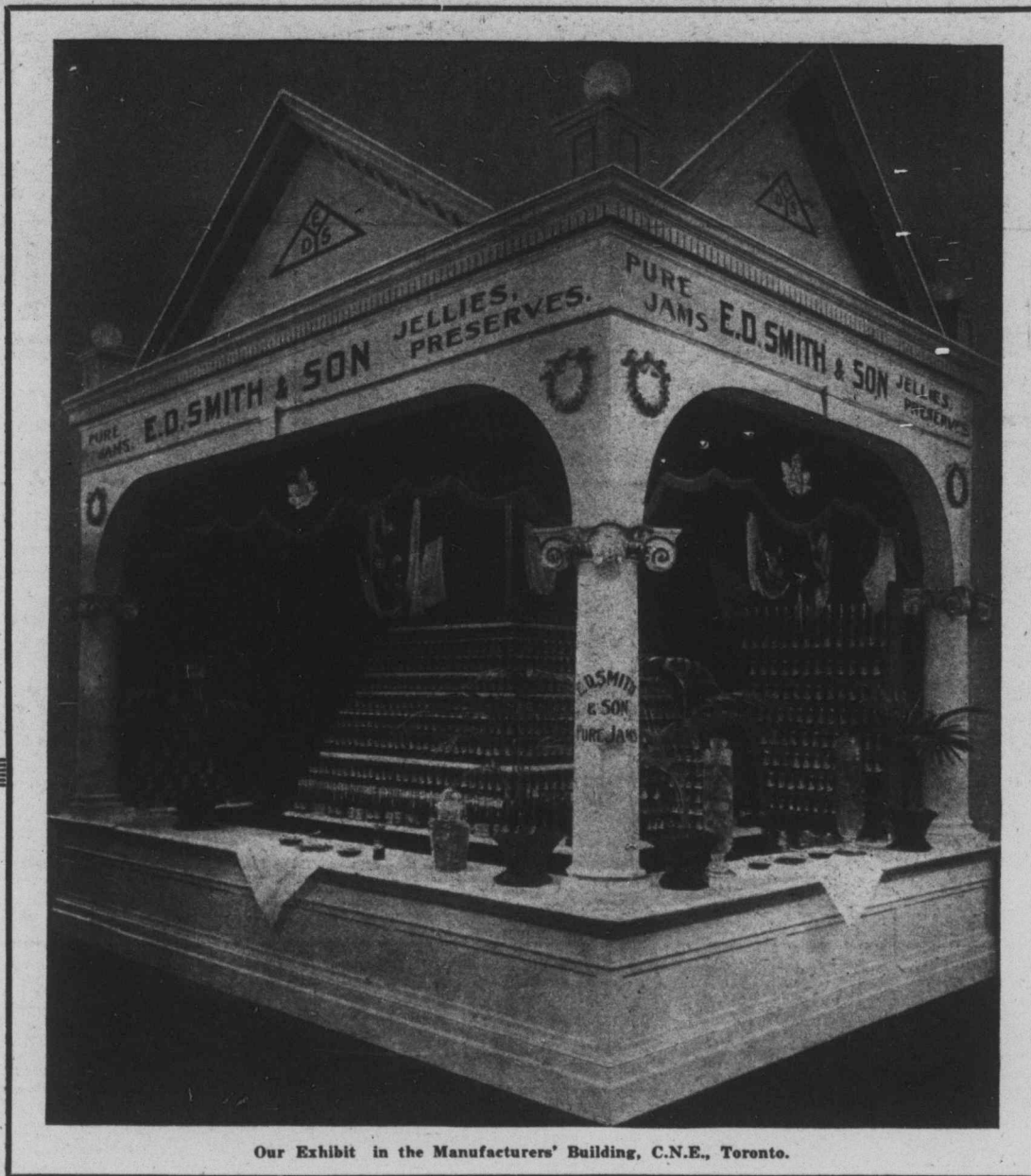
Branches:
Montreal, Winnipeg
and Halifax

THE OVAL WOOD DISH COMPANY

Manufacturers
Delta, Ohio, U.S.A.



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



Our Exhibit in the Manufacturers' Building, C.N.E., Toronto.

Showing the famous E.D.S. lines to almost a million people. Not many of the 917,000 people who visited this year's "Fair" failed to see our attractive booth, where we exhibited a full line of the popular "E. D. S." jams and jellies.

These included CRAB APPLE, RASPBERRY, STRAWBERRY, BLACK CURRANT AND RED CURRANT, RED RASPBERRY, PEACH, PEAR, PLUM.

This publicity will get "E.D.S." products still better known and boost the demand still more.

You should show the "E.D.S." lines in your daily displays. They're good sellers and sure customer-pleasers.

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

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

MANUFACTURERS AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES



Confidence as a Basis of Trade

We place at your disposal the advantage of an established confidence built up on fair and aggressive methods during the fifteen years of our experience in the West.

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

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

EL ROI-TAN PERFECT CIGAR

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

KINDLY MENTION
THIS PAPER WHEN
WRITING TO AD-
VERTISERS.

This Space is Yours
For \$2.50
On Yearly Order

YOUR WANTS are many here below. Use the want ad. page and get rid of a few of them.

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

MANUFACTURERS AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

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

G. B. Thompson & Co.
Wholesale Commission Broker and Manufacturers' Agent
We can handle a few more good lines. Storage Warehouse and Transfer Track.
137 Bannatyne Ave. East, WINNIPEG
Established 1898

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

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

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

Trackage
Storage
Distri-
bution

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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

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

APPLES BEANS
ONIONS POTATOES
HONEY DRIED APPLES

FRED J. WHITE
FRUIT BROKER

(Successor to White & McCart, Ltd.)
Board of Trade Bldg., Toronto, Ont.

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

W. F. ELLIOT

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

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you post-paid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department
148-153 University Avenue, Toronto.

Special Offerings in
Raisins Teas
Beans Split Peas

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

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

These are the days of saving in window
dressing material. Let us prove it.
May we send full particulars.
Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA

Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

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

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers
KITCHENER WINNIPEG CALGARY

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.

Kindly
Mention
This Paper
When
Writing
Advertisers

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

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

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

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

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

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

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

If you want to market your products in our territory, we offer you our services, consisting of
*Active,
Aggressive and
Efficient
Representation.*
C. B. HART, Reg.
Wholesale Grocery and Merchandise Brokers
489 St. Paul St. W. - Montreal

Extra Money

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

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

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

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

Want Ads.

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

G. WASHINGTON'S

Refined Coffee FOR THE SOLDIER

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

A \$1 can will provide delicious coffee three

times a day for thirty days, to your relative or friend at the front, wherever either hot or cold water is available. It dissolves in either hot or cold water instantly.

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

No Coffee Pot
Boiling
Dripping
Grounds

All of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE

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

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confection-
ery 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.

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



SELL PRESNAIL'S PATHFINDER CIGARS



There are no better
milk products than
MALCOLM'S



In every part of their manufacture we employ the strictest care to see that the highest attainable standard of quality is maintained.



Thus you can always recommend the Malcolm line as the acme of perfection in delicious, wholesome milk products.

Order a supply to-day and note how the **ONLY ALL CANADIAN CONDENSED MILK PRODUCTS** sell.

The Malcolm Condensing Co.,
LIMITED

ST. GEORGE, ONT.

The Only Canadian Condensed Milk Company

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

Furnivall's

FINE
FRUIT
PURE JAM

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.

Furnival Quality means bigger profits for you

Your jam profits will take a decided advance when you make a daily display of Furnivall's Fine Fruit, Pure Jams.

Repeats are certain. Try it.

FURNIVALL-NEW, Limited

Hamilton, Canada

W. C. Edwards & Co., Ltd.

OTTAWA
ONTARIO

Manufacturers of

BOX SHOOKS

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. Beamsville, Ont.

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.

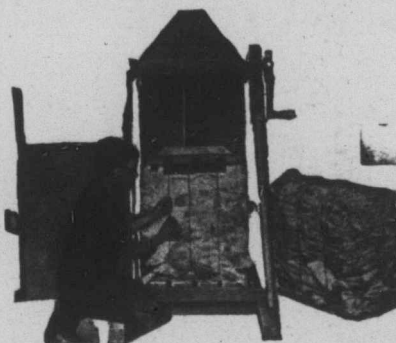
Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

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

STOP! THE WASTE



Baling Press

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

Climax Baler Co.
Hamilton, Ont.



"McCASKEY" Account Systems

For Every Business.

Send for booklet—

"A Credit Plan that Works."

McCaskey Systems

Limited
245 Carlaw Ave., - Toronto

Salesmen Wanted

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

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

MAPLE BUTTER

DAIRY BRAND

The best substitute for high-priced creamery butter. Spreads like ordinary butter. Packed in 1, 5, 10, 15 and 30 lb. tins.

MAPLE SYRUP in purest form

"CANADA'S BEST" - A Pure Sap Syrup.

SUGAR SYRUP

"SUPERIOR BRAND" - A Pure Cane Sugar Syrup. Unexcelled in Quality and Flavour.

TWIN BLOCK SUGAR

PURE MAPLE - Packed 48 to Case. Exquisite in Flavour and Taste.
 CREAM SUGAR - Packed 48 to Case. A Creamy, Well Flavoured Sugar.

BAINES' CHOCOLATES

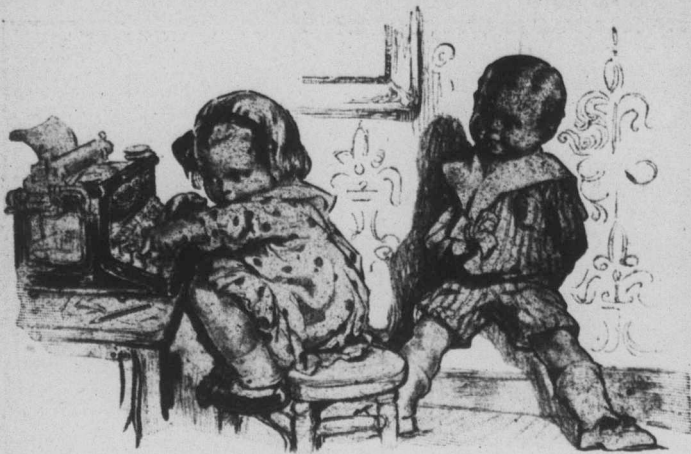
"LILY WHITE" Chocolates - Packed in 20 Flavours.
 MAPLE - - - Our Specialty Brand.
 BORDEAUX.
 BURNT ALMONDS.
 FANCY BOXES - Bouquet, Canadian Beauties, Debutante.
 Put up in 1 lb., ½ lb. and 10c packages.

ASK FOR BAINES' CREAM BARS, CREAM CAKE, ALMOND BAR, FILBERT BAR.

WE ARE THE SOLE MANUFACTURERS OF ALL BAINES' BRANDS.

Buy Through Your Jobber.

Canada Maple Exchange, Limited
Montreal, Quebec



A Letter to the Groceryman

Everybody being out, and Bobbie and Dorothy having taken possession of their father's office, Bobbie proceeds to do business. "You're my st'nogofor," he says to Dorothy. "Take this dictation." And Dorothy, at the typewriter, takes this letter:

"Mr. Groceryman: Send me and Dor two packages of Strawberry

JELL-O

and two packages of Orange Jell-O and two packages of Raspberry Jell-O, and send real Jell-O and not that other kind."

That is a businesslike letter and it shows, for one thing, that Bobbie knows what he wants—"real Jell-O"—and doesn't want to take chances with anything else instead, as some older people do.

Jell-O is always put up in packages bearing the word JELL-O in big red letters on the front.

The grocer who sells Jell-O certainly has a chance to turn his Jell-O customers into very profitable customers, if the old saying is true that "A pleased customer is a good customer."

The Genesee Pure Food Company of Canada, Limited

Bridgeburg, Ont.
MADE IN CANADA.



A BOWES PRODUCT



Profits
to the
Dealer

Pleases
the
Customer



The Bowes Co.
Ltd.
Toronto, Can.
Branches: St. John, N.B.
and Winnipeg, Man.



Wrapping Paper and Twines

BROOMS

First Cars 1917

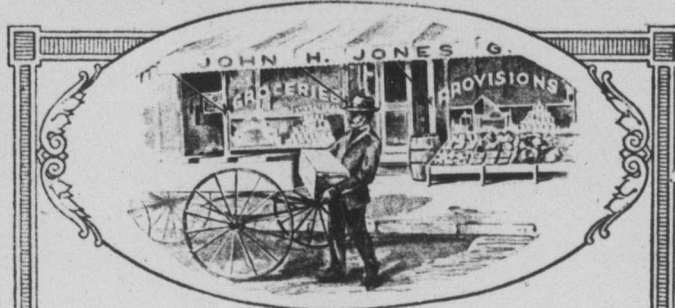
Broom Corn

At Hand

*Quality Goods
may always
be had by order-
ing our brands.*

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes

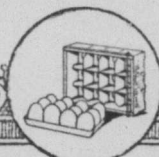


Buy your eggs direct, in bulk—grade and deliver them in Star Egg Carriers. They cost less and besides we can show you an added profit of from \$.75 to \$1.50 on each case when handled according to the Star System. And, incidentally you will sell more eggs. Let us tell you more about it.

If it so happens you are not in touch with parties who can furnish fresh bulk eggs, write us. We will assist you in locating a supply.

STAR EGG
CARRIER &
TRAY MFG
COMPANY

1650
JAY STREBT
ROCHESTER
NEW YORK

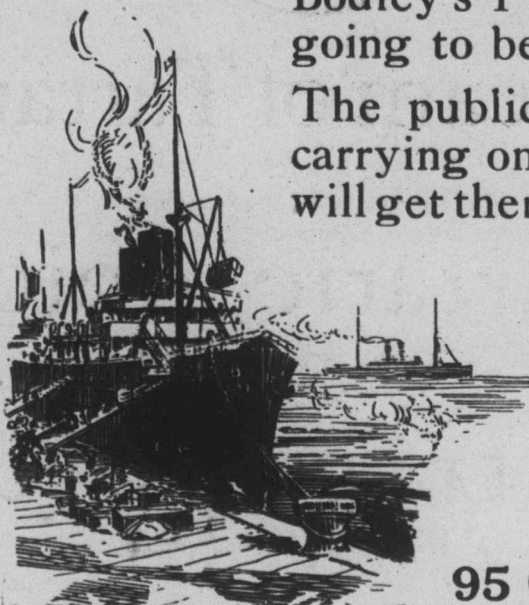


If any advertisement interests you, tear it out now and place with letters to be answered.

Thousands of Bodley's Cakes will be shipped to the front for Christmas

Bodley's 1 lb. Overseas Cakes in Tin Boxes are going to be big sellers this season.

The publicity campaign which we are now carrying on will get your customers interested, will get them asking for Bodley's Overseas Cake.



Prepare to profit from this demand. Stock up now and draw attention to the fact that you are selling Bodley's—the ideal Overseas Cake put up in the ideal way.

Every sale will profit you well.

Christmas Puddings in 1 lb. Tins are proving big sellers with live grocers.

C. J. Bodley

95 Ontario Street

- Toronto

SUCCESS COMES THROUGH KNOWLEDGE

TO know all about your business means more profits and bigger business.

THE GROCERS' ENCYCLOPEDIA

was compiled by specialists who spent years of toil and spared no expense to make it worthy of a permanent place on your desk.

Full information on practically every article handled by the grocery trade is given in such a manner that it is never forgotten. Contains a complete food dictionary in five languages: English, French, German, Italian and Swedish.

SEND FOR A COPY TO-DAY

It cost \$50,000 to produce and contains 748 pages on 1200 subjects, with 500 illustrations, 80 full-page color plates, printed on heavy calendered paper, and bound in strong buckram to withstand hard usage. The cost is comparatively small for such a comprehensive volume.

ONLY \$10.50, ALL CHARGES PREPAID

Send Your Order to

MacLean Publishing Co., ^{Book} Dept., 143-153 University Avenue

Toronto, Canada

The Real Sellers

Put your selling effort behind the line of cocoas and chocolates that will back up your best recommendation—

COWAN'S COCOA Products

Consistent quality and forceful publicity have made Cowan's the easiest line to sell. Prove this to your own lasting profit.

The Cowan Company
Limited

TORONTO



Cream of Tartar

10 cwt. casks crystals
300 lb. bbls. powdered

Tartaric Acid

224 lb. bbls. crystals
or powdered

Citric Acid

112 lb. bags crystals
or powdered

Castor Oil

4 cwt. bbls. or cases of 2 tins.
40 lbs. each (80 lb. per case)

Glycerine

10 cwt. drums
5 " " "
2 tin cases (56 lb. each)
1 " " (56 lb. each)

Borax

Crystals or powdered
300 lb. bbls.

Blue Vitriol

Crystals 450 lb. casks

B.&S.H. THOMPSON
& COMPANY LIMITED
MONTREAL

Established 1790

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

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



INCREASE YOUR PROFITS

AWAKENING OF BUSINESS, by EDWARD N. HURLEY, Former Chairman of the Federal Trade Commission. This is one of the most inspiring, helpful business books that has ever been written. Mr. Hurley presents in a clear, forcible way, plain truths that give business men a broader vision. 240 pages.
Price, \$2.00

BENJAMIN FRANKLIN, Printer, by JOHN CLYDE OSWALD, Editor of The American Printer. It is interesting to visit with a great man like Benjamin Franklin, and just such an opportunity is afforded in this book. There are many reproductions of Benjamin Franklin's work. The type and typography are in harmony with the thoughts that Mr. Oswald presents. 239 pages, 54 illustrations. Half leather binding, \$3.50
Popular Edition, \$2.00

THE MANUAL OF SUCCESSFUL STOREKEEPING, by W. R. HOTCHKIN, Ten Years Advertising and Sales Manager for John Wanamaker. One of the greatest needs of men in the retail business is ideas for selling plans. This book is filled with good ideas. 289 pages. De Luxe Edition \$10
Popular Edition, \$3.00

HOW TO ADVERTISE, by GEORGE FRENCH, Editor of the Advertising News. This book tells how to prepare advertisements. It contains many illustrations of advertisements. 279 pages, 115 illustrations.
Price, \$2.00

ADVERTISING, SELLING THE CONSUMER, by JOHN LEE MAHIN, New York Advertising Agent. The most important thing in advertising is selling the consumer. Mr. Mahin tells specifically how to do this. 298 pages, 26 illustrations.
Price, \$2.00

ADVERTISING AS A BUSINESS FORCE, by PAUL TERRY CHERINGTON, of the Graduate School of Business Administration, Harvard University. William C. Freeman, of New York, whose Talks on Advertising are universally known, says: "I will read again his book and reread it until I have learned thoroughly many things that I must know." 562 pages.
Price, \$2.00

FIRST ADVERTISING BOOK, The, by PAUL TERRY CHERINGTON, Author of "Advertising as a Business Force." A great deal of the power of The First Advertising Book lies in the fact that it deals with actual experiences, not theories. 596 pages.
Price, \$2.00

THE NEW BUSINESS, by HARRY TIPPER, Manager "The Automobile"; Lecturer on Advertising, New York University. Everyone who has anything to sell will find this book a practical first assistant in increasing his sales. 391 pages.
Price, \$2.00

WE, by GERALD STANLEY LEE, Author of "Crowds." A book as thought-compelling as "Crowds." It gives a splendid vision of the opportunities of the advertising profession. 711 pages.
Price, \$1.50

ORDER FORM

MacLEAN PUB. CO., LTD., Technical Book Dept., Toronto

PLEASE SEND ME the following books, charges prepaid. I agree to remit \$1.00 within five days after receipt of books and \$1.00 a month until they are fully paid for, or to return them to you within five days (the payment plan applying ONLY to ORDERS for TWO OR MORE BOOKS).

(Check the Books Desired)

- | | | |
|---|---|--|
| <input type="checkbox"/> Awakening of Business (\$2.00) | <input type="checkbox"/> How to Advertise (\$2.00) | <input type="checkbox"/> The First Advertising Book (\$2.00) |
| <input type="checkbox"/> Benjamin Franklin, Printer (\$2.00) | <input type="checkbox"/> Advertising, Selling the Consumer (\$2.00) | <input type="checkbox"/> The New Business (\$2.00) |
| <input type="checkbox"/> Manual of Successful Storekeeping (\$3.00) | <input type="checkbox"/> Advertising as a Business Force (\$2.00) | <input type="checkbox"/> We (\$1.50) |

NAME _____ STREET _____
 Firm or Reference _____ CITY _____

SPECIAL CASH OFFER—If 5 or more are ordered and are paid for IN CASH in 5 days, a special discount of \$1.00 will be allowed.

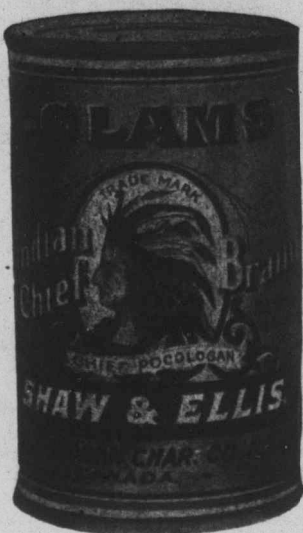
Economical, Wholesome and Easily Prepared

INDIAN CHIEF BRAND CLAMS

The high-grade, easily-prepared, wholesome food that sells quickly and always repeats.

Prepared and put up under the most sanitary conditions the same day they are taken from the clam beds. Sealed in cans without solder or acid. Sells easily and gives you a good profit.

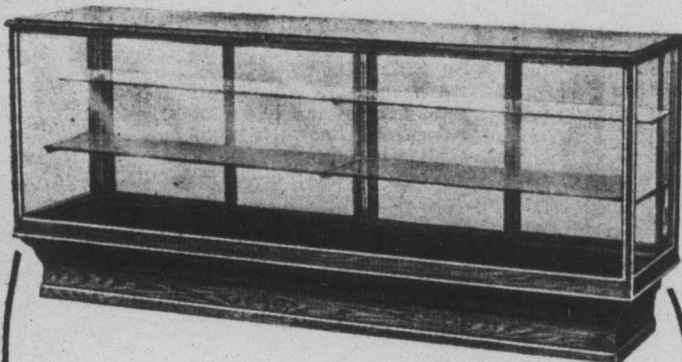
Get a trial supply from your jobber and prove their selling value.



Packed by

SHAW & ELLIS

Pocologan, N.B.



You cannot afford to miss such a bargain

This Western Display Case has been constructed to meet the demand for a handsome, practical, reliable Show-Case at a reasonable price.

Don't waste money on expensive Display Cases. Get full particulars of this big idea and judge of the big value it offers you. Postcard us.

The Western Mfg. Co., Limited
Regina, Sask.

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.

There's a neat profit on this 10c. seller. Are you selling it?



Display a few boxes of *Mechanics Antiseptic Hand Cleaner* and note how well it sells, the satisfaction it gives and the profits on your day's sales.

Get your customers acquainted with it and it will sell itself.

Mechanics Antiseptic Hand Cleaner is only one of thirty-four different kinds of toilet preparations we manufacture. Every one a leader.

Write for particulars.

French Soap Company
1613 Notre Dame Street East
MONTREAL

Lawrence, Long Island,
New York, U.S.A.

To Dominion Canners, Ltd.,
Hamilton.

*This letter from
the States is
interesting to
Grocers.*

While I was in Montreal stopping at
the Ritz-Carlton Hotel, I ate some Mar-
malade which I was perfectly crazy about,
so much so that I asked the chief steward
where I could get some, and he gave me
your address.

I should very much like you to send
me prices of the orange marmalade,
duty, etc., and as soon as I hear from you
will give my order.

Thanking you so much and trusting to
hear from you very shortly, I am,

Very sincerely,

(Name on request)

*This is the favorable
time to buy*
Orange Marmalade

Sugar is high in price.

Oranges hard to secure
—owing to ocean bot-
toms being scarce.

Aylmer
Orange Marmalade

Buy Now, for Future Profits

DOMINION CANNERS, LTD.
HAMILTON - CANADA

When customers ask for "Blue," or
"Washing Blue," or "Laundry
Blue" give

**OCEAN
BLUE**

and you will be on the safe side.
They cannot buy, and you cannot
sell, a better.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
The Gray Bldg., 24-26 Wellington St. W., Toronto.
WESTERN AGENTS:—For Manito-
ba, Saskatchewan and Alberta—W. L.
Mackenzie & Co. Ltd.,
Winnipeg, Be-
gina, Saskatoon,
Calgary and
Edmonton. For
British Colum-
bia and Yukon
— Creeden &
Avory, Rooms 5
and 6, Jones
Block, 407 Hast-
ings Street W.,
Vancouver B.C.



**And now
for the
season's
pickling**

Pickling and preserving calls for good,
dependable pottery. That's why you'll
find it advisable just now to show a stock
of Toronto Pottery Company's high-grade
sanitary crocks in a corner of your store.
The demand is big. Fruits, vegetables,
eggs, etc., must be stored away and these
crocks are just ideal for the purpose.
The profits are good.

OUR PRICES:

Half gallon to 6 gallons, inclusive, 12 cents per gallon.
Eight, ten and twelve gallons, 15 cents per gallon.
Fifteen and twenty gallons, 18 cents per gallon.
Twenty-five and thirty, 20 cents per gallon.
Thirty-five, forty and fifty gallons, 24 cents per gallon.
Seventy-five to five hundred gallon sizes made to order
only.

The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

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

A Sales Getting Customer Reminder

You'll sell more Colman and Keen Products if you hang one of these Attractive Cards in your Store.

Every card is lithographed in handsome colors, each package being reproduced in facsimile.



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.

Ask us to send you one.

MAGOR, SON and COMPANY, LIMITED
 30 CHURCH STREET, TORONTO 191 ST. PAUL STREET W., MONTREAL

Niagara Grape Juice

Trade Prices

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

Mail us your order. Samples on request.

DROP SHIPMENTS

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

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

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, SEPTEMBER 14, 1917

No. 37

Sale of Baked Beans Not Forbidden

Misapprehension Over Order-in-Council— Many Merchants, Unaware of the Exact Conditions, Are Unnecessarily Limiting Their Sales — A Word on the Financial Side as it Effects the Retailer.

A GREAT deal of misapprehension has grown up around the canned goods embargo, and many merchants are so anxious to live up to the strictest letter of the law that they have gone even farther and have in many instances refused to sell goods against which there was no prohibition. This is unquestionably due to the ambiguity of the order itself.

Recently a representative of the R.M.A. called in ten different Toronto stores unknown to the proprietor and sought to buy baked beans or pork and beans, in each instance he was refused because the merchant was evidently of the opinion that the beans referred to in the order included all varieties of beans.

As there was certainly room for doubt on this matter according to the wording of the Order in Council the Dominion Canners got into touch with the Food

Controller's office and queried them on this point.

The reply received is as follows:

Dear Sirs:—

Referring to your letter of August 29th, I may say that while this office does not interpret the meaning of orders-in-Council, pork and beans were not considered at the time the order was promulgated.

Yours faithfully,

J. W. FRENCH,
Asst. Chief of Staff.

A Side Light on the Meaning of the Embargo

Another letter sent out by the Dominion Canners to the trade, was first submitted to the food controllers office and received their approval. We quote these letters herewith as further evidence of what is actually intended in the embargo.

Re Food Controller.

"There seems to be some doubt as to the kinds of goods of which the sale is restricted temporarily.

"The following is the list: Peas, beans, tomatoes, beets, celery, corn, spinach, rhubarb and pumpkin.

"We have been asked if pork and beans come under the heading of 'beans.' The Food Controller advises that when the order was promulgated pork and beans were not considered. Therefore, the interpretation is that same refers only to wax and green beans, and not to pork and beans.

"Pork and beans are a substitute for beef, and consumption should be encouraged in every way possible in order to conserve the beef.

"If you have not placed your orders for your fall requirements of pork and beans, now is the time to make your arrangements for early delivery to avoid congestion later on."

From the Food Controller's office came the following reply:

"I am in receipt of your letter of August 29th in reference to the law regarding consumption of canned foods. The instructions which you have issued to your buyers are satisfactory.

"S. E. TODD,

"Chief of Staff."

As many merchants seem not to be aware of the actual contents of this famous Order in Council it is republished herewith:

AT THE GOVERNMENT HOUSE AT OTTAWA
Friday, the 24th day of August, 1917.
HIS EXCELLENCY THE GOVERNOR-GENERAL
IN COUNCIL.

Whereas the Food Controller for Canada submits that he is advised that the canners of the



A Timely Autumn Display.

Dominion of Canada are not able to supply the demand for canned vegetables for the coming season; that there will be a great supply of fresh vegetables on the market, and that an embargo upon the use of canned vegetables would work no hardship on the consumer while green and fresh vegetables are available and would stimulate the consumption of fresh vegetables, making a market for same, and also conserving the supply of canned goods for later use.—

Therefore His Excellency the Governor-General in Council, under and in virtue of the provisions of the War Measures Act, 1914, is pleased to make the following regulations and the same are hereby made and enacted accordingly:—

I. On and after the twenty-fourth day of August, 1917, and until further notice, except as hereinafter provided, the sale and purchase of peas, beans, tomatoes, beets, celery, corn, spinach, rhubarb and pumpkins, preserved in cans, glass jars, or any other container, commonly known as "canned vegetables," is prohibited.

II. The above regulations shall not apply:—

(a) when such vegetables are sold by the manufacturer to the wholesaler, jobber or retailer; or by the wholesaler or jobber to the retailer; or

(b) when such vegetables are to be consumed in lumber camps, mining camps, construction camps, and dining cars, provided that they will be consumed within said lumber camps, mining camps, construction camps and dining cars, and not resold.

(c) when such vegetables form a part of the contents of a can, glass jar, bottle or other container, and are sold as soups, catsup or pickles.

III. It is provided, however, that the Food Controller for Canada may issue licenses permitting the sale and consumption of said "canned vegetables" in such cases as he deems necessary or expedient.

RODOLPHE BOUDREAU,

Clerk of the Privy Council.

A Reasonable Interpretation Required

This should serve to relieve many apprehensions that have to the moment existed among the grocery trade, relative to what was and what was not legal to sell. Baked beans and baked pork and beans as we have noted above have often been refused to customers under the impression that they came under the heading "beans" in the Order in Council. The letters quoted above will serve to set this doubt at rest. It is perfectly legal to sell such goods. It is also legal to sell any kind of canned soups whether they contain vegetables or not. The reading of the actual embargo is certainly far from clear, but it is to be born in mind the idea of the embargo was to conserve the supply of fresh vegetables, and that it is on this basis that the restrictions must be considered. While it is not the intention of this paper to interpret the Order in Council either. It is only fair to call the attention of the trade to this fact and to make the general statement that we believe the trade will be quite within the meaning of the Order if they refrain from selling the articles actually mentioned in the embargo without elaborating it to cover other lines of goods that might possibly come under one or other of the restricted heads.

Who is to Finance the Canning Pack?

There is another difficulty that has arisen in connection with this embargo, a difficulty that was forecast in this paper some little time ago. That is the question of who is to finance the pack of canned goods while the embargo is in force? A good deal of dissatisfaction has arisen over the fact that many wholesalers have started delivery on the pack of peas, of course invoicing them at the date of delivery. This means

that the retailer is the man who is to carry the whole financial burden of the business. He has to pay his invoice promptly or get a name for being a slow pay, thus losing his discounts. Now the retailer argues that this is hardly a fair distribution of the difficulties entailed by the embargo. If they have to warehouse and pay for goods two or three months before they are permitted to sell them it is going to entail a good deal of hardship. They urge that this is hardly a fair deal. Neither the wholesaler nor the packer pay thus promptly for the goods they receive. The wholesaler usually has two or three months in which to settle for his delivery from the packer, and the farmer is as a rule

paid by notes which he discounts at the bank, and in that way the packers do not not make any actual settlement till well on in the winter their indebtedness being largely carried by the banks during the rush packing season. This is of course a perfectly legitimate and business like way of handling the matter. The only complaint according to the retailer, is that he is not given the same privilege of deferred payment. They consider that in storing the goods months ahead often at a good deal of inconvenience, that they are doing their share, and that there should be a more liberal time allowance on these goods, so that the retailer would not have to bear the whole financial load.

Buyers' Service Affects Retailers

A Service That May Not be as Disinterested as it Appears—
Some Description of the Inner Workings
of This Activity.

IN a previous issue we called attention to a new organization calling itself the Canadian Buyers' Service, that in its circulated literature promises great things. According to its modest claims to the consumer it "helps you buy well" and gives you "good goods at less cost." It has an "Information Department" which "will secure information on enquiry regarding any kind of merchandise without obligation to customers." There is also a "Mail Order" idea in connection. CANADIAN GROCER being always interested in anything that tends to better merchandizing, has investigated this activity to some extent.

The premises at 29 Birch Avenue are far from prepossessing. It is an old, somewhat dilapidated house with the front room roughly shelved. On these shelves were displayed probably \$100 worth of goods. This was the Canadian Buyers' Service, and this is the way it operates.

The Parties Behind the Service

Behind this activity, and the financial sponsor for it is a publication known as "The Canadian Housekeeper," published at 62 Temperance St., Toronto. The entire editorial contents consists of recipes such as appear in many an almanac. The balance of the publication is of course devoted to advertising. In many instances this advertising is paid for, in part, in the goods of the advertising party, which form the backbone of the stock of the Canadian Buyers' Service.

This publication appears monthly, and despite its modest editorial efforts, sells, or is sold for \$1.50 per year. There has been quite an energetic canvass of late to sell this paper.

Mr. Hanna Is Not Interested

From a number of different sources the information has been received that these solicitors were stating that the Food Controller was behind their activity.

CANADIAN GROCER at once got in touch with the Food Controller to discover what there was in these assertions. We reproduce herewith his letter in reply:

OFFICE OF THE FOOD CONTROLLER,
OTTAWA.

Toronto, Ontario, August 28th, 1917.

Dear Sirs:—

I have your letter of the 25th instant, stating that an agency styling itself "The Canadian Buyers' Service," located at 29 Birch Ave., Toronto, is soliciting business in grocery and food supplies in conjunction with a publication known as "The Canadian Housekeeper," and that the solicitors for this concern are using my name freely in connection with their canvass, saying that my office is behind their undertaking, and that the persons solicited may as well associate themselves with this scheme, as if they do not the Food Controller will ultimately compel such association.

In reply, I beg to state that I never heard of the Canadian Buyers' Service until receipt of your letter; that I know nothing of them, and that there is absolutely no truth whatever in any statement connecting me or my office with their undertaking.

Yours very truly,

W. J. HANNA,
Food Controller.

Canadian Grocer,
143 University Avenue,
Toronto, Ontario.

The Reason for the Buyers' Service

In connection with this campaign the Canadian Buyers' Service is of some value to the publication. It provides a means of disposing of the goods received in return for advertising. This purchasing is encouraged by allowing 3 per cent. discount on the first \$50 worth of goods purchased, or in other words until the initial price of the magazine has been repaid. When the goods required are not represented in the stock of the Canadian Buyers' Service, they are purchased from other grocers in the locality. These enquiries for goods that they have not in stock give a lead to the advertising men who promptly visit the firm and use this request as an argument for getting advertising. The "Information Department," seemingly so disinterested, of course provides similar leads.

The reason why the matter is called to

the attention of the grocery trade is that it appears in every way to be against the best interests of that trade. It isn't at all likely that many prominent foodstuff

manufacturers, who sell through present well-defined trade channels, will care to market their goods to the consumer in this manner.

Flour Price Probably Down

Fixing of Wheat at \$2.21 Justifies a Decline of 50c a Barrel on Present Price.

After much discussion an official announcement has been made by the Board of Grain Supervisors for Canada fixing the prices on the 1917 crop of wheat on the basis of Fort William and Port Arthur. The prices are identical with those set by the United States for the same grades on a basis of Minneapolis and Duluth, and are as follows:

No. 1 Manitoba Northern \$2.21; No. 2 Manitoba Northern, \$2.18; No. 3, Manitoba Northern \$2.15; No. 1 Alberta Red Winter \$2.21; No. 2 Alberta Red Winter \$2.18; No. 3 Alberta Red Winter, \$2.15. Other grades will be fixed when further information about the quality of the crop is secured.

Flour millers in the interior west of the points named will be permitted to pay a maximum of one cent per bushel diversion charges in excess of the fixed prices.

The Board has decided, in accordance with similar action by U.S. authorities, that Canadian flour millers, the Allies and other consumers of Canadian wheat will be required to pay, in addition to the fixed price, a sum of two cents per bushel to the Board, and the Allies, including the United States, a further amount not exceeding two cents per bushel, the money accruing to create a fund from which will be paid the carrying charges on street wheat in country elevators.

The Board has decided that the prices on wheat loaded out of elevators in Canada, licensed as private shipping and milling elevators, shall be as follows: The price fixed above, the price of wheat loaded or shipped out of such elevators. Minimum will be not more than four cents less than the fixed price, grade for grade. The buyer in addition pays the f.o.b.-ing charges. The mixing of grades at terminal points is prohibited to the United States.

A representative of a large milling concern when queried regarding the effect of this price stated that it would probably force a reduction of fifty cents a barrel on flour, in addition to the cut of one dollar that was made on the first of

ing enough, well and good. If not, every time the householder drops a milk ticket into the bottle on the doorstep there will be an additional debit item of 1½ cents against the family assets.

The members of the Milk Producers' Association met on Saturday last, and being among those whom a beneficent government permits to gather together as they see fit to mutually enhance prices, why, they gathered and decided to enhance them as before stated by the not unhandsome addition of fifty cents to every two dollars now paid for an eight gallon tin.

At this meeting the following resolution was passed: "In view of the facts as brought out in this meeting regarding the cost of producing milk, it is the opinion of the Toronto Milk Producers' Association that the minimum price at which milk can be sold to give a profit is \$2.50 per eight gallon can, delivered at the dairy, and cream at 66c per pound butter fat, cans with jackets supplied and freight paid, and we recommend these prices to the executive of the association."

It is now the Toronto milk dealers' move.

OTTAWA GROCERS HANDLE FISH

It is quite likely that many of the grocers of Ottawa will shortly begin the handling of fresh fish, and thus offer the consumer further incentive for using this food as a substitute for meat to a greater degree than at present.

Mr. Thomas Bowman, president of the Ottawa Retail Grocers' Association, stated that he considered it likely that some action in this direction would shortly be taken by a number of those grocers who do not now handle fish. He expressed the opinion that greater consumption of this food would help solve the high cost of living problem.

Mr. Bowman pointed out that in many cases such a decision would necessitate the installation of special refrigerators, as fish cannot be handled in the same storage as other edibles. It was alleged here that grocers generally showed no very great enthusiasm toward efforts to get a supply of fish from the east.

BIG SUGAR OUTPUT

Porto Rico made 802,398 short tons of sugar in the season which ended this month, according to the final figures of J. Ruiz Soler, secretary of the Porto Rico Sugar Producers' Association. This is the first time that the production of the island has reached the 500,000-ton mark. It is an increase of 19,301 tons over the 1916 crop, which in turn was in excess of all previous years.

SLIGHT FROST DAMAGE

There have been few reports of frost damage to crops this fall, though recent information from Simcoe, Ont., indicates that cucumber, pumpkin and citron vines were recently blackened, and the corn leaves were shrivelled. Late potatoes were reported to promise a good yield.

DON'T DEMAND DOUBLE DELIVERY

By double delivery, we mean: Don't have orders delivered twice daily if once will do, or twice weekly if once will do.

Unnecessary service is increasing the cost of living more than anything else. Do your part to bring about a reform.

Try Our Coffee Special Today

Finest Peaberry Coffee, always sold at 50c lb. Freshly roasted and ground as ordered.

Special today, lb. 39c
 2 lbs. 70c
 5 lbs. \$1.05

Fresh Strawberries, special late variety. Box 25c
 Genuine Macaroni or Spaghetti, 3 lbs. 25c
 Peanut Butter, lb. 25c
 Golden Star Tea, lb., 40¢; 3 for \$1.10
 Shredded Wheat Biscuit, package 12c
 Kellogg's Corn Flakes, package 10c

Special This Week at Drug Dept.

Egyptian Violet Glycerine Soap, box 21¢
 Also, the Palmolive Deal Is Still On

H. O. KIRKHAM & CO., LTD.

VICTORIA, B.C. DUNCAN, B.C.

Phones: Grocery, 178 and 179 Delivery, 5822
 Fish and Provisions, 6580 Meat, 6521

The delivery abuse has become a very serious factor in the Retail Grocery Business, and a good many means have been tried to overcome it. Here is a good suggestion that might well be followed by other grocers. Most of the difficulty comes from lack of understanding. Make your customers understand.

September. It may be that the Food Controller will insist on a further reduction than the 50 cents, but the mills admit that the present prices of the new grain will allow of this cut at least. "We are now" continued the official, "awaiting the announcement of Mr. Hanna as to what he will do with the price of wheat, and whether he will also fix the price of flour. If he does so he will have to standardize the flour. He will be compelled in addition to fix a price for bran and shorts, in relation to the price of flour, for a cut of \$5 a ton on these feeds means a difference of 25 cents a barrel on the cost of flour."



Now Up Goes Milk



If the demands of the Toronto Milk Producers' Association, the men who supply the city dairies with their supply of milk, be met, then there will be another little item added to the high cost

of living in the form of another increase of about one and one-half cents a quart. The matter now rests with the dairymen. If they can convince the producers that the public are already pay-

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EDITORIAL BRIEFS

SWEDEN is another of those little nations, a portion of whose anatomy seems to be itching for a well-placed boot.

* * *

WERE you at the Canadian National Exhibition? If you were not you missed being numbered among nearly a million others who were. Incidentally you missed some very memorable days.

* * *

A CORRESPONDENT in the Toronto *Star* of recent date queries "What's the good of a Food Controller?" The question has sometimes presented itself to us also. Up to the moment we have not been able to land on an answer that entirely satisfies us.

* * *

ACCORDING to recent investigations the cost of production of Cuban raw sugar has increased 50 per cent. The increased cost of refining might very readily take up a similar increase, and that about makes the total increase that the public is paying.

* * *

IN A recent discussion in the House on the question of flour, one member spoke of "the milling trust of Canada the most nefarious in the world"; another described the large millers as "absolutely soulless," and this merely because some newspapers made the absolutely unsupported statement that millers were

making \$5.00 a barrel on flour. Such receptive ears must, we suppose, of necessity, be long.

* * *

IT HAS taken a large staff of skilled accountants about a month and a half to examine the books of the William Davies Company and the Mathews-Blackwell Company in order that the commissioners appointed to investigate Mr. O'Connor's report might be properly versed in the matter. Probably had Mr. O'Connor used the same thoroughness the Commission might not have been necessary.

MR. HANNA AND THE LAW OF SUPPLY AND DEMAND

A LITTLE while ago the Hon. W. J. Hanna was loudly derided in the daily press, because in one of his speeches he made the statement, that he could not fix prices in defiance of the Law of Supply and Demand.

Look, said these knowing papers, what Mr. Hoover in the United States is doing. What does he care for the Law of Supply and Demand?

Unfortunately for this argument Mr. Hoover recently made a speech before the National Livestock Conference:

"As long," said Mr. Hoover, "as there is a heavy demand for meat with a decreased production, prices will continue to soar. Drastic control of packing plants with Government operation as an alternative will not work." Mr. Hoover is well advised in not using that much abused phrase "Supply and Demand," but these words of his refer to that and nothing else. The newspapers know well that the thing that some people call the principles of business, and some people of a more academic turn call the Law of Supply and Demand, are part of the backbone of our civilization. The Law of Supply and Demand is not a theorem originated by some economist to make the lot of the poor harder, as seems to be the idea of some supposedly well-informed editors, but is a name used to describe conditions that go back to the dawn of civilization, and are part and parcel of that civilization.

We believe that the Food Controller has not always acted in the wisest way, though there are conditions, that no doubt hamper him in doing what he might judge best. When he says he cannot fly in the face of supply and demand he says only the simple truth. To try and prove him wrong in this particular can only bring the person attempting it into derision.

FACING A WORLD FAMINE

THE United States Food Administration department is authority for the statement that the meat supply of the world has decreased alarmingly comparing present with pre-war conditions. In cattle the total decrease has been 28,080,000, sheep 54,500,000, hogs 32,425,000. This in face of the fact that

about half the nations of the world are on half rations is a suggestion that might well give us pause.

In the face of this statement we see an embargo placed on beef and the consumption of young meats tacitly encouraged.

The contention of the food controller's office that the consumption of veal as compared with beef is small, is merely an evasion not an answer.

Every calf used for food is beef lost to the country. Every sixty pounds of veal sold over the butcher's counter is so sold at the expense of the 900 pounds that might have replaced it. This sort of thing is folly, criminal folly, yet the food controller's office seems actually to condone the matter. They are so busy congratulating themselves over the saving in beef that they do not see that every restaurant that obeys this misguided regulation, is featuring veal and lamb on their menu instead. The argument is raised that the farmer does not want to bring his calves to maturity because of the price of feeds. If this is so it must be that the farmer does not understand the situation. Should he not, if this be the case, have this matter explained to him. Should he not have this drawn to his attention as one of the things he could do to help win the war. The farmer has not been faced with the ceaseless calls upon his purse that the war has meant to all Canadian cities. Even if raising calves to maturity caused him a financial loss even so might he not be expected to do this as his contribution to the great demands of war.

FEATURE THE PRESERVING LINE

A GOOD many merchants who have made good money in the past through the sale of goods for preserving time are inclined to waver in that good work this year. Their contention bears on its face the stamp of a certain amount of reasonableness.

Sugar is almost prohibitive in price they say, fruit is dear and scarce and glass jars are higher in price. Everything that goes into the canning activity has advanced in price. Well no one can gainsay that proposition. But is that any good and sufficient reason for letting these lines die of disuse. Look at it this way. Granted that the cost of all these lines has increased. Even so the canning and preserving factory cannot continue operations without sugar, they also must use glass or tin receptacles and the fruit farmer is not giving them his crop for nothing. The actual difference between these goods and the home canned article is approximately the same as it was last year, or the year before or the year before that again. The cost of production for the home canner has increased, but so and in like proportion has the production of the canneries. If it has paid the housewife in the past to put up these goods rather

than buy through the winter it will pay her just as well this year.

It pretty nearly rests with the merchant as to whether or no this business, profitable in the past, goes by his door. A little encouragement, a little reasonable explanation and the matter will be made clear, and the business can go on as usual. This is the time for canning, peaches and pears and grapes will soon be along. The crop is not large this year, so all the more reason for the merchant to be on the alert, and look after the interest of his customers. Don't lose a good business, because of a lack of nerve.

BANKS' AID TO AGRICULTURE

TO FACILITATE the operation of their agricultural credit schemes, states *The Financial Post*, two of the Western Canadian provinces have each recently been extended temporary bank credits of \$1,000,000 at five per cent. Sir Thomas White is paying over six per cent. for his new Dominion funds in New York. Here is food for thought for those who are inclined to belittle the service of our banks for domestic needs and for agriculture in particular.

The fact that Canadian banks are willing to lend their money to the Western provinces for farm loans at more than one per cent. less than Canada can borrow funds in New York is a concrete indication of the co-operation which is being rendered for the increase of agricultural production. The banks have had many critics and not the least severe have been the Western farmers, who in many instances sought credits indicating a lack of knowledge of the proper functions of such institutions. Now the banks have an opportunity of being a real service in a legitimate banking manner and apparently they are willing to do so at a rate considerable below the market.

CANADA'S GROWING TRADE

AS an indication of why Canada, despite the war costs, is in a prosperous condition, and as an interesting sidelight also on the high cost of living, the export figures for commodities during the past eleven months might be noted. When these figures are compared with the figures for a corresponding period of the previous year, some idea may be gained of the immense increase in the export of Canada's foodstuffs, which in a measure at least may be the cause for the high prices existing in the country.

For the 11 months just ended the export of breadstuffs totalled \$492,969,249 as against \$394,338,832. In meats and dairy products the same solid advance is noticeable. For the eleven months just closed the exports were \$324,946,093, as against \$234,404,721. That means prosperity, but it also means high prices.

How To Ascertain Turnover

It's Easy if You Go About it Right—Otherwise May Prove a Pitfall.

By HENRY JOHNSON, Jr.

Here is a letter from a thoughtful merchant:

Paswegin, Sask., May 4, 1917.
Editor CANADIAN GROCER, Toronto.

Dear Sirs:—I have read with interest the articles of Henry Johnson, Jr., on various matters connected with store management; and the one of "Margins and Turnovers" that appeared in your splendid spring and summer number should furnish much food for reflection.

Mr. Johnson goes into figures at some length to impress your readers with the importance of keeping down stocks and turning them over as often as possible. All this is very good advice and cannot be reiterated too often.

As one who has made a study of cost methods for fifteen years or more, I am emboldened to question Mr. Johnson's figures and method of calculation in regard to turnover. Seeing that the merchant in these days is receiving so much instruction in the way of running his business profitably—curtailing expenses, eliminating waste and increasing turnover—it is perhaps as well that he have a clear idea of turnover as well as a right understanding of how to figure profits.

The question of whether to figure profits on cost of sales or actual receipts has been discussed freely of late, and it is now generally agreed that the latter method is preferable in view of the fact that the expense percentage is usually based on sales.

In figuring costs it is important to be consistent. For instance, it would not do to take one's profits on sales as a certain percentage, and add that percentage to the cost of goods in order to find the selling price. This has been demonstrated so often that the use of figures is unnecessary to further emphasize this point.

When we come to the matter of turnover in ratio to the stock in order to find the net profit on stock, it is just as necessary to be consistent here as in the other case.

Mr. Johnson instances a merchant who carries \$6000 stock and sells \$60,000 annually. Such a merchant may well be "chesty" about the achievement of having turned over his stock ten times; but his pride will surely give place to perplexity, if not discomfiture, when he is told that he has turned over his stock only eight times. Let us investigate. Assuming that the average grocery profit throughout the country is 3 per cent., on sales, of course, is meant—this turnover of eight times would, according to Mr. Johnson, yield a profit of stock investment of 24 per cent. Will it, though? \$60,000 at 3 per cent. means \$1800, which is 30 per cent. on stock investment of \$6000. This being so, then it follows that, at a 3 per

cent profit, the stock must have been turned ten times; proof, 30 divided by 3 equals ten. If the ratio of turnover to stock be based on the cost of the goods sold, as laid down by Mr. Johnson, then, in order to be consistent, the number of times the stock is turned must be multiplied by the profits on the cost price of the sales, not the actual receipts. Thus 3 per cent. on sales equals 3¾ per cent., on cost therefore 8 multiplied by 3¾ equals 30, which is the percentage profit on stock investment, exactly as given by the first method.

From the foregoing it will be seen that there is nothing slipshod about our way of estimating turnover. There is a right and a wrong way of doing a thing, and although Mr. Johnson has erred on the right side in his calculations, perhaps further reflection will enable him to see the matter more clearly.

Yours etc., Thomas H. Witton.

Where is the Discrepancy?

I have read and reread Mr. Witton's fine letter to see how and wherein he has confuted my calculations. Not that confutation would not be welcome. It most certainly would be; for the last thing I seek is to set up for an oracle. The thought is to ascertain facts and interpret them; and whenever a new fact or a better interpretation is forthcoming, we must welcome it, scrap the superseded dope and promulgate the newer and more authentic business gospel.

I had thought at first that Mr. Witton took in his stock at retail values. This system is practised by some of the best merchants. In that case, \$6000 stock carried in a business the sales of which were \$60,000 would show a turnover of ten—no doubt about that. But it is evident that Mr. Witton is talking of \$6000 stock at cost value. This seems to be substantiated by his use of 3¾ per cent. on cost; and there he gets back to my contention, that 3 per cent. on \$60,000 sales with a \$6000 stock shows a turnover of 8.

It seems as if we were talking about the same thing and really arriving at the same conclusions, but working at a slight cross-purpose which obscures the issue. For I agree heartily with Mr. Witton's postulates about figuring profits (margins) on sales, and that we must approach all relative problems from the same angles. So maybe we had better go over the ground again, and I shall try to make my meaning very clear.

Stocks at Cost vs. Sales At Retail

Accepting Mr. Witton's statement that 3 per cent. on sales equals 3¾ per cent. on cost, we reach our first agreement: that the average spread between cost and selling price is 20 per cent. Inasmuch, therefore, as we are considering a business of \$60,000 annual sales and

\$6000 stock, our first business is to get both figures to a common demonstration, as the arithmetic fellows say.

So \$60,000 sales is first reduced to their average cost, by taking 20 per cent., or \$12,000 off. That leaves \$48,000. Divide that by the \$6000 stock and it seems plain that the stock has been turned 8 times.

Or take the \$6000 stock and advance it to the averaged selling price by adding 25 per cent. to it. Then we have \$7500 worth of goods at retail; and that sum divided into \$60,000 sales will give us the same answer, or eight.

I do not quite see the connection between stock earnings and turnover: but now that I recall some of my other papers, I incline to think that maybe I have been a trifle slipshod myself. I may have said that a stock turnover of eight at 3 per cent. net would show stock-investment earnings of 24 per cent. If I did, there is where I slipped a cog; for it is certain that Mr. Witton has that right. The correct figure is 30 per cent. To turn the stock ten times at 3 per cent. on sales (or 3¾ per cent. on cost) will yield 36 per cent.; and twelve times on the same basis will yield 43.2 per cent.

Why Did I Say "Chesty?"

My reference to the "chesty" man was meant to be by way of good-natured raillery—a sort of gentle poke in the ribs. But cold type makes any back-lying meaning dangerous, because obscure. But no matter. The thought is that men often make statements which manifest much self-satisfaction which close examination shows to be unwarranted. So I wanted to hint rather pointedly to the man who says: "Yepper; I'm turning my stock ten times, regular," that he had better be sure about it.

May I add that this sin of overstatement laid very close to me, too? It did. For years during which I was carrying an average of \$6000 and doing \$60,000 to \$65,000, I said (and thought) I was turning my stock ten times or better. When my error was pointed out to me I was a bit crestfallen; but immensely chastened, too; and chastening is mighty good stuff for the mercantile soul, believe me!

Now, my intention in dwelling so insistently on this one point of turnover is several-sided. For one thing, I want to help men KNOW what they are talking about, so they may avoid fooling themselves (as I did for so long.) But much more important, I think, is it to aid them to speed the turnover; and I trust I may be forgiven if I review some of the points made in the article to which Mr. Witton refers.

Therein I tried to hint of the vast
(Continued on page 31.)

Something New for the Cardwriter

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

LESSON NO. 6

CARDWRITERS, like the rest of the world must be always on the alert for something new in order that their work may not become stale.

New ideas come to you naturally because one idea brings another and the more you consider them the greater becomes your capacity for evolving new ones.

The cardwriting profession has a very wide scope for producing novelties. There are so many different branches of the work to go into and each branch has an unlimited number of surprises in store for even the experienced cardwriter. It is for this reason—to bring out original ideas—that this new series of cardwriting articles is being conducted.

This is lesson No. 6, and each lesson has revealed a new form of show card lettering. You will have noticed all along how practical these lessons are. We may all be able to sit down and work out something new if we are willing to spend sufficient time on it but all these types can be made very rapidly being all on the brush stroke principle, which means each part of the letter is completed with one stroke of the chisel pointed brush. That is where the speed comes in. This is the principle that nine-tenths of the present day cardwriters are working on. You get the effect, and the clean cut letters with the speed which modern competition demands.

Of course new type do not necessitate the changing of show card principles set out in any previous lesson. On the contrary the lessons contained in previous articles will facilitate the making of new types and will enable you to appreciate the simplicity of a principle which serves the same purpose no matter what form of letter you are making.

We are endeavoring to give you as wide a range of lettering as possible so this month's lesson deals with poster lettering and design.

From poster lettering you may at first get the idea that it is just used for making posters or large temporary signs, but this is not the case. It can be used on cards for the most exclusive showing or it can be used on ordinary sale cards with equally good results, though it is of course, derived from poster work. It is of that class of lettering that is of free and easy formation; in fact, it is so free and easy that once you have mastered the rudiments you can make changes in it to suit yourself. But of course these changes must be consistent with the rest of the alphabet.

While that shown in the chart is a good one, it is no better than dozens of other poster types which are used or can be invented.

The alphabet we are now showing when formed into words makes a very readable card and should therefore be studied carefully before you turn your attention in other forms. When you are able to make this successfully you may

find new ideas for lettering on theatre posters, headlines and advertisements in good magazines and other examples of work done by the best artists, and you cannot do better than model your lettering and designs on these.

Now to return to the chart. The lettering, as stated before, is made with the one stroke principle which means every stroke of the letter is completed with one swing of the brush, a second stroke being unnecessary.

One of the features of this type is that there are no absolutely straight line strokes in it. It is entirely composed of curved lines, some are more curved than other but all must be gracefully made.

Upper Case

"A" is a three stroke letter. Note the broken spaces between lines 2 and 3 and that of line 1.

"B" is a four stroke letter. This letter will need more than ordinary practice in order to make it in the proper proportion.

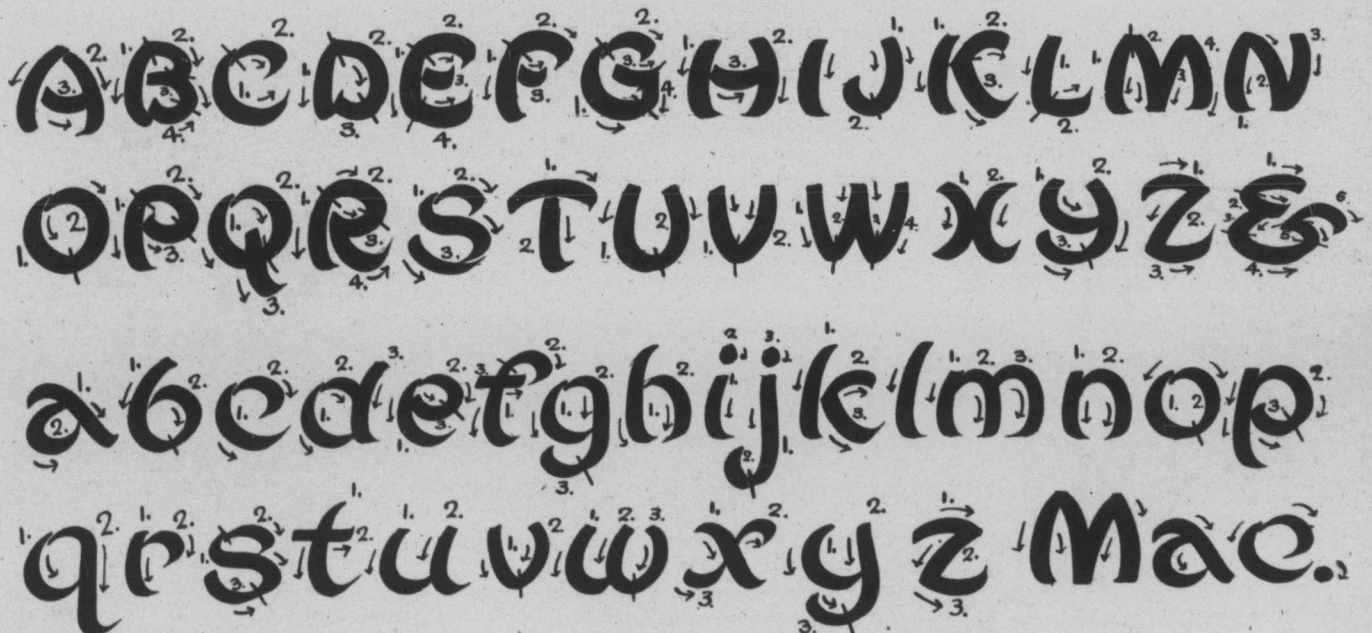
"C" is a quickly formed letter; note the break where the two strokes meet.

"D" like the "B" needs much practice. Stroke 2 is the most difficult, practise often.

"E" shows a formation which differs from any other. Strokes 2 and 4 are the same only curved the opposite way.

"G" is made with four strokes. The practising of "C" will aid you in this letter.

"H." This letter is the same as the



Poster Type.

"A," with strokes 1 and 2 spread apart. Note the break between strokes 1 and 3.

Practise many times "I." This stroke appears often throughout the alphabet.

"J." Stroke 1 of "J" is similar to stroke 2 of "H."

"K." This is a three stroke letter. Note the relation strokes 2 and 3 have with that of stroke 1. Much practice is needed.

"L" is composed of two strokes. Care should be taken to get these strokes at the proper angle.

"M" is a four stroke letter. Stroke 1 and 3 are the same and 2 and 4 are the same. Both sides of this letter should be alike.

"N" is composed of three strokes. All these strokes have appeared in other letters. Practise many times.

"O" is made with two strokes. Note the broken space where strokes 1 and 2 commence. "P" shows a very graceful formation. This letter takes a great deal of practice in order to get it properly balanced. Three brush strokes form this letter.

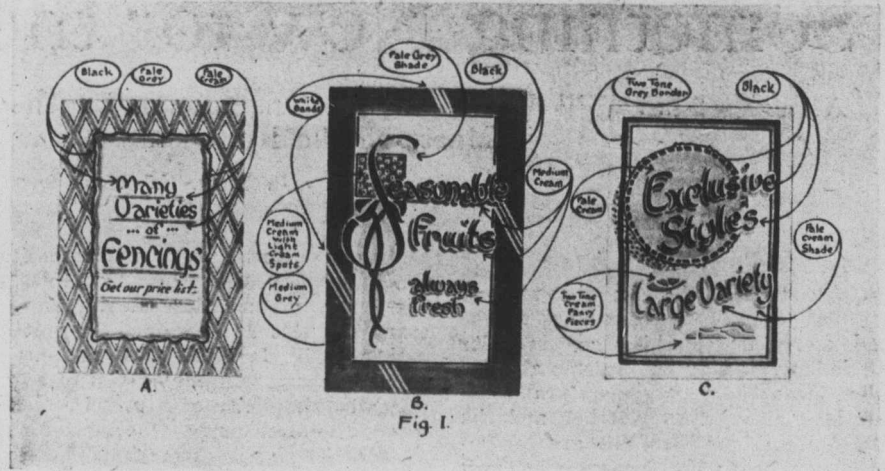
"Q" is the same form as "O" with stroke 3 added. "P" also is the same form as P with stroke 4 added. This letter needs much practice.

"S" is made with three strokes. Each stroke is separated. Note that the lower section of this letter is wider than the top. It should be practised often.

"T." Stroke 1 of this letter is the only one of its kind in the whole alphabet. Note the even curve on this stroke.

"U" is made of only two strokes. Note how each stroke curves in at the top. Practise often.

"V" is similar to "U", the only difference being that the two strokes come to more of a point at the bottom.



"W" is the same as two "U"s joined. You will need a great deal of practice with this letter.

"X" is made with two brush strokes, one opposite to the other. Much practice is needed here.

"Y" is a nice formation and a good one to practise. Note the relation strokes 1 and 3 have to stroke 2.

"Z" has three curved strokes. This letter is similar to the "N" on its side.

The sign "&" shows good food for practice.

Lower Case

In the lower case alphabet there is a lot of similarity of stroke formation. Here you will notice the few strokes used to form each letter and as you know this spells speed. All unnecessary frills have been cut out.

Take the "a" for instance. Stroke 1 is used where usually two are used.

The curve on the bottom of stroke 1 does away with the third stroke. "G's" second stroke takes the place of two strokes. "H's" second stroke also takes the place of two strokes.

Strokes 2 and 3 of "M" each take the place of two strokes, making it a three stroke letter which is ordinarily made with five strokes. "M" also is usually a three stroke letter, but this is cut down by make the entire right of the letter with one stroke.

"Q" also gives a demonstration of this. These strokes are made into one with stroke 2.

Stroke 1 of "U" is usually made with two strokes. "W" is usually made with four strokes but we have only used three here.

We save one stroke in our formation of the "Y".

Poster Design

With poster lettering we are showing a few ideas in poster designs as they go very nicely together and are both of the free and easy styles. These ideas are obtained in much the same way as the lettering. Whenever you run across any save them for future reference.

You must remember that these ideas do not appear on the cards illustrated here; they are just mere suggestions and you have to work cards up from them.

Your attention is called to Fig. 1. Here is a reproduction of three miniature cards with diagrams to show you what colors or shades make good combinations, though many others can be used.

A shows a diamond shaped background effect. This gives a suggestion of a lattice work fence and is quite in keeping with the wording. First mark out the white centre panel, then the background in pencil. Apply the black uneven border around the panel first then after that is dry rule the pale grey diagonal stripes. Then draw the pale grey border inside the black one. To complete the design draw thin pen lines on the inside of each diamond as shown. It is then all ready to letter.

B shows a very striking card. It has a two inch border all around it of a medium shade of gray with a black pen



border inside of that again. It is advisable to lay all cards out with pencil first. Then do the black lettering because this is the most important thing on it. All the shadings, etc., come in turn after this is done.

C shows a striking design. The round is of a pale shade of cream with a black broken border around it. The shadow behind it is of two tones of grey with white dots on it. The border used here makes a very effective card without any other fancy design. It is of two tone grey.

The larger cards show other distinct ideas of poster types and poster designs—put them into use. Card 1 shows an idea worked up from a postcard. The flowers are pink with a yellow centre and the leaves are two-tone green. The



panel behind the "P" is of pale blue. The shading and border are of pale grey.

Card 2 shows a centre panel of two tone cream with the shadow on the letter of a darker cream. The border is of pale grey and the lettering black.

Card 3 gives a bizarre effect. This idea was gotten from the illustrated section of one of our weekly papers. The heavy band is of pale cream and the narrow band is of pale grey. The spots on the band are pale cream with a darker cream shade. The spots on the left hand side are pale pink outlined with black with a pale shade of grey shadow.

The novel type used in the three cards whose lettering stands out in bold relief will be described in the next lesson which begins a new phase of cardwriting and describes the many uses of the air brush with instructions how to use it.

PACKING HOUSE CONDUCTS CONTEST

Gunns Limited, Conducts Guessing Contest at Exhibition. Excites Great Interest. Numerous Prizes Given.

AMONG the interesting events connected with the Exhibition this year was a contest carried on by Gunns Limited in connection with their exhibit in the Dairy Building.

The contest consisted in counting the number of times the name "Gunns" appeared on the different articles and packages displayed in the firm's exhibit.

This contest was open to the proprietors or employees of any firm who were purchasers of the Gunns' products. The contestants were to remain outside the exhibit and count the word as it appeared from any angle of observation. Where there were two guesses of a similar number due for any prize the decision was made on a basis of priority, as every guessing card bore a number.

This contest aroused a great deal of interest, and a surprising number of guesses were registered. The contest ran till the closing Saturday of the exhibit, and was decided by a tribunal of three disinterested judges.

These judges were J. W. Paget, superintendent of the Dairy Building, Dr. J. R. Allen of the Biological Department, Ottawa, and Dr. H. G. Nelson representing the Provincial Bureau of Investigation in connection with the Ontario Veterinary College.

The Judges set the number of actual appearing names at 802. The leaders in the contest came very close to this number, and in this instance the priority rule had to be brought into play.

The first prize was \$50 there were two second prizes of \$25 each, five third prizes of \$10 and twenty fourth prizes of \$5 each.

The winners of the prizes were:

1st prize. Roy Dixon of W. Johnson Brothers, Walkerville, Ont.

2nd prize. George Swann of Albert Vine Co., St. Catharines, Ont. D. McNight, Cottenham, Ont.

3rd prize. I. B. Marshall, 706½ Gerrard Street, Toronto; W. A. Lawler, Niagara Falls, Ont.; H. C. Johnson, Walkerville, Ont.; Mrs. Fred Gerald of the Jamieson Meat Co., Renfrew, Ont.; E. Cowley, 1345 Davenport Road, Toronto.

4th prize. J. P. Phalen, St. Catharines, Ont.; F. J. Marshall of J. A. Blackley, 717 Queen St. East, Toronto; Wm. Kemp, Peterborough, Ont.; W. Charbonneau of Griffith Bros., Weston, Ont.; E. G. McConkey, 111 Bay Street, Toronto; A. Bird, 512 Dundas Street, Toronto; Edgar A. McConkey, 111 Bay Street, Toronto; J. A. Harris, 2497 Yonge Street, Toronto; Ed. Carrick, of A. W. Carrick, Bay and Richmond Streets, Toronto; W. J. Grills, Opera House Meat Market, Galt, Ont.; J. B. Johnson, 1050 Gerrard Street East, Toronto; John Marshall of John Gilbert Co., Kingston, Ont.; Miss S. Poyntz of J. Poyntz, 722 Queen Street West, Tor-

onto; Walter Bailey of J. R. Scott and Co., 145 Dupont Street, Toronto; Miss R. Suroff, Union Fruit Co., Toronto; L. J. Cowley, 1345 Davenport Road, Toronto; G. P. Tetrault of The T. Eaton Co., Toronto; Mary E. Johnston, 1950 Gerrard Street East, Toronto; Joseph Kelly, 684 Bloor Street West, Toronto; M. E. Hedden, 455 Wentworth Street, Hamilton.

HOW TO ASCERTAIN TURNOVER

(Continued from page 28.)

benefits to accrue from carrying a \$4000 stock instead of a \$6000 one.

First, there is the \$2000 not tied up. That will yield \$120 at 6 per cent. or \$140 at 7 per cent.; say \$10 to \$11.66 per month. Or that reduction will save one from owing the bank \$2000 or less. Consider, now, how many items of 10c on the case one will have to "buy right" to earn the equivalent of \$10 per month—plus the disadvantage of being in debt.

Second, there is the element of time—and labor-saving; less stock to handle more than once; less piling and repiling up stairs and down cellar. Why, \$2000 worth of goods to be handled extra will just about keep an extra clerk.

Third, the reduction of the element of risk—deterioration, etc.

Fourth, the saving in insurance premiums.

These are some of the elements which go to make up the advantages of the nimble sixpence as against the slow shilling—only we have got out of the habit of considering them in our haste and eagerness to be called "good buyers." Maybe we better revamp some notions.

Let me thank Mr. Witton. I sure hope to have him write again.

STOP KILLING CALVES AND LAMBS

In order that the future meat supply of the province may be preserved a number of the largest producers of beef and mutton in Alberta are agitating for calves and lambs. When the matter was placed before the Food Control Committee of Alberta, the matter received no consideration. One of the largest beef producers is helping out the movement by refusing to buy stock of this class offered.

Montreal representatives of the milling interests who have been appointed to act in an advisory capacity with Hon. W. J. Hanna, the Food Controller, in reference to price of flour, percentage, etc., are A. E. Labelle, St. Lawrence Flour Mills; W. W. Hutchison, Lake of the Woods Milling Co.; D. A. Campbell, Campbell Flour Mills; W. A. Black, Ogilvie's. From other centres were appointed W. T. Moore, Meaford; C. B. Watts, secretary the Dominion Millers' Association; and J. E. McFarlane, Western Canada Mills.

LARGE POTATO CROP IN N. B.

Present indications are that potatoes will be far below \$7 a barrel next winter. The high prices obtained by the farmers early in 1917 are not expected to come again in many years. The potato acreage in New Brunswick is greater than it was in 1916, and so far the crop has done well. Barring rust or rot during the remainder of the summer and early autumn, the Province should harvest one of the largest crops of potatoes on record. Reports from all sections are to the same effect—that there will be an enormous crop of the tubers. It is freely predicted that \$1.50 per barrel will be the ruling price next autumn and winter, and some even predict \$1 per barrel. In this section of the country no contracts for potatoes are being made, and what few have been made were closed early in the year before the situation had unfolded itself.

CORNMEAL CHEAPEST OF NUTRITIOUS FOODS

Cornmeal, even at the present high prices, is cheapest of nutritious foods, according to Herbert Hoover, U. S. Food Controller, who, in a statement, urged more general use of meal for making bread.

"There is twice as much nutritive value in a dollars' worth of cornmeal as in a dollars' worth of wheat bread at the present prices," said Mr. Hoover, "and corn must play a very important part in the conservation of wheat products. There are four bushels of corn raised in this country to every one of wheat, and cornmeal is as good for food as is wheat."

U. S. GOVERNMENT TO CONTROL SUGAR INDUSTRY

The entire sugar industry of the United States will be under Government control after October 1, when a system of licensing will be instituted affecting all phases of the industry including manufacturers, refining and imports. The step was taken with the intention of preventing speculative prices and to secure an equitable distribution.

Already the Food Administration has taken steps to control the sugar market. Beet sugar producers have accepted a scale of prices suggested, which means a saving to the consuming public of over \$30,000,000 between now and the first of the year. Cane sugar refiners have agreed to import all their requirements through a special committee named by the Food Administration which will apportion shipments among them. It is expected that before long a price at which wholesale sugar should be delivered to all consuming centres, will be named.

CUBAN SUGAR CROP IS GOOD

The production of sugar in Cuba far the season that is now closing, despite the poor quality of cane and losses from the revolution will be 3,000,000 tons. This is equal to the crop of last year and is 400,000 tons greater than any previous crop in Cuba.

GREEK CURRANT CROP VERY SATISFACTORY

Reports from the field indicate that the Greek currant crop is in a very satisfactory condition. Despite a shortage of sulphur and sulphate of copper with which to fight the two chief foes of the currant vine, peronospora and oidium, the vineyards do not seem to have suffered greatly up to date. Conservative estimates put the total prospective crop of dried currants at 160,000 tons. It is said that there are now on hand old stocks from 1916 amounting to some 50,000 tons. Most of these old stocks are too badly deteriorated for consumption as fruit and will be used for the production of alcohol. About 20,000 tons of the old stocks are available for export purposes. This gives a total of 180,000 tons. As it is anticipated the legal "retention" will be in kind this season and not in cash, this would leave available for actual export some 135,000 tons of dried fruit.

Notwithstanding the anticipated heavy crop and the prospective shortage in tonnage to move the fruit to the world mar-

OUR CORN WANTED IN ENGLAND

A letter has been received by CANADIAN GROCER from a large firm of commission merchants in London, Eng., asking us for names of Canadian packers of canned corn, who is desirous of securing agents there. They point out there is quite a sale for this among the Canadian troops in England. Any firm interested will please communicate with CANADIAN GROCER.

kets, Patras quotations remain firm. This steadiness is explained by local interests as due to the fact that there is a sharp demand for currants for wine-making purposes and also for the distillation of alcohol, both of which products have risen in price here more than 100 per cent since December 1, 1916. Currants have also been consumed by the domestic market as food during the present year in quantities never heard of before and at high prices. Ordinary currants, which in normal times have retailed at 4 or 5 cents a pound, have sold during the past winter in the local markets as high as 15 cents a pound. Patras dealers maintain that these demands will continue into the new season and, that the shortage in exports will be balanced by the consumption in these new fields.

ICELAND AGENT IN CANADA AND UNITED STATES

Arni Eggertson of Winnipeg has been appointed commercial agent for Iceland in Canada and the United States. He recently consulted with the Department of Trade and Commerce. Mr. Eggertson believes there is a market for Canadian flour and other foodstuffs in Iceland.

TEA COMPANY ORGANIZED IN CHINA

The China Tea Co., Ltd., has been organized in Shanghai for the purpose of dealing direct with American tea consumers. This is the first effort of the kind that has been made by a Chinese Company, using modern machinery on its tea plantations, to carry on a direct business. The company has five registered brands of tea to offer in quarter, half and one-pound packages, all of which are to be packed in China and distributed in original packages only. The Chinese tea merchants of Shanghai think that they should display greater activities in promoting the sale of Chinese tea, and to that end an advertising campaign featuring the small package is being inaugurated.

CAN CARRY VEGETABLES

Americans returning from Canada may bring free of duty \$100 worth of canned goods and other foodstuffs under a ruling announced recently by the Treasury Department. The ruling was designed especially to meet a situation which had resulted from the summer stay in Canada of numerous Americans, many of whom canned their winter supply of fruits and vegetables while there.

BRITAIN REDUCES WHEAT PRICE

A reduction in the scale of prices for grain grown in the United Kingdom has been made by the British Food Controller. The price of wheat, fixed at \$2.34 a bushel in April, has been reduced to \$2.10, and other grain prices have been lowered accordingly.

U. S. GOVERNMENT LIMITS BEET SUGAR PRICES

The beet sugar producers of the United States have made an agreement to limit the price of their product so as to effect a reduction of about 1½ cents a pound in the present price of sugar. This action is designed to effect a saving of \$30,000,000 between now and the first of next year. It was also announced that the wholesale grocers had agreed to limit distribution charges to prevent exorbitant charges. In the near future a statement regarding the price at which wholesale sugar shall be delivered in large consuming centres is expected to be made. The beet sugar price fixed is the equivalent of \$7.25 cane sugar basis, f.o.b. seaport refining ports.

STANDARDIZE DAIRY PRODUCTS

The standardization of dairy products and the products of the garden somewhat after the method of the standardization of wheat, oats and barley, was suggested by Mr. Horace Chevrier of Winnipeg, president of the Retail Merchants' Association of Canada, recently.

BIG PRICES FOR HALIBUT

Halibut fishermen are making big money these days. As much as 22 cents a pound has been paid for halibut, which three years ago brought from 4 to 6 cents a pound.



A few of the main buildings in Exhibition Grounds.

Co-operating With the Trade

Exhibits at the Canadian National Exhibition Help the Dealer to Bigger Trade — Many Valuable Suggestions, and a World of Inspiration to Those Who Came Under Its Influence—Influencing a Multitude to the Dealer's Advantage.

FOR another year the Canadian National Exhibition is a thing of the past. A thing to be remembered with pleasure, and more than that, with profit. There were some 916,000 people who at one time or another visited the fair and came under the influence of these new surroundings.

Unquestionably the new impressions gained here by every retailer who visited the Exhibition should be of incalculable value. To the grocery trade the Exhibition should be of special value. These be trying days, and any assistance, any encouragement and any enthusiasm that can be gained by the merchant may be the means of leading him past what might otherwise be some rather tight corners. That is the message that this Exhibition and other Exhibitions throughout the country should bring to the merchant. The assurance that the wholesaler and manufacturer is working hand in hand with him in this matter of merchandizing should be an encouragement to spur him on to fresh efforts. The knowledge that the manufacturer and wholesaler is not laying the whole burden of introducing his goods and furthering his sales at the door of the retailer should be a word of encouragement to him.

This encouragement was found in full measure by all of those merchants who were fortunate enough to be able to visit the Exhibition and to see the more than usually attractive exhibits of the grocery and allied trade, and to note the energetic and effective way in which these trade agencies were laying a broad and

strong basis on which the retailer might build his trade.

It is not claimed that these activities were entirely altruistic. Naturally the wholesaler and manufacturer expects to reap some benefit from this campaign, but they are none the less working also in the interests of the retail merchant, and the best result they can hope for lies in the increased enthusiasm of the merchant himself.

There were a vast number of merchants who had the opportunity of visiting the National Exhibition. To these the pages that follow will prove a pleasant reminder. They will serve, too, to keep fresh in the memory the new ideas engendered by rubbing shoulders with some of the most active members of the trade, and will serve as a stimulus to an increased activity and a possibly more wisely directed activity than has been in the past. To these who have had the opportunity to visit these scenes we call these pages to attention, that the impressions gained may be kept actively to the fore.

Lessons to Be Gleaned from These Pages

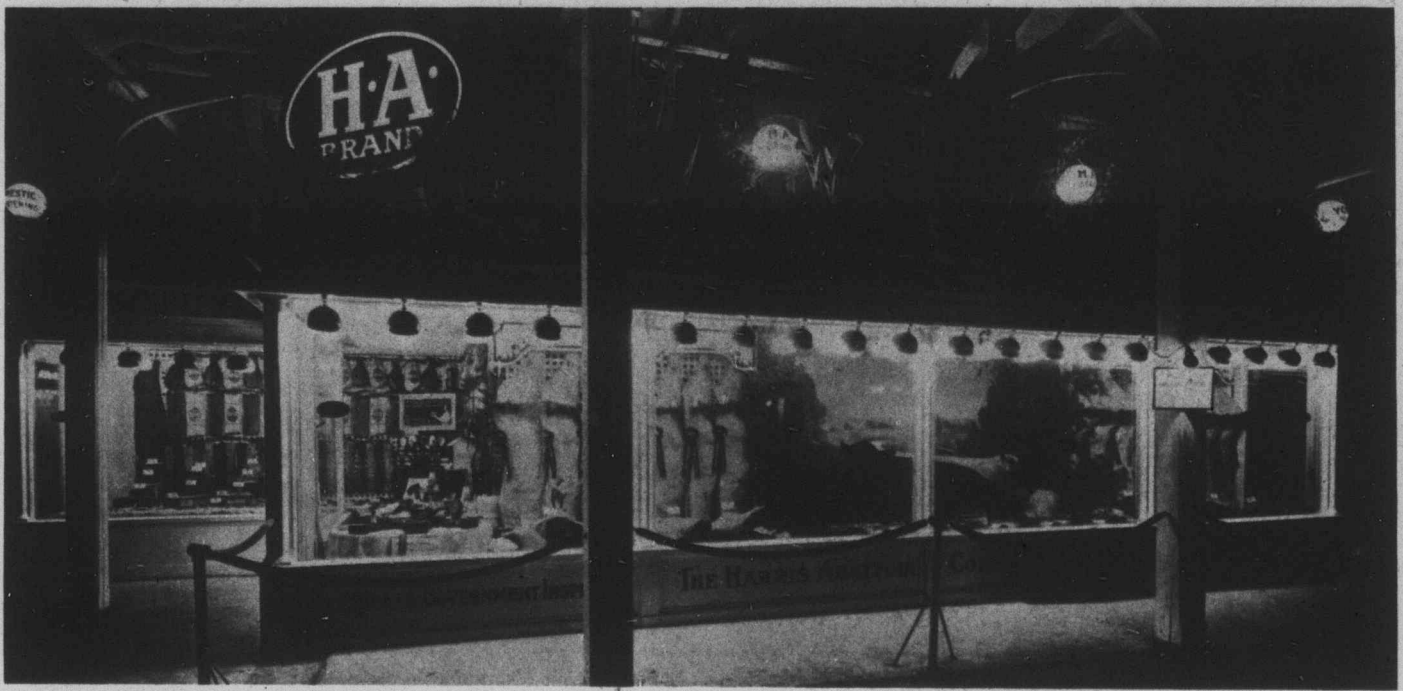
To those who did not have this privilege we urge the careful consideration of these pages, because of the wealth of assistance they can be to them. Here are indications of the manner in which some well-known manufacturer is carrying on his campaign. By a careful study of these photos and a perusal of the text it may be possible for the exhibitor and the merchant to work more in accord to their mutual advantage. This careful examin-

ation may result in a higher opinion of the goods themselves. This is no small matter in salesmanship. Goods that the merchant believes in are already half sold. More than that there are suggestions for arrangements for display, for advertising and publicity campaigns that might never otherwise be gained. Here also will be found suggestions of the ways to add to the service of the store. Means that will add to its cleanliness, comfort or convenience. All these are of importance, all are well worth the careful and thoughtful consideration of every reader of CANADIAN GROCER.

In the Exhibition that has just closed in Toronto, the manufacturers unquestionably outdid themselves. The purpose of the management of the Exhibition to make it bigger and better than ever, was well seconded by the exhibitors. No expense or care was spared. It entailed many strenuous days. It rests with the trade now to repay them by a careful survey of the ideas brought forward, and by serving these exhibitors, best serve themselves.

In many displays the manufacturer had new goods to offer. These were shown and demonstrated to everyone who cared to see. Considering the vast crowds who visited this Exhibition, and their influence among the community in which they reside, it is manifest how effective a way of introducing new goods this may be and what a sure foundation this must be for the merchant to build upon.

For these reasons we solicit the attention of every reader of this paper to the pages that follow.



Unique Display of the Harris Abattoir Company attracts much attention.

THE UNIQUE EXHIBIT OF THE HARRIS ABATTOIR ATTRACTED LARGE CROWDS

A REAL steer, a splendid Black Poll Angus, lying peacefully in the foreground, two lambs, one standing behind, the other lying beside the steer, in the background, a typical Ontario farm scene stretching away into the distance; such was the centre of attraction of the exhibit of The Harris Abattoir Company, Ltd., in the Dairy and Inspected Meats Building, at the Canadian National Exhibition. So well did the several parts of this picture harmonize to give the idea that this was a bit of real life, that one might well imagine being out in the open, admiring a beautiful but not an uncommon piece of rural scenery, and one could understand and excuse the enthusiastic comment of a fair observer as he looked at the steer and remarked: "Isn't he almost human?" or another who asked: "Is he alive?"

Added interest was given to this feature of the exhibit by The Harris Abattoir Company in permitting the visitors to guess the weight of the steer, and thousands availed themselves of this opportunity to submit an estimate, each hoping to win a ten pound pail of "Domestic Shortening," which was promised to every person guessing the correct weight.

The thousands of people who recall the black steer and also their effort to guess his weight, will also recall that this was after all, only one feature, although the most striking, of The Harris Abattoir Company's magnificent exhibit of Dressed Meats, Provisions, Cooked Meats, Dairy Produce, "Domestic Shortening etc."

The exhibit very forcibly emphasized two facts.

The first was that The Harris Abattoir Company's Products are all Government Inspected. So important does the Government consider the Inspection of Meat Products, that no meats not bearing the approval stamp of the Government are admitted into any Province for outside that Province. But if it is so important that Uninspected Meats should not be brought into any Province, it is equally important that Uninspected Meats should not be consumed within that Province. The public that appreciate the good work done by the Government in the regulations providing for the Inspection of Food Products, generally, such as Milk Inspection, Fruit Inspection, Correct Labelling of Food Products, etc., ought to strengthen this movement still further by insisting on buying only Government Inspected Meats.

The other fact emphasized by The Harris Abattoir Company's exhibit is that the firm still further guarantees the quality of its goods by placing its own brand or label upon them. "H. A. Brand" on any product carries with it the endorsement of this big company as to the quality of the goods so labelled. The reputation of the company is at stake on every bit of product labelled "H. A. Brand." It simplifies the task of the purchaser to buy such products. No customer is running a risk as to quality who asks for "H. A. Brand" Ham, "H. A. Brand" Sausages, "H. A. Brand" Eggs, "H. A. Brand" Butter, "H. A. Brand" Pure Lard, etc.

A very important exhibit of The Harris Abattoir Company in the Dairy Building, and one which was further brought to the notice of the public in the Manufacturers' Building was that of "Domestic Shortening."

In the latter building, in a dainty up-to-date kitchen, with most modern equipment, deft housekeepers were demonstrating the virtues of "Domestic Shortening," and proving from the flavor and texture of the pies, cakes, etc., baked there, and from the lesser quantity of "Domestic Shortening" required to produce these results, that it was "Better than Butter, cheaper than Lard," for all shortening purposes.

A little booklet entitled, "Use Brains and Help to Reduce the High Cost of Living," was distributed by The Harris Abattoir Company, and called attention to the use of Brains, Beef, Sheep, Calf and Hog, as an economical and delicate food product which has been overlooked to a large extent by the Canadian people, although considered a very great delicacy in almost all other countries.

Lack of attention given this product up to the present time, makes it possible to secure this delicacy at a more reasonable cost than any other kind of meat.

The right of the children to be entertained was not forgotten by The Harris Abattoir Company, who prepared a large supply of paper guns and whistles for the amusement of the younger generation.



The Much Admired Domestic Shortening Exhibit at The Toronto Exhibition.



Exhibit of H. J. Heinz Co., Toronto Exhibition, August, 1917.



The Interesting Exhibit of Purity Flour and Its Possibilities

THE WESTERN CANADA FLOUR MILLS EXHIBIT

PURITY Flour has become almost a household word with many housewives who have come through long experience to know the merit of the product. There were therefore in the visitors who came to see and admire the very handsome display of the Western Canada Flour Mills Company, a goodly number who stopped because they were familiar with the product and knew of its honest worth. Even the casual passerby however, who was not posted in the matter of flours, and to whom the name of "Purity Flour" meant nothing in particular, could not but have been impressed with the beauty of the exhibit.

The counters were glass faced and displayed here, appeared a most appetizing array of everything that could be made from flour. Fresh, airy, dainty looking, this display was one tended to dispose the visitor favorably to the product, and that it did so dispose them, was amply manifest by the constant

stream of visitors who stopped to enquire about the merits of the flour.

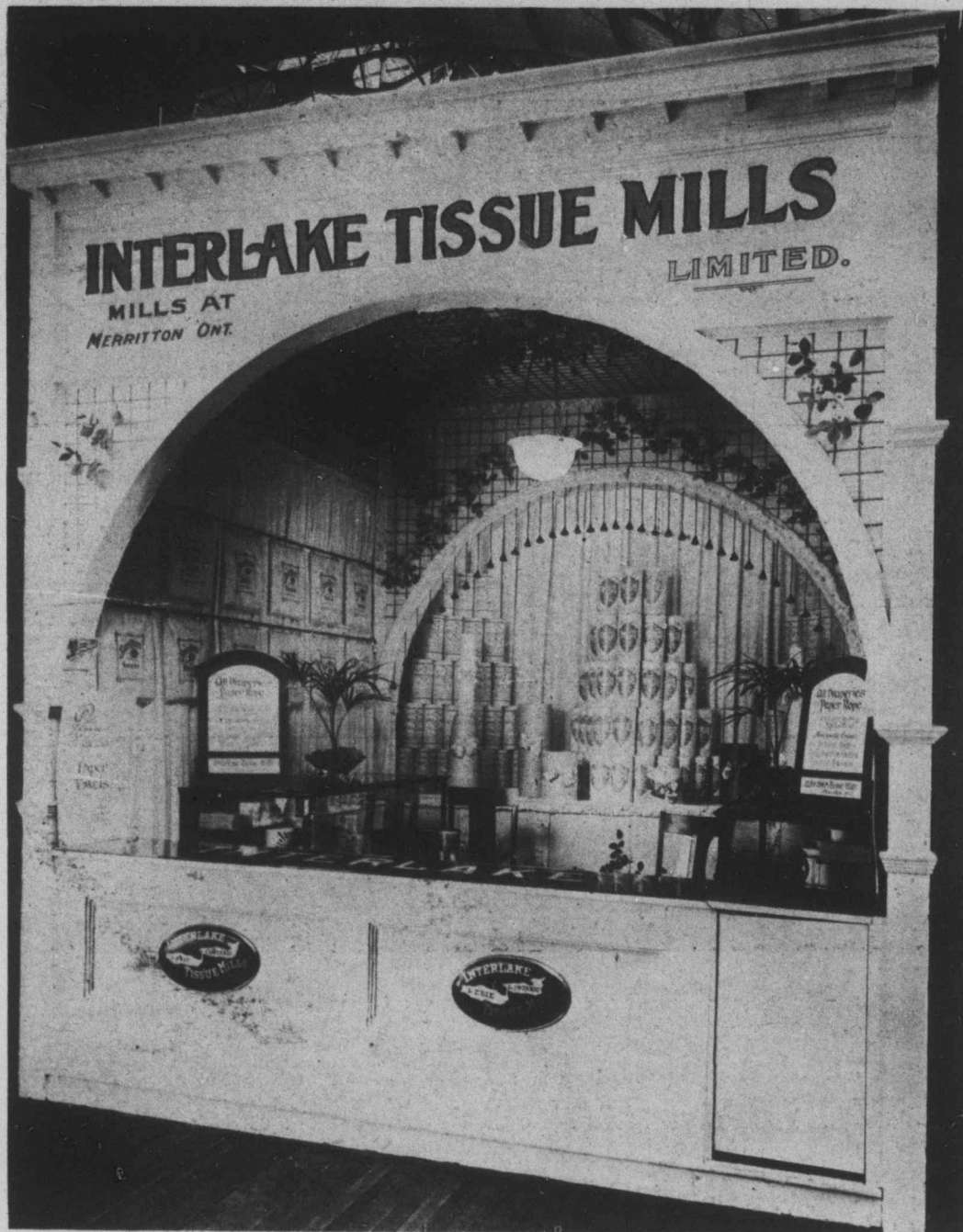
Right in the centre of the booth was a miniature representation of the company's St. Boniface mill the largest single unit mill in the British Empire of which the company is justly proud. Towering over this display there was a life sized figure of a charming maid in cap and apron the presiding goddess of the kitchen. Framing the booth on all sides were mountains of bags of flour of the famous "Purity" brand, while behind the whole display was a painting of a waving wheat field which served in a delightful way to connect the display with the great outdoors.

A unique item in the display was the sign "Purity Flour" that decked the top of the booth. The letters formed of crisp brown buns baked of "Purity Flour."

Altogether the display was one that is likely to linger in the memory of many

who visited the Exhibition, and when they see this flour on their grocers' shelves, or read about it in different places, it will be with a feeling that they know the product, while those of the visitors who had been users of the product were not slow in giving a word of praise to the flour that they had found so satisfactory in every way, and many a housewife after viewing the display left with the outspoken assurance that she was going to try this flour as soon as she returned home.

The continuous publicity which the Western Canada Flour Mills Company is giving their product through such attractive displays as this as well as through other mediums of publicity is steadily adding to the already large circle of friends who know and appreciate this product. The grocer is in the happy position of being able to get the advantage of all this publicity and good will and by handling these goods turn it all to his profit.



One of the Daintiest Exhibits on the Grounds.

INTERLAKE TISSUE MILLS EXHIBIT

IN ALMOST every walk of life now-a-days the idea of economy is coming more and more to the fore. Conditions are engendering a carefulness in the details that was not known prior to the war.

In the display of the Interlake Tissue Mills exhibit, there is found the answer to many vexed questions as to how to conserve in many little ways. In this matter of conservation there is no loss of other qualities. Take the tissue towels manufactured by the company. In the bathroom, the kitchen, the garage, the office, anywhere in fact where towels might be used they are a decided asset. They are far and away more economical than the old time linen towel, they serve every purpose that it might

be made to serve, and they have the added advantage of being completely sanitary, a condition that even the most careful laundering of linen towels could not ensure.

This was one of the items of the exhibit that seemed to appeal most to the housekeepers who visited this attractive display. Laundry work, is one of the things that has advanced in price sharply of late, and here in the many attractive products of the Interlake Tissue Mills Co., was the opportunity to cut this expense to the minimum. Not only is the initial expense merely nominal, but there is no item for upkeep.

The exhibit was replete with beautiful samples of articles made from this paper. Crepe paper, table napkins,

luncheon and outing sets and decorative crepe in all manner of delicate shades, the possibilities of which were amply demonstrated in the dainty setting in which these goods were displayed, which was entirely the product of the company's mills.

In addition to these lines there was two-process crepe toilet paper, another of the well known lines manufactured by the firm. Visitors who saw this booth in the manufacturer's building, and there were few who did not pass and stop to admire sometime during their stay, learnt much of the possibility of saving in time and labor and money, and the added comfort that could be derived from a more extensive use of such products as those manufactured by the Interlake Tissue Mills.



Davies Quality Products Well Featured in the Dairy Building.

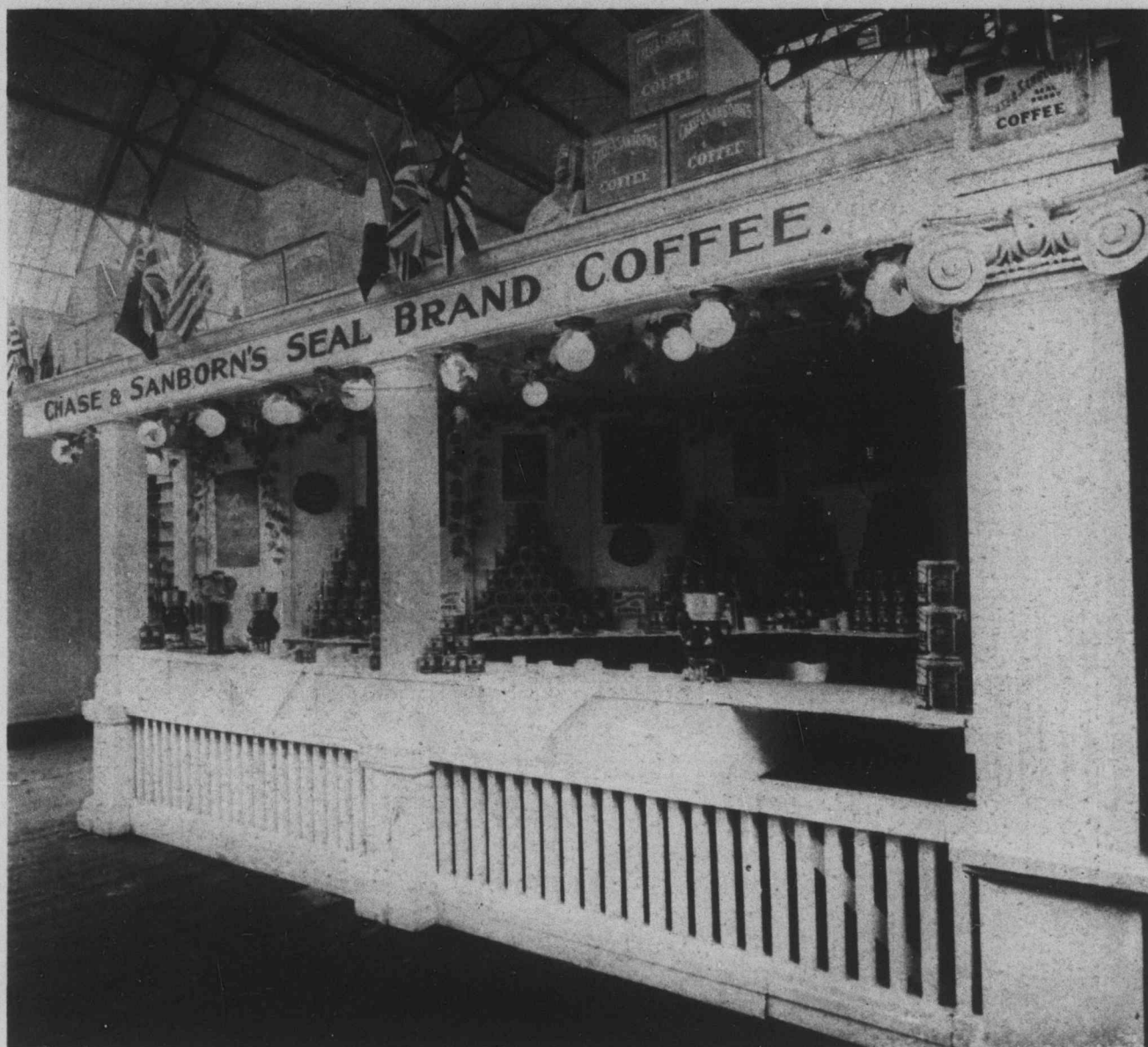
THE WILLIAM DAVIES COMPANY, LIMITED

THE exhibit of the William Davies Company, was as usual one of the most attractive booths in the Manufacturers Building. The display cases that formed the front of the booth, followed the general lines of the store window, and the goods displayed there, left no doubt as to the attractive display qualities of such lines of goods. Davies Pure Lard and "Peerless Shortening" formed the central features of this exhibit, while coming a close second to these was an interesting and attractive display of pickles, and roast and canned meats.

But this was not the only exhibit of the company. Over in the Dairy Building was a still more elaborate display. This is the first year in which the company has exhibited in this building and consequently their exhibit came in for an unusual amount of attention, and well might it do so. Many butchers stopping in front of the display pronounced the showing of beef and mutton, to be the very best on the grounds, and that was pretty high praise.

But the item of more interest to the grocery trade, was the very attractive exhibit of cooked and jellied meats. It would be hard to conceive of anything

more appetising in appearance. Then there was the display of bacon and ham, with special emphasis laid on Wiltshire bacon, one line in which the firm of William Davies and Company claims a deserving pre-eminence. Very attractive displays of butter and eggs completed the exhibit, that unquestionably stood well to the fore of all the exhibits of its kind on the grounds. The show case was very tastefully decorated with natural and artificial plants and foliage, giving an atmosphere of freshness and coolness, and setting off the several products to the very best advantage.



Where Coffee Reigned Supreme. The Chase & Sanborn Booth at the Exhibition.

PERFECT COFFEE PERFECTLY MADE

THE exhibit of Chase & Sanborn, Montreal, revealed the importance with which this company views the problem of correcting what is admitted to be one of the greatest shortcomings of Canadians—how to make good coffee. For this reason the standard Seal Brand Coffee made by Chase & Sanborn was best impressed upon visitors to the Fair in the form of a dainty cup of richly flavored and high quality coffee. Seal Brand coffee needs no introduction as it has been the standard in many homes for nearly a lifetime, and those who stopped for a refreshing cup found this blend well adapted to even the most sensitive and exacting tastes.

In order that the best possible results from the use of Seal Brand coffee might be attained, Chase & Sanborn made a special offer during the Exhibition whereby a family Tricolator and one two-pound tin of coffee could be secured for \$3.50. This is exceptional value for the Tricolator is alone worth the price mentioned, but this offer was put on as part of the campaign to educate people to making better coffee. The Tricolator has been found to embrace the best process of coffee making and after exhaustive experiments by the foremost coffee experts of the world it has been established beyond doubt that the "filtration" process is the best. The Tricolator makes this method of making coffee pos-

sible to every housekeeper who is thereby enabled to equal the production of some of the most famous chefs in the world. The equipment requires practically no attention and makes perfect coffee automatically. It is also constructed so that every part may be instantly cleaned which is a very important point.

Down through the years in which Seal Brand coffee has been establishing itself as the standard for household use, this brand has never been permitted to deviate from the high standard set for its quality. It is packed only in ½ lb., 1 lb. and 2 lb. tin cans, and is never sold in bulk.



The effectively arranged booth where Lipton's Tea, Coffee and Cocoa were demonstrated.

THOMAS J. LIPTON

THE annual display of Thomas J. Lipton at the Canadian National Exhibition in the manufacturers' building was as usual one of the rallying points of the crowds that foregathered there.

The appearance of the booth itself that has always been one of the most effectively arranged displays in this building was more than usually attractive this year, and was constantly the centre of eager groups of people eager to taste the well known Lipton products.

There is too, an attractiveness in the fact that the company can boast of being "The largest tea house in the world," there is something compelling in size, especially when as in this instance it enables the blending of the products of a large number of tea gar-

dens, all owned and operated by Sir Thomas J. Lipton.

But while Lipton's teas have become an almost household word, that is not by any means the only activity of this company. This was brought very strongly to the attention of the Exhibition visitor. First of all there was in addition to the well known grades of tea, a fine display of Coffee of a quality quite in keeping with the high standard maintained by all the Lipton products. This Coffee is put up in sealed air tight tins, and in two blends, yellow and blue label, representing the very finest grades of coffee obtainable.

Then there was Lipton's cocoa, instant, soluble, and thoroughly economical. This product won the instant approval of the housewife, because it does

away with the boiling required by other cocoas. It is sold in conveniently sized tins of 1/5 and 1/2 pounds.

Lipton's jelly powder which is becoming a very popular desert was also a feature of the display. It is put up in 10 cent packages and in twelve different flavors.

An item of unusual interest in regard to the firm might be noted here. About three years ago Sir Thomas Lipton sent over several hundred tea plants from his Ceylon plantations to be exhibited at the San Diego Exhibition. Rather contrary to expectations of many these plants took with the greatest kindness to their new surroundings. So it may not be a far distant time when Lipton tea plantations will be in full operation in California.



The store-like display of the well-known Wagstaffe Products.

WAGSTAFFE LIMITED, FINE EXHIBIT

AMONG the exhibits that attracted the most favorable comment and were the centre of appreciative throngs, the exhibit of Wagstaffe's Ltd. of Hamilton, held its usual prominent place.

The booth in its dark polished wood fittings formed a pleasing contrast with the surrounding displays, and set off the array of goods to perfection. The two display cases that formed the front of the booth, contained a variegated array of the well known products of this firm. The particular merit of this display from the grocers' standpoint was that here was duplicated the very conditions that he has to face in displaying such goods and the general arrangement of

the display as a suggestion to every grocer of how such goods could be arranged to best advantage was often commented on.

The high esteem in which all these products were held was one of the outstanding impressions that anyone who watched the crowd that was constantly gathering around the booth would carry away with them. The goods were evidently known and appreciated by most of the visitors, and to judge from the favorable comments of those who had the opportunity of sampling some of these products the list of friends was a growing one.

In addition to this popular booth in the Manufacturers' Building, there was

another booth on the main roadway of the Exhibition, given over entirely to the display and sale of Wagstaffe's Grape Juice. This booth was also attractively arranged, though there was usually such a crowd about it that there was little opportunity for getting a glimpse of its arrangement. Unquestionably this line, one of the newest of the firm's products is gaining a very well deserved popularity.

The publicity which Wagstaffe Limited is constantly giving to their goods in conjunction with their well known quality, is among the soundest reasons why the grocer should be sure to carry these goods.



Where proud parents flocked to get the baby weighed.

THE BABY'S WELFARE--THE PURPOSE OF THE BORDEN MILK CO. EXHIBIT

As usual the Borden Milk Company exhibit was the Mecca of babies, large and small. Here they were brought by proud parents to be weighed on the baby scale, that was one of the features of the exhibit. Last year upwards of 1,500 babies were weighed during the course of the exhibition. This year that record will be far outstripped. It was an illuminating

fact that inquiries proved that the large percentage of bottle-fed babies has been raised on Eagle brand milk, and no better recommendation could be given than the bright, healthy and happy appearance of the little patrons.

But this was not the only service rendered to the public this year. In conjunction with the exhibit there was a moving picture exhibit. This exhibit was

visited by the large crowds of people who were outspoken in their appreciation. At this exhibit there were lectures on Infant Hygiene by Dr. Kirk, who each day has dealt with a different phase of this all important subject.

The unanimous appreciation of all those who have used Eagle Brand Condensed Milk is the surest sign of the growing esteem in which this sterling product is being held.



Reindeer Condensed Coffee Exhibit, one of the most popular booths at the Exhibition.

REINDEER COFFEE EXHIBIT A GATHERING PLACE

IT was not the easiest thing in the world to get an unobstructed glimpse of the Reindeer Condensed Coffee booth, unless you were among those who came very early, or who stayed very late. Yet it was a display well worth a careful glance with its spotless white setting off in bold relief the pyramid of golden brown coffee tins.

But it was not the matter of appearances that counted. All day long the counters of the booth were crowded with

visitors, eager to sample the coffee whose delicious aroma was in itself an invitation. Those who tasted sent their friends and the ones who lingered about the booth heard nothing but words of commendation.

Many people had not realized that a coffee with milk and sugar could be obtained in such a convenient guise by merely adding boiling water, and most of those who tasted were interested enough to leave an order. The fact that

there was no waste, that a 25 cent tin would make thirty cups, and the ease of preparation were the points that seemed to most attract the attention of the visitors to the booth.

But there was another point of interest, and that was the number of people who bought this coffee for some boy in the trenches. For that purpose it could have no equals. That in itself is a good enough reason for every merchant to consider this line of goods.



The Suggestive Equipment Exhibit of the Eureka Refrigerator Co.

THE EUREKA REFRIGERATOR CO. EXHIBIT

UNDoubtedly by far the most complete and comprehensive exhibit of cold storage refrigeration equipment for the up-to-date retailer was shown by the Eureka Refrigerator Company, Limited, in the Industrial Building of Canada's Great National Exhibition.

This outfit comprised a 10 x 7 plate glass front Eureka refrigerator, one 12' 0" cold storage top counter, Vitrolite, and one 8' 0" cold storage top and bottom Vitrolite counter. This whole equipment was refrigerated by a one ton York ice machine, the running costs of same being approximately four to five dollars per month. The temperature of the large refrigerator stood from thirty to thirty-eight degrees during the entire period of the Exhibition, while the counters showed a temperature of thirty-eight to forty-two.

The Eureka Company have installed a large number of these equipments during the past year, and are at all times pleased to meet prospective buyers and help them to design the whole interior of their stores, as undoubtedly the day is near at hand when the retailer, whose store is equipped with these new cold storage counters, etc., will capture the trade in his own district.

The appealing method with which jellied and cooked meats, fresh steaks, sausage, etc., etc., can be placed before customers, practically compels them to make purchases, which, if the goods had not been properly refrigerated and displayed, the customer would have passed on to some other competitor who already has this equipment.

The new cold storage doors and windows, which were originated by the Eureka Company more than three years ago, have certainly proved the most successful departure from the old style method of retaining the cold, dry air in refrigerators. These doors and windows are kept airtight by a heavy felt rubber gasket seal, compressed in position by steel spring hinges and automatic self-closing fasteners, and eliminates all former troubles which were common on the old style wood rabbeted door, which invariably warped and swelled, causing expensive leakage of cold air. This Company was the first to recognize the great benefit to be derived from these windows, and the first one of this design sold in the fall of 1914 is giving the same excellent service to-day as when installed.

There was also shown the latest design

of grocery and household refrigerators, all fitted with cold storage doors and windows. We may say that this is the first occasion that there has been a refrigerator exhibit in the Dominion of Canada where every refrigerator shown was fitted with airtight cold storage doors and windows, the old style door being absolutely eliminated from the exhibit.

The small refrigeration machine, which was exhibited (costing \$455 installed) is a coming necessity for the average grocery store. This machine, which costs approximately 75c. to \$1 per month for operation, promises to revolutionize the refrigerator problems of the average retail grocer.

This machine cools a refrigerator about 5' 0" front, 2' 6" deep and 6' high, to a temperature of thirty-six degrees, and has an automatic control which cuts off the electric power when refrigerator is cooled to thirty-six degrees and switches on same when the temperature rises to thirty-eight or forty degrees. This machine, therefore, requires no attention, being self-regulated.

Numerous other invocations were shown at the Eureka exhibit which cannot be detailed owing to lack of space.



Anything in scales. One of the bright spots of the Exhibition—The Brantford Scale Co. exhibit.

BRANTFORD SCALES, MEAT SLICERS, AND CHEESE CUTTERS

WHEN you have said that a product is made in Canada, you may not have said all that is necessary, but you have certainly said a good deal. But when you can say that these goods can stand side by side with the very latest and best output of the best factories in any part of the world, and not have to admit a single shade of advantage on the part of the latter, and then can say that the product is product of Canadian workshops only, and that no hand but a Canadian hand touched it through any of the different processes of manufacture, then you have actually said something that ought to bring it to the particular attention of every Canadian who is interested in furthering home industries, and in encouraging the production of the best that money can buy in any line within our own country.

The products of the Brantford Scale Company should, therefore, deserve the

most careful consideration of every person interested in scales, for they live up to all these conditions. There is no line of scales manufactured that for variety, accuracy, dependability and general appearance can show anything that cannot be duplicated or surpassed by the Brantford line of scales and meat slicers, and they are the exclusive product of a Canadian factory and Canadian workmen.

The exhibit of the Brantford Scales at the Canadian National Exhibition this year, under the direction of Mr. Thomas Ferguson, certainly set a standard for displays of this nature and was as much admired as any exhibit in the Process Building, where it was located.

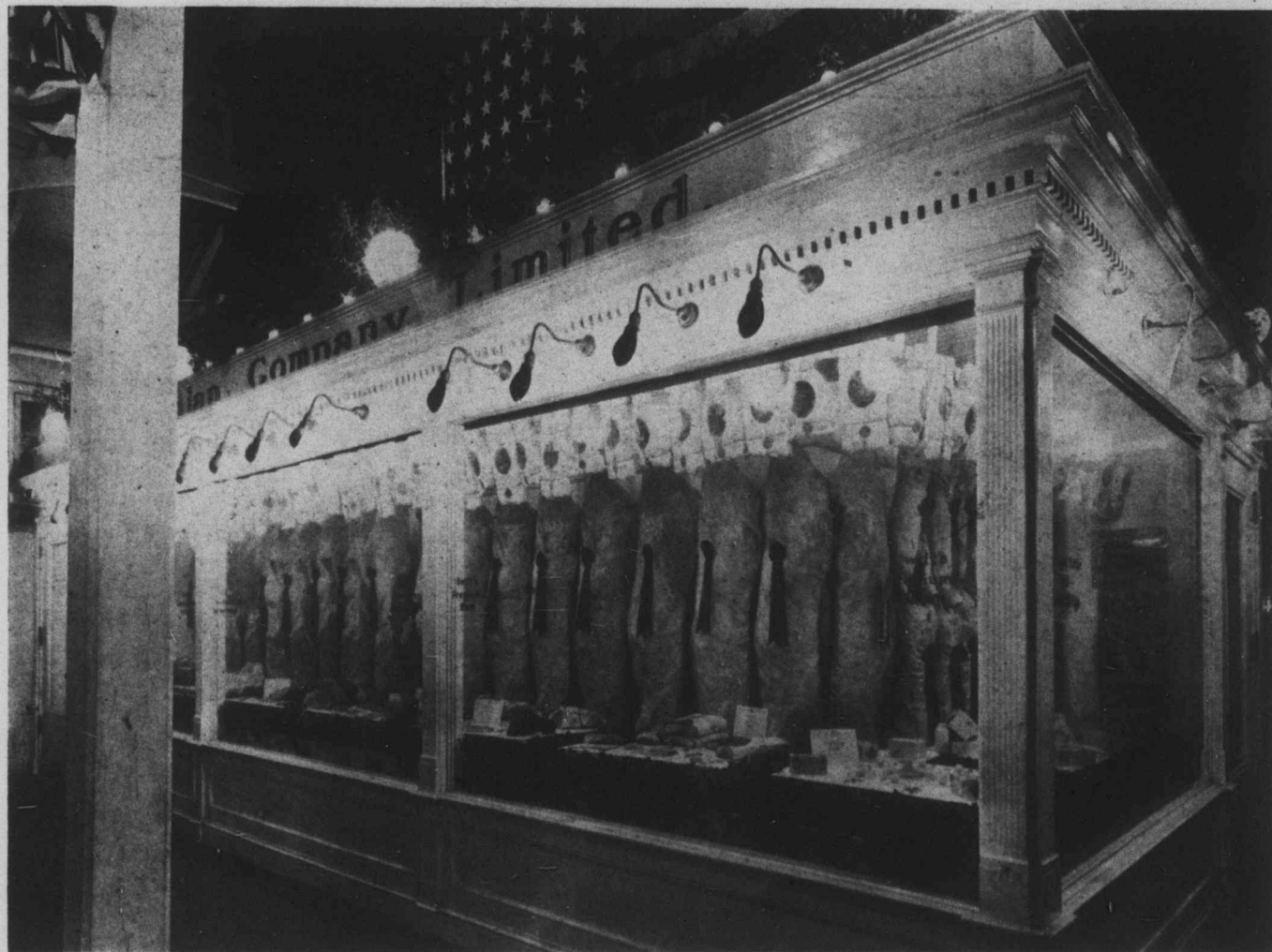
The centre of the display this year was the new enclosed scale that is the last step in scale manufacture. In this scale all working parts are covered. There can be no danger of tampering, no annoyance through dust finding its way into the

mechanism. The new enclosed base does away with all this, and at the same time adds in a marked degree to the attractiveness of its appearance.

In the display there is practically every variety of counter computing scale, from the modest two pound scale so well adapted to confectioners' use, and to any purpose where an accurate reckoning for light weight is desired, up to the forty pound scale capable of meeting the most exacting requirements that can be placed upon it.

In addition to this there is a line of meat slicers and cheese cutters that is the unquestioned equal of anything on the market.

The display in itself is a vindication of the industry that gave it birth. Starting in competition with many large and well established concerns, this Canadian product has pushed itself into the front rank from the sheer merit of the wide variety of goods produced.



One of the interesting places in the Dairy Building—The Swift Canadian Co. Exhibit.

SWIFT'S PREMIUM PRODUCTS

THE display of the Swift Canadian Company in the Dairy Building, was one that was usually the centre of a substantial crowd, who knew good meat when they saw it. Certainly the display of beef that formed the background of the exhibit could not well have been bettered.

But the striking point of the whole display was the way in which each of the products prepared by the firm was brought to the attention of the visitors. No particular stress was laid on any one thing, but the whole display was gotten up as an education for the public in the products handled by the firm. Inside the brightly lighted refrigerator display case were a large number of individual tables edged with green. On each of these tables there was a unit display that focussed the attention on some one of the products handled by the firm.

On the first table for instance there was a display of Swift's Cotosuet Shortening. The next table showed a display of Silver Leaf Brand Pure Lard. The next still an exceptionally attractive

display of Brookfield sausage. Two following tables were given over to summer specialties of every kind, cooked and jellied meats, appetizingly displayed. Right in the centre of the display, and probably the tables that most surely caught the eye of the passerby was the section given over to Swift's Premium hams and bacon. Nothing finer could possibly be conceived than this showing of these almost universal foods. Though the exhibits this year were of an unusually high quality this display had to yield the palm to none.

The Brookfield products in which this firm specialized also were well displayed, each in its own special unit. Brookfield butter, Brookfield eggs and Brookfield cheese each came in for their due share of approval, while the showing of milk fed chickens that formed the last unit of the exhibit was in itself an education.

Unquestionably the system of unit display adopted by the company added much to its value. Each item of the business was called to the attention of

the visiting public with equal force. In this regard it took a very high place among the exhibits in the Exhibition. It actually brought all the goods to the attention of the public. In all the exhibit great stress was laid on the matter of the care that marked every process of manufacture, care that has come to be recognized as one of the chief characteristics of all the company's products. It is to be noted too that this was not an exhibit gotten up to please the public alone. It was there to demonstrate the everyday character of the Swift's products. No single item in the display varied in one iota from the character of the goods that would come in response to the order of any grocer. It is a service of high quality consistently maintained that is one of the greatest elements in assisting the merchant who handles these lines. The Swift Canadian Company live up to the character of the goods they displayed, and to those who visited the Exhibition and saw this attractive exhibit no further words are needed.



The Harry Horne Co. renewed many friendships and made many more.

FEATURES OF THE HARRY HORNE CO. EXHIBIT

A VERY interesting feature at the Toronto Exhibition, was that of the attractive exhibit of The Harry Horne Co., Ltd.

The words "Double Cream" custard formed a very popular phrase in almost every part of the grounds, for one could hear people say:—"Did you get a package of 'Double Cream' custard" and the answer invariably would be, "Oh yes, it is so nice, so convenient, and makes such delicious deserts that we could not go home without it."

Over 20,000 "Double Cream" custard souvenir hand bags were given out to the housewives to carry home their parcels and souvenirs.

These hand bags were attractively printed, with a descriptive matter on the "Double Cream" custard, and this in its self should have its good effect in the way of informing the housewife of the merits of the custard.

Numerous people, who have used ordinary custard powders for years, made the assertion that Harry Horne's "Double Cream" custard powder, was smoother, richer and more nourishing than any English or Canadian custard powders they had ever used, or seen offered for sale by any grocery shop. When once you taste the difference between "Double Cream" custard and ordinary so called cream custards, you will realize in a moment that the public know what they are talking about.

Every purchaser of the custard, was supplied with a receipt book free of charge, showing 25 different methods of preparing dainty deserts from "Double Cream" custard powder. Other advertising matter was also freely distributed, and seven demonstrators were quite busy from early morning till late at night informing the public of the merits and uses of this delicious custard.

"Double Cream" chocolate desert and

"Double Cream" salad dressing powder also came to the attention of the public in a forcible manner, and upwards of 10,000 packages went out to different homes throughout Canada.

As a result of all this work and expense, the grocers throughout Canada should profit greatly through the demand for these articles, that will follow.

In connection with the firm's general exhibit, was a very classy display of Pascalls of London, Eng. novelties and confectionary, and also of Peek Frean & Co., Ltd. of London, Eng. Manufacturers of the biscuits that decorate the tables of the best homes throughout the world.

Mr. Harry Horne is the Ontario representative for both these firms but owing to restrictions on export from England, he reports no goods coming forward at the present, but as soon as conditions permit, they will come over in larger quantities than they ever came before.



An attractively displayed Flour and Cereal Exhibit.

RALSTON PURINA PRODUCTS, WELL DISPLAYED

REALIZING that it is possible to combine patriotism with business, The Chisholm Milling Co., Limited have inaugurated a campaign to promote the sale of all Ralston Purina products. This means that every product bearing the name and the checkerboard Trade-mark is a whole wheat product.

During the Canadian National Exhibition which has just closed an attractive booth was literally taken by storm by persons eager to secure samples of Ralston Wheat Food. Thousands of these samples were distributed to persons from every section of Canada. This means big business for both the whole-

saler and retailers handling these goods. They are co-operating with the food control authorities of both Canada and United States by teaching economy in the use of Whole Wheat products.

The other products of the mill such as rolled oats, oatmeal, pearl hominy, grits, white corn flour and gold dust corn meal were also displayed.

To assist the wholesale and retail trade, they are launching a large advertising campaign in conjunction with Ralston Purina Company of St. Louis. The mediums to be used are as follows:

Saturday Evening Post, Good House-keeping, Country Gentlemen, Ladies

Home Journal. These mediums have a circulation in Canada of approximately 300,000. They will also use the papers of all religious denominations and most of the large city dailies.

Therefore, now is the opportune time to link up with the Ralston products. Order Purina Whole Flour and Ralston Wheat Food through your jobber. Cash in on this big advertising campaign. Display these goods in your windows and on your show cases.

Orders for five cases assorted are shipped prepaid direct from the mill but billed through your jobber.



Milk Macaroni—one of the bright displays in the busy section under the Grand Stand

C. H. CATELLICO. Ltd., ORIGINATORS MILK MACARONI

MACARONI is a food that is rapidly coming into its own. With the great improvement in the product during recent years its popularity has increased to an almost fabulous extent. Perhaps that is one of the reasons why the C. H. Catelli booth under the Grandstand was one of the show places of the Exhibition.

Here for the whole two weeks of the Exhibition there was a steady stream of visitors to the booth who came to see a familiar product, or who went away with the fixed intention of making macaroni a feature of their menu in the days to come.

There is a special reason why Catelli's Macaroni should appeal to all Canadians. It is made in a Canadian factory, the largest factory of its kind on the continent under the most perfect sanitary con-

dition. It is made of wheat grown in our Northwest. Moreover the Catelli Company are the only manufacturers of Milk Macaroni. Most other macaroni is made by the addition of water. In this product the water is replaced by milk, thus adding greatly to the creamy texture of the product and to its strength giving qualities. The Catelli Company is the only company who uses milk in its manufacture, and this fact alone is sufficient to justify the belief that this product is the best that can be procured. It is handled in the most sanitary way in a sunlit factory by white clothed employees. All the operations are carried on by machinery.

It is only of late years that Macaroni has been adopted as a food by the people of this continent. It has gained a firm hold however, in these later years, and rightly so. In no other form of food is

there such concentrated nourishment. It is an energizer and tissue builder far in advance of any of the other popular food products. It has three times the food value of meat and can with economy replace cereals, meat and potatoes.

Moreover its use is not limited as people used at one time to believe. Those who visited the booth at the exhibition were delighted with the number of attractive ways in which macaroni could be served. There are well over a hundred recipes for all varieties of food, all made with a basis of macaroni, and all so appetizing that the natural thing is to ask for more.

The sale of macaroni is a constantly growing one, and the campaign of publicity that this company is carrying on is making the name Catelli almost a substitute for the name of the product itself. The wide awake grocer who is looking for live lines, could do no better than hitch to his business this standard high quality Canadian product.



Gorman, Eckert & Co., Ltd., Display of Club House Brands.

CLUB HOUSE BRAND OLIVES AND CATSUP

GORMAN, ECKERT and Company, Ltd., exhibit at the Canadian National Exhibition, was one of the booths where everyone stopped and looked. This was partially because the exhibit itself with its pyramids of olives and catsup was one of the brightest and most attractive exhibits to be shown anywhere, and partially because the public generally has come to associate the name Gorman, Eckert & Co., with olives, have in fact come to think of them under that name.

There is a good and sound reason for this too. It is something in Canada to have a firm who can with justice claim to be the "largest packers of Spanish olives in the British Empire". Such a business cannot be built up without a solid foundation of merit beneath its products. This the public have come to know. They realize the worth of the product that has made this business, but they may not realize all the circumstances that make for that worth.

Gorman, Eckert & Co., olives have become a household word because the product has the unceasing care of a house which believes in seeing that there can be nothing better than the products that are bottled under their well known

"Club House" brand. The finest orchards of Seville the finest olive growing section in the world are alone good enough for the Club House Brand. The brine with which they are covered is made from the purest salt obtainable and water from the firm's own Artesian wells. That is the reputation that is behind these goods, a reputation that is good as a gold bond to the grocer who sells this line. Moreover, there is nothing in the olive line that the firm does not handle. Visitors at the Exhibition were surprised at the great variety in which the olive could be secured. Banquet Queen and Lunch Queen, the blue ribboners of the olive world were exhibited side by side with the daintily stuffed olives, pimento, manzanilla and celery with an added line known as "Sandwich and Salad" made of olives pimento and celery, the thing par excellence for the housewife in doubt as to what to use for her luncheon sandwiches.

One of the chief lines featured at the Exhibition this year was the Club House Catsup which is to the catsup world what the Club House Olive is to the olive world, the best obtainable. In this line Gorman, Eckert & Company had no

as undisputed a field as they had in that of olives. But the well known policy of the firm not to put out a produce under their brand that could be bettered in any way has brought this product rapidly to the fore. There were many people at the exhibit who tested this catsup, who had no hesitation in saying that it would be their choice of catsup in the future.

To put the situation in a nutshell it is this. Gorman, Eckert & Co. are the largest packers and the first packers of olives in Canada. They had a reputation to maintain and a trade from Vancouver to Newfoundland to satisfy. The ever growing popularity of these and their other strictly Canadian products are an outstanding indication that they have not fallen short of their ambition to put up the best products of their kind obtainable. The grocer who knows what a sound reputation means, and who is acquainted with the pulling power of a well known name will not neglect the opportunity of hitching his business to such well known and established lines. Everything with the "Club House Brand" should find a place on his shelves.



The Cosy Bungalow Display of the Canadian Milk Products Co.

KLIM THE MILK PRODUCT WITH MANY FRIENDS

ONE of the best exhibits of all those on the grounds was the booth given over to the display of Klim ("read it backward"). Built with a bungalow exterior, the interior carried out in every respect this suggestion. It was furnished like a dining room, a cosy compact little dining room, with mission furniture and panelled walls in keeping. Even to the pictures on the wall everything was complete. At the back of the room where the buffet would have been was a fine display of this product combined with some advertising posters, that fitted in in every particular with the general spirit of the display. On the table in the centre of the room there was also an attractively arranged display, glass jars showing all of the products of the manufacturers. These and the sign above the door of the booth

were about the only actual suggestions to connect it with an actual product.

Yet despite this fact, the very unusualness of the display seemed to form one of its most attractive features, for of all the booths in the Manufacturers' Building there were none that attracted greater interest than this exhibit of Canadian Milk Products, Limited.

Not that the interest was entirely due to the nature of the display, but chiefly to the simplicity of the display. Unquestionably a goodly number of the people who stopped at the booth were already daily users of the product, and did not need the ministrations of the young ladies, who garbed as though dispensing the hospitalities of this little home, demonstrated the fact that Klim takes a high place among the staple products, used in every home. There were those, however, to whom Klim

was a novelty. These were served with a sample of this product in liquid form, and in every instance remarked, "It tastes like fresh milk."

As Klim is all the food value—and nothing else—of fresh pasteurized separated milk in dry powder form, it is natural that it should "taste like milk"—and can be used in place of all other forms of milk.

Unquestionably the product is getting a firm hold on the public taste, and through the course of the Exhibition the general character of the display, backed by the established worth of the product, gained many new friends. In so placing their goods before the public Canadian Milk Products Limited has added materially to the saleability of the product. The grocer who is well advised will not fail to get his share of this spirit of popularity that has been engendered.



The Mecca of thirsty souls where Red Rose Tea was served

A SERVICE DEMONSTRATED IN LITTLE THINGS

A FACETIOUS gentleman as he finished his cup of tea and pocketed the coupon entitling him to a discount of 5c. on the next package of Red Rose Tea purchased, remarked that he had already drunk enough to buy a pound of tea.

One well-to-do Torontonion made the statement that he and his wife came to the Booth for a cup of tea every time he was on the ground.

A lady admitted in response to an invitation to have a cup of tea that she had already had three since supper.

These are only instances of the thousands that could be quoted to demonstrate the fact that the reason people thronged about this well-known booth was that they got what they wanted. They got a cup of tea that was good tea, and you can't make anything with bad materials.

The honest quality of goods sold, is, of

course, the great selling agent, but it is not all. Tied up with every sale must go a certain percentage of service, and when this percentage falls below par, there is a hitch in the selling machinery.

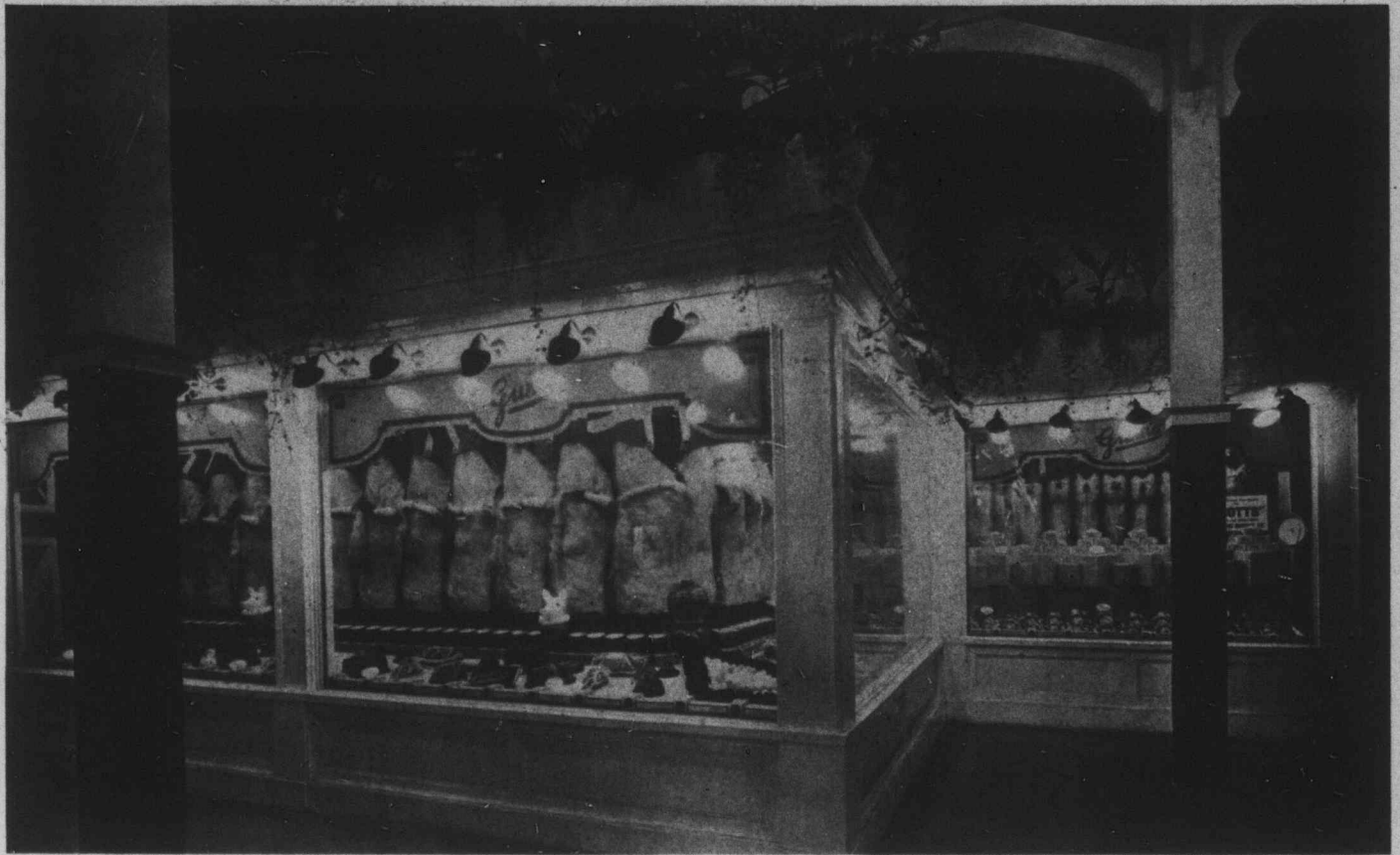
Did it ever occur to you why you always found so many people waiting at this booth for the opportunity to get a cup of tea while in other parts of the building there were other booths also serving tea, and all over the grounds the "barkers" for the different restaurants were pleading with people to come and refresh themselves. You will agree, however, that just service or quality could not hold this constant crowd. It was distinctly both.

As to the service, it was the Red Rose Tea Co. standard—the best. There was a constant rush about the booth, and a constant straining of its necessarily limited facilities, but there was never a cup served that was not immaculately clean. Three

women in the little kitchen saw to it that this item was not skimmed. There was never a sharp rejoinder from one of the young ladies that served the tea. Because they only worked half the day and so were not subject to the strain that might test the best of tempers. These are only little incidentals interesting only in that they typify a service. The tea itself was made by a tea expert, and was every day under the direct personal supervision of the Toronto manager.

The Red Rose Tea Booth was more than an exhibit, it was a demonstration, a demonstration of the quality of the product, and the service that this firm looks upon as a matter of almost as great importance.

Quality and service. There is the answer to your unspoken enquiry as to the reason for the persistent throng about the booth of the Red Rose Tea Company Exhibit.



Gunns Products One of the Outstanding Displays of Dairy Building.

GUNNS MAPLE LEAF PRODUCTS

FOOD products that bear the name of Gunns, need no introduction. Most people stopped to look at Gunns splendid exhibit in the Dairy Building, with the feeling that they had met an old friend. The various products of the company have long since earned the well merited reputation of being strictly first class, high-grade quality.

The exhibit this year featured a particularly fine beef display that could not be bettered, and could with difficulty be equalled. In this beef was typified the quality of the products entering into all the company's output. In itself this display represented a money value that is almost beyond belief.

But beside this display there was a wonderfully appetizing array of specialties, a wide range of jellied and cooked meats in fancy moulded forms, and roast hams in wide variety. Butter and cheese formed another attractive section while the poultry display showed the

very best that could be procured in this line. Probably one of the most attractive items of the whole display was the showing of "Maple Leaf" hams and bacon. This is a line in which the company takes particular pride. It represents the very cream of these products. A high class line made to supply a high-class trade, and "cured for epicures."

In connection with this exhibit a contest was held, a considerable sum of money being appropriated to reward customers who correctly counted the number of times the word Gunns appeared in the display. This contest occasioned a great deal of interest, and there was a constant bevy of people around the display.

In the manufacturer's building there was an effective display of "Easifirst" shortening. A view of this booth appears on the opposite page. Demonstrations were constantly in progress and the visitors at the Exhibition were

in a position to satisfy themselves of the outstanding merit of this product. Few of the exhibits in this building were so constantly the centre of an interested crowd as was this demonstration and display. The delicate looking pastry and cakes displayed readily caught the attention of the passerby, and the demonstration made many new friends for a product that has been growing rapidly in favor with every passing year.

The manifest esteem in which all the products bearing the name "Gunns" were held would have been an eye opener to many grocers. They were known and appreciated and admired by all who visited the display, and that means a goodly proportion of the visitors to the Exhibition. There were many grocers, too, who visited the display who went away with a new confidence in these goods after listening to the comments of those who viewed the display.



Model Kitchen is Popular. Easifirst Shortening Justifies its Name.

How I Keep Trade at Home

Putting Some Actual Ideas Into the Fight Against the Mail Order House—Ideas That Revolutionized One Small Town.

Editor's Note—The accompanying article appeared originally in System. We are reprinting it here because it deals with a question that is of vital importance to every merchant, a question to which many merchants have failed up to the present to find an answer. We believe that this suggestive article, if carefully considered, may well point the way to better business conditions.

By H. Leslie Wildey.

EIGHT years ago, when I came to Graettinger, I found that the farmers were splitting their trade three ways. Part of it came to Graettinger. Part of it went to other towns nearby. The balance went to mail-order houses and it was no small amount.

Seemingly each local merchant was so busy protecting his own scalp from local

competition that no one had time to pay the slightest attention toward keeping local trade from slipping silently past Graettinger stores into the mail bags.

This statement is not intended as any reflection on the ability of my local competitors. I believe it is a condition that exists in many small towns. The chief reason for it, I am convinced, is lack of willingness or ability on the part of the small town merchant to supply the real needs of his customers.

I decided that it was possible to change these conditions as far as my store was concerned. I have since learned I was right. And just because the conditions I have described are so common, even to-day, I believe some of the methods I have used to keep trade at home may prove worth while to other merchants.

The stock I took over inventoried be-

tween \$13,000 and \$14,000. The store in which I started business had been operated on a credit basis for over a quarter of a century.

Of course every merchant knows that a rapid rate of turnover usually means better profits. I started in business with the idea of reducing stocks, increasing my rate of turnover, and going after the trade that was drifting away from our town by way of the mail-bag route. While I could not afford to sacrifice my stock in order to reduce it, I decided to "push it," at regular or slightly reduced prices, until it assumed the desired proportions.

It seemed to me that one reason why farmers were sending to outside markets for merchandise was because local merchants failed to get live "news" into their advertising and into their goods. What I mean is this. A farmer coming into

the store in June got the same impression from the general appearance of the stock and store arrangement that he received the preceding January and perhaps the January before that. If you have noticed the attractively worded description about each item that the mail-order house people put into their catalogs, you will get what I am driving at. Just to read the catalog makes you want to dig down into your jeans and spend your money. The big department stores accomplish the same results by attractive window and store displays. Now it seemed to me that before I could get real "news" into my advertising I must first put it into my merchandise.

I accomplished this by rearranging completely the stock on hand. Canned corn, for example, was placed in a less conspicuous display space and canned peaches, on which I was a little "long," were pushed to the front. Carrying this idea through the entire stock, a pleasing change was made in the general appearance of my store.

Stock out of sight is not likely to be called for, while merchandise properly displayed will often remind a customer of a need; or will perhaps create—in his mind—a desire to purchase some one article which he had not thought of before coming to the store. As display space was limited in our store, I had several ordinary tables made. These tables we placed in the center of the aisles. They are ten feet long and three feet wide and have a broad shelf underneath.

On several tables I display canned goods and dried fruits; on others, shoes, dress goods, linens, notions, and hardware. Every article is plainly marked with the selling price.

Getting Customers in the Habit "Looking Around"

To keep these tables interesting we change the displays frequently. The measure of life of any one display is sales and convenience. We maintain a table of hardware the year round, except for the two weeks preceding Christmas.

Customers seem to like the table idea. It encourages them to look around while waiting to be served. They also have a chance to examine the goods and make comparisons. For instance, suppose a farmer needs an iron drill bit. The stock is before him on the table. He inspects one bit, compares it with another. It does not take him long to make a selection and he knows he has picked the bit that will best do his work. He is satisfied.

During the holiday season or at any time when the store is crowded, these tables save the time of salesmen to a great extent. Our salesmen do not follow customers about when they are looking at the table displays, yet they are always near enough to give immediate service. When shopping in this way customers do not feel that they are encroaching on anyone's time. I am sure they often buy more than they would if a salesman stood at their elbow, per-

haps impatient to wait upon another customer.

During my first eight months in business in Graettinger I devoted my time to arranging my stock and getting acquainted with the customers. I operated my store on the same basis that nearly every other small town store is operated—credit. Everybody got credit. I thought I had to give credit or sink.

One day I took off my hat and did some real thinking. I didn't think about credit, either—I thought about cash. I had a pretty good idea of about how much cash went out of our town each year to buy goods for farmers. Incoming freight consigned to people in our territory represented some mighty substantial profits we local merchants were not participating in. As I named over the "reasons why" I didn't "cuss" the farmer nor the mail-order houses. I don't believe in "cussing"—I do believe in investigating. I made up my mind I was going to get my share of that cash before it went into the mail bags.

Taking some of the "Overhead" Out of Prices

Jobbers and manufacturers offer merchants many worth-while advantages in the way of cash discounts. I figured that if I could take advantage of them, those discounts would mean lower costs for my customers and me. I figured up the saving in costs if I could discard the expense of keeping credit books, sending out monthly bills, and paying interest on long time credits. The big problem of my predecessor had been in getting the dollars that were marked on the debit side of his customers' ledger.

My next step was to think of all the advantages I could offer customers to induce them to pay cash for quality goods. I worked out a plan based on cash buying and cash selling, and the saving of money to customers.

I then submitted my plan to some of our farmer customers. I demonstrated to them that if we could buy and sell for cash we could give them a worth-while saving, because we could eliminate a number of the costs of doing business. I explained that as long as we incurred these extra expenses, we had to add them to our selling prices. In other words, I showed how we could operate on a considerably narrower margin of profit by cutting out the overhead expense on bookkeeping, bad debts, long-time credits and lost cash discounts. I also explained how, on a cash basis, we would be in a position to take advantage of the power of cash buying.

Furthermore, I demonstrated that by operating on a cash basis I could and would meet the prices of any out-of-town competitor on any class of merchandise. I could not only give the customers better service than the mail-order houses, but I could save every customer half the freight on any purchase. In ordering goods from the mail-order houses customers paid for their purchases in advance and paid the freight when the goods arrived. My

goods would be in the store ready to take home and I would always be on the ground ready to adjust complaints. There would be no delay, nor waiting, nor explanations of "why" goods had not arrived.

Many merchants have asked me how I can meet the competition of concerns that buy the entire output of factories and mills, and offer merchandise at prices the average small dealer can not meet. My theory is that you can nearly always fight fire with fire. A small fire in the right place will often prevent a larger fire from spreading.

Take the retail price on an article. I pay, of course, a certain price for that article. Now in selling the article my price to the customer must include the first cost of the article, plus the percentage cost of overhead expense, plus the percentage of profit. In the "overhead" expense account there are many items—credit, delivery, light, heat, rent, insurance, salaries, and the like—my cost of doing business is lowered in proportion to the cost of the service that I have eliminated. The eliminated charge can then be prorated and subtracted from the selling price of the merchandise.

If customers are willing to buy on the same basis that they buy from the mail-order houses, paying cash and eliminating certain conveniences of service, then I am in a position to give them the same or even a larger saving on most lines, depending, of course, on buying ability. Right there is where I save customers a big portion of half the freight. We shall come to this buying problem in a minute.

From the beginning the farmers took to this plan. Not one said that he couldn't pay cash. Most of them said they would try it out. And they have. One night, Wildey's General Store—which had been operated on a credit basis by various merchants under various trade names for over twenty-five years—closed its doors for the last time. The next morning Wildey's Cash Store started in business.

A thorough investigation of market conditions proved that I could do much better than I had expected in buying goods for cash. This meant that I could save customers more money. I put my plan before various manufacturers and jobbers who made or distributed dependable merchandise. I pointed out to them that not only was I in a position to pay spot cash with every order, but that I could save them considerable selling expense, as it would not be necessary for them to send their salesmen to call on me. I explained that I would do my buying by mail or would visit their salesrooms.

Some Buying Methods That Have Cut Costs

Thus, by eliminating a part of the manufacturer's and jobber's direct selling cost, I obtained special consideration. In some instances this resulted in an extra five or ten per cent. discount. More than ninety per cent. of

the merchandise in my store to-day is bought by these direct methods.

I find there are certain advantages in confining my buying. All of the hardware sold in my store during the past seven years, for example, has come from one supply house. During this entire period their salesman has never entered my store.

Another buying method that I employ regularly to considerable advantage was forced on me during my first year's experience. In my first twelve months it was impossible to reduce stocks to any extent. Yet I found it essential to add certain lines to round out my general stock and to place it on a service basis. This I accomplished by small quantity buying.

Instead of buying a dozen pairs of shoes of a certain style and size, for example, I purchased one or two pairs. This, of course, did not apply to the big selling sizes of staple numbers. Frequently re-orders made it possible to maintain a stock with a minimum of lost sales. I now use this plan regularly in most of my buying. One spring, just after I returned from a marketing trip, we held our "spring opening sale of wash goods." Selling was much heavier than we anticipated and for the first eight days daily re-orders were sent to market for additional goods. These came every day by express.

We have increased our rate of turnover between three and four hundred per cent. by following this system. On an average our present stock will inventory from 33 1-3 per cent. to 50 per cent. less than it did eight years ago. Depreciation and loss by reason of style changes and goods becoming damaged and shop worn have decreased materially. The saving on interest charges on a large stock in hand is a big item. The way I figure is this: It is always easy to buy goods, but it is sometimes a different story to sell them. When a stock is overbought and goods get to sticking on the shelves, the knife goes into the selling price. This means a direct loss in moving goods that should turn at a profit. My method of buying saves me a lot of this knife work. Keeping stocks well rounded has brought me many profitable customers. If goods are called for that are not in stock, the customer consciously or unconsciously questions your ability as a merchant.

We carry a small "convenience" stock. This is merchandise that we keep almost exclusively for the convenience of a few customers. Perhaps a customer will want a certain brand of tea, or a soap which is not a popular seller. If we do not carry it—and the customer is not inclined to favor any of the brands we do carry—we make it our business to get what he wants in the shortest possible time. We may think that our regular brands are better; but that is not the point. It is policy to give the customer's kind of service.

Advertising has been the means by which I have been able to make all of our other methods successful. It has

enlarged my trade territory in several directions. I use not only the local newspaper, but also a great deal of direct-by-mail advertising material of various kinds which I shall describe in some detail presently. Here again I am meeting mail-order house competition by mail-order methods—fighting fire with fire, in other words.

Frequently, I place advertisements in the local papers of towns within sixteen to twenty miles from Graettinger. When we advertise in several papers during the same week, we use different copy in each. This we do because many farmers read more than one paper. An advertisement in our home paper may not interest some readers, while our advertisement in a neighboring town's paper may list a number of articles these same readers need. Results in sales are bound to follow and valuable circulation has not been wasted.

Not long ago someone asked me for my rules in advertising. I have no rules. I get up my copy and hand it to the printer or compositor on our local paper. He is not limited to the amount of space to be used. If the copy should properly require a three-column, ten-inch space, I do not want it jammed into a two-column, six-inch space, simply because I had decided beforehand that was all the space I could afford to buy. The printer knows more about "set-up" than I do. It is up to him to give me satisfactory results in a reasonable amount of space.

Our advertising expenditure runs about 2½ per cent. of our gross sales, quite low I find, in comparison with the figures of many other merchants. Almost every week we send some direct-by-mail advertising matter—quoting prices—to several hundred customers. The items are printed on a card usually six by nine in size. Frequently I attach samples of the goods advertised. Very often I print notices of farm sales that are to be held in our neighborhood, along with the notices of my merchandise. Farmers holding sales of live stock or farm produce appreciate the courtesy. The cost is slight.

A short time ago we bought some extra fancy dried apricots. I selected samples and placed them in a 1½ by 2 inch drug envelope and attached the envelope to the regular card. Our sales on apricots the next two weeks increased enormously over any previous records.

Spring wall-paper samples were sent out in a similar manner. On the back of each sample we told the cost of the paper required for a room ten by twelve feet, with two windows, two doors, and an eight foot ceiling. As that is the average sized room in the average farm house it answered the farmer's most natural question—"What's the cost?"

Dress goods samples used in the same way always attract women buyers. The prices per yard are plainly marked.

Occasionally I send out the old-fashioned stick candy (the kind that comes wrapped in paper) to the children. Children make mighty good friends and

it pays to watch for the little things that will interest them. Many times when I have been travelling about the country I have sent out several hundred picture postcards of various points of interest. These are addressed to the children. Each card carries a greeting and tells where I am and what I am doing. Sometimes I mention that I have just bought some very attractive lines which I believe will be of interest to their mothers or fathers. These cards, addressed to the children, receive a wide reading among grown-up customers.

Many merchants tell me they don't know how to write good advertising copy. I don't either. I try to put just as much of myself into every advertisement as possible. I write my copy just as though I were standing behind the counter and telling the customer about the merchandise or the special bargain offer. I believe every merchant should cultivate an individual personality for his store, a personality that will be generally recognized by the buying public. That is why I believe it is poor policy to start off an advertisement with some high-sounding phrase that is absolutely unlike anything you yourself would use if you were talking.

Here is a sample of the kind of copy I have found most effective, the kind I use every week of the year. This happens to be on churns.

"Are you interested in churns? I'm not. Too many painful memories left over of when I was a kid for me ever to take any further interest in churns. Every time I go back and see that old churn, I'm glad I've 'grewed up.'

"If, however, you are unfortunate enough to have churning to do, just to show that I really sympathize with you, I will sell you a barrel churn, five-gallon size, for \$3.35. If you need a larger one, we have a seven-gallon model at \$3.55. Both sizes guaranteed."

There is nothing put on about it. It's the way I would talk to a customer. Maybe that is not "good" advertising, but it sold the churns and it is the kind of advertising that has helped me to reduce my stock about fifty per cent. and has increased my sales several hundred per cent. in the past seven years.

Another thing I have found of vast importance is always to stand behind my advertising. Not so long ago, I meant to advertise a lantern special at 79 cents. The price quoted in the paper was 20 cents. It was the printer's mistake. However, I did not tell customers anything about his mistake. I sold our entire stock of lanterns at 20 cents each. That was way under cost, as they were a good value at the regular price. This loss was charged to advertising.

For many times the amount of that loss I could not have afforded to tell customers that a mistake had been made in my advertising, or that I could not sell the lantern for such a ridiculously low price. The very reason I'm advertising is to impress upon customers the

(Continued on page 60.)

THE CLERKS' DEPARTMENT

BANISHING THE TRIALS OF THE AGRICULTURIST

How Cyrus McCormick is Making the Farm Machine Run—A Sketch of His Career From Affluent Youth to Successful Leadership.

A good sketch of Cyrus H. McCormick, the head of the International Harvester Co., appears in *Leslie's Weekly* from the pen of B. C. Forbes. It presents the human side of the man as well as the business side; and McCormick has a very human side, beginning with the time that he earned his first personal money by relaying twenty tons of coal. Here is the story as Mr. Forbes tells it:

Let me relate how the boy Cyrus earned his first money; it illustrates the character of his upbringing. Twenty-two tons of coal had been dumped on the side of the roadway a hundred yards from the cellar of the McCormick home to be loaded into a wheelbarrow, trundled across the grounds, and emptied into the coal bin. The twelve-year-old Cyrus volunteered to do the job, if his mother would pay him the regular rate of fifty cents a ton allowed for this work. She readily consented, and for several days the schoolboy kept loading and pushing and emptying that wheelbarrow until the last pound of the twenty-two tons had been deposited in the cellar. His back was nearly broken and his hands were badly blistered, but when the work was done he placed \$11 in his bank and resolved to set about earning \$100 as fast as he could.

There was a sad sequel. By doing many other jobs about the house and never missing an opportunity to earn a few cents or a few dollars, he accumulated in three years his \$100 and deposited it in a savings bank. He had attained his first financial ambition. By his own efforts he had become a capitalist. His achievement gave him intense satisfaction. One month later the bank failed! Carlyle could not have felt worse when he discovered that the maid had burned the manuscript of his "French Revolution"; De Lesseps could not have suffered more through the collapse of his Panama Canal venture; nor could Jay Cooke have been more poignantly chagrined over the loss of his millions than was young Cyrus McCormick over the loss of his hard-earned savings.

"It was a terrible blow," he told me not long ago, "and it took me some time to accept philosophically the consoling words of my mother that the experience of toiling industriously for the money was worth much more to me than the money itself. But," he added with a laugh, "I now believe she was right."

In gathering material for this character sketch I asked one of Mr. McCormick's Princeton classmates, who has remained intimate with him ever since, what were some of Mr. McCormick's predominant qualities.

"He is the personification of 'John Halifax, Gentleman.' He might well stand, also," he replied, "for the man in that well-known anecdote about the

new footman who was engaged during his master's absence and who, on being told to go to the station to meet his master, asked his mistress how he would be able to recognize him. 'He is a tall man and you will be sure to see him helping someone,' she told him. That's Cyrus McCormick—a tall, robust man who is constantly helping someone. Even when at college he regarded the inheritance that was to come to him in the nature of a responsibility, a stewardship, something entailing upon him a great duty rather than bringing him any privileges or mere pleasure. He had inherited a name which he must honorably uphold and would inherit a vast business which he must administer creditably for the sake of its founder, for the sake of the thousands dependent upon it for a livelihood, and for the sake of its farmer customers all over the world who looked to it for dependable machinery."

Few sons have more worthily administered their heritage. Not only as a business man, as head of an enterprise that distributes its agricultural implements in every civilized country throughout the world has Cyrus H. McCormick amply justified parental hopes; but he has attained equally noteworthy success as a public-spirited citizen, as an employer considerate of his workers, as a helper of his fellow men. Were all wealthy men of his type, millionaires would not be held in such suspicious regard by the people.

It is not surprising, rather it is natural, that Cyrus H. McCormick should be a man of both physical and mental power, of sustained industry, of broad vision, of large heart, of rational tastes, sensible of his responsibilities in the world. He was born of such stock. From a combination of these qualities sprang the reaper, one of the half-dozen greatest blessings the nineteenth century brought to mankind, since it virtually abolished famine and gave bread even to the poorest of civilized peoples.

The reaper was not born without travail nor nurtured without struggle and stress and pinching and plodding. No laurels were immediately placed upon the brow of the young inventor in 1832, the first Cyrus H. McCormick. No grateful acclaim greeted his discovery. No fortunes were laid at his feet for his epochal invention. Instead, he ran the whole gamut of ridicule and penury and hardship, of blasted hopes and blighted ambitions. Even before the first Cyrus H. McCormick was born, in 1809, Robert McCormick, his father, a Virginia farmer, had sweated and struggled to construct a machine that would cut grain. His experiments proved failures. Cyrus H. McCormick, however, evolved the reciprocating blade and after a few weeks of experimenting built a reaper containing the basic principles of the reaper the world now knows. But success was not to be won

at once. It took nine years to find the first buyer of a reaper! From 1831 to 1840 not one machine could be disposed of—not even with the aid of an advertisement offering the reaper at \$50. The sale of two machines in 1840 helped a little, but 1841 was a blank. The next year brought seven orders, the next twenty-nine, and the next fifty. In 1846, when thirty-seven years of age, McCormick set out to survey the country for an ideal location for his works. With characteristic shrewdness he chose a straggling village untouched by railroads, on the shores of Lake Michigan. It could not even boast of one public building, and it had a queer name, Chicago. McCormick found a partner willing to pay \$25,000 for a half-interest in the business and began to manufacture the McCormick reaper on a sizable scale. He established agencies at over a score of central points and adopted the then novel method of advertising "Money back if not satisfied." He offered to send a reaper to any farmer, let him use it, and if not pleased with the results, return it at the makers' expense. Then came constant harassment from competitors, a mass of legal suits, and other worries and difficulties. Yet McCormick found time to plan and do big and still bigger things.

The great Chicago fire of 1871 wiped out the McCormick works, the most extensive in the city. McCormick was then sixty-two years of age, had accumulated a fortune of several million dollars, and measured by ordinary standards, had done more than his share of the world's work. Would he retire? He put the question up to Mrs. McCormick.

"Rebuild again at once," was her immediate and emphatic verdict.

She had in mind not only the welfare of their army of workmen, but also the future of another Cyrus H. McCormick, by this time twelve years of age. She did not want her boy to become an idler, or mere society ornament. She was an intellectual, devout, painstaking, capable woman, zealously training her son to be a useful, upright citizen.

It was characteristic of the McCormicks that they sent their son to the public school in Chicago—"the best in the world, better than any private school," remarked Mr. McCormick in discussing his school days. "There were sixty-five boys and girls in my class, and the poorest children usually were nearest the head of the class, so that it took real, hard study to hold one's own." Later he entered Princeton, but was brought back to enter the business after two years' study, as his father was then (1879) seventy years old.

"My father taught me that I must work out my own salvation, that I was to have no favoritism, that I must apply my whole energy to learning every phase of the business," Mr. McCormick told me. "He impressed upon me that constant industry must be combined with intelligent thinking in order to attain success. No amount of inherited money, he explained, could gain for me or any one else a high and honorable place in the world, but each man must carve his own way, and by the sweat of his brow and brain earn his own station in business and the world.

"Under such conditions and counsel

I began my apprenticeship. I am as thorough a believer in such a policy as my father was, and am applying it to my own sons, one of whom began in overalls on leaving college, at the lowest round of the ladder in the branch sales of the International Harvester Sales Department at Wichita, Kansas, preliminary to starting in at headquarters in Chicago. My other son is at Princeton."

In 1884 the inventor of the reaper died, and the present Cyrus H. McCormick became the head of the McCormick Harvesting Machine Company, the largest industry of its kind in the world. It was a tremendous responsibility for a man of twenty-five years of age to shoulder. "I was really carried along at first by the tide of the organization," Mr. McCormick modestly explains. How well Mr. McCormick measured up to his responsibilities was demonstrated sixteen years later, in 1902, for when the

great International Harvester Company was organized by J. P. Morgan & Company, he was selected as president of the company.

And here let me set down the truth about how this merger came into existence, for more fiction, picturesque fiction, most of it, has been printed on this subject than on almost any other industrial episode in America. Under Cyrus H. McCormick, the McCormick Harvesting Machine Company was expanding aggressively, even in face of the cut-throat competition which had raged for years, and one day Mr. McCormick came to New York and visited Morgan & Company with a view of having them raise additional capital to take care of the growing business. The alert George W. Perkins, then a Morgan partner, immediately the matter was broached, asked, "Why not form a large and new company with capital much greater than anything which now

exists?" He had had an active hand in forming the billion-dollar Steel Corporation in the previous year and saw an opportunity to bring off another gigantic coup. Negotiations were promptly started with the leading harvester concerns. There were bitter rivalries and jealousies to handle, but the problem was solved by buying each company outright and leaving J. P. Morgan & Company to organize the new corporation exactly as they saw fit, not only fixing its capital, but choosing the executive.

The choice of Cyrus H. McCormick as president was dictated solely because Morgan and Company saw in him the best man for the job. He was strong, physically and mentally; he was a glutton for work; he had so managed his own company that it was the foremost in the field; he was young, forceful, enterprising, long-visioned, and had earned the fullest confidence of the farmers here and abroad.

WEEKLY MARKET REPORTS

(Continued from page 68.)

**Brazil Nuts Down
A Cent Per Lb.**

Winnipeg.
NUTS.—There is very little change in nut prices. Brazils are down, about a cent per lb. in the primary market.

NUTS—IN SHELLS.	
Almonds, Tarragano (soft shell), lb.	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 19
Filberts, genuine Sicily, lb.	0 18½
Peanuts, Virginia—	
Choice roasted, fresh, lb.	0 14¼
Fancy roasted, fresh, lb.	0 15¾
Jumbo, roasted, fresh, lb.	0 17
Salted peanuts, 5c pkts., 20 in carton, per carton	0 65
Walnuts, French Marbots, lb.	0 14½
Walnuts, Manchurian (Jap.), lb.	0 13½
NUTS—SHELLED.	
Spanish Valencia Almonds—	
28-lb. boxes, lb.	0 41
Less quantities, lb.	0 41½
French Bordeaux Walnuts—	
In 55-lb. boxes, lb.	0 58
Less quantities, lb.	0 58½
Spanish Shelled Peanuts—	
No. 1 Spanish, lb.	0 14½

**Advances To Go
Into Effect On Rice**

Winnipeg.
RICE AND TAPIOCA.—On account of the present high cost of rice, advances having gone into effect some months ago in the primary markets, wholesalers will be compelled shortly to advance their prices. The following prices have been quoted for some time by one house, but these will probably be too low by the time this goes to press. Tapioca and sago are still selling around 13c and 12c respectively, and there is nothing cheaper in sight. It is even said that these commodities will be higher later on.

Japan, No. 1, lb. 50-lb. sacks.	0 06¾
Japan, No. 2, lb.	0 05¼
Siam, 50-lb. sacks, lb.	0 05¼
Siam, 100-lb. sacks, per lb.	0 05
Patna, lb.	0 06½
Tapioca, lb.	0 12½
Sago, lb.	0 11½

**Prices On Low Grade
Salmon Are Easier**

CANNED SALMON.—Prices of new pack salmon were named last week, and they are all much higher than a year ago. An important feature is the small delivery on sockeyes and cohoes. Some

packers are talking of making 7 to 8 per cent. delivery. There are full deliveries on pinks by most packers. The following prices will probably be quoted to the retail trade:—

Clover Leaf and Horseshoe:	
48 by 1 lb., talls, 14.50; 96 by ½ lb., flats, \$16.25.	
Red Cohoes: 48 by 1 lb., talls, \$10.35; 96 by ½ lb., flats, \$12.15.	
Pinks: 48 by 1 lb., talls, \$8.35; 96 by ½ lb., flats, \$9.90.	

After opening prices had been announced in Winnipeg, and most of the wholesale houses had been sold, deliveries from the Pacific Coast commenced to come through on pinks and chums at about 15c per case lower than opening prices. Dealers are getting full delivery on both these low grades, and it looks as though the market on pinks and chums will be much easier. However, as deliveries on Sockeyes and Cohoes are not more than 10 per cent., this fact will have the tendency to keep the market on low grade salmon higher than it would have been.

**Both Salmon And
Halibut Are Advancing**

Winnipeg.
FISH AND POULTRY.—Frozen salmon is quoted at 16c, but fresh salmon has gone up to 20c, and is very scarce. As grocers no doubt know, the catch of salmon this year has been disappointing, and this is having an effect on the price of fresh salmon. Similar conditions exist in regard to halibut, price of which jumped three cents per lb. last week to 19c. Halibut will shortly be in the salmon class. Frozen pickerel is bringing 9c, and fresh pickerel will not be in until this week, fishing having commenced only last week-end for pickerel and gold-eyes.

The poultry situation is very peculiar. The price of chicken has been so high that the public have refused to buy it, and many dealers refuse to handle it. Chicken was selling at 30c. One wholesaler says that he will only handle fowl which is bringing 14c per lb. live. Many of the storage houses in Winnipeg are loaded up with chicken, which they have

been carrying since last Christmas, and they seem quite willing to carry it until next Christmas. They are unable to dispose of it, as the demand has fallen off absolutely.

Whitefish, lb.	0 12
Salmon, frozen	0 16
Salmon, fresh	0 20
Halibut, fresh	0 19
Cod	0 12 ½
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 15
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13 ½
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails	1 50
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07 ½
Poultry—	
Broilers, lb.	0 30
Fowl, lb.	0 14

**Tokay Grapes \$4.00;
Malagas Down To \$2.50**

Winnipeg.
FRUIT AND VEGETABLES.—There has been a remarkable decline in the price of new potatoes, which are now selling at about half what they were quoted last week, viz., 75c per bushel. Both B. C. and Ontario tomatoes are being quoted at \$1 per case. B. C. Transcendent crab apples have gone down to \$1.50 per box. Lemons are down to \$8 per case, and bananas have jumped to 5½c per lb. Canteloups, standards, are slightly higher, being \$5 per case. Malaga grapes have declined to \$2.50 per crate. Tokays are now on the market at \$4. Washington peaches are bringing \$1.50 per crate, and Washington plums have opened up at \$2.

Fruits—	
Apples, crab, B.C. Transcendants, box	1 50
Blueberries, basket, 14 lbs.	2 00
Oranges, Valencias	5 00
Lemons	8 00
Bananas, lb.	0 05 ½
Cantaloupes, flats	2 50
Cantaloupes, standard, 45 to case	5 00
Pears, Washington Bartlets, crate	3 00
Plums, Tragedy, crate 4-basket.	2 00
Plums, Washington	2 00
Apples, Southern, bbl.	7 00
Apples, Cal. Gravenstein, box	3 00
Apples, Wash., assorted varieties, box	2 25
Peaches, crate	1 75
Grapes, Malaga, crate	2 50
Grapes, Tokay	4 00
Blackberries, crate	4 50
Peaches, Washington, crate	1 50

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

P. Hennessey, general store, Newcastle, N.B., is dead.

R. N. Clark of Berwick, N.S., has left for Havana to act as Cuban representative of the United Fruit Companies of Nova Scotia, during the winter.

John Bowes Dowling, formerly associated with his uncle, J. W. Rose, in the latter's retail grocery store, West St. John, was killed in action on August 15. He went overseas in October, 1916.

Nelson A. Cliff, who was engaged in the wholesale grocery business in Fredericton until four years ago when he retired and removed to St. John, died this week.

William Craft, employed with Hall & Fairweather, Ltd., St. John, until he enlisted in the 104th Battalion, has been reported suffering from multiple wounds received in France.

Frank W. Dwyer, who has been reported admitted to a war hospital suffering from gunshot wounds in the head, was employed with T. H. Estabrooks, before going overseas.

Lieutenant Gordon H. Tufts, aged twenty-eight years, formerly secretary-treasurer of the Willett Fruit Company, St. John, has been reported officially as killed in action. He is survived by his wife and one child.

Owing to wet weather during the summer, rust and rot has affected a large proportion of the New Brunswick potato crop. Instead of an increased yield a reduction of thirty per cent. from last year's yield is predicted.

Michael J. Nugent, for many years one of the leading retail grocers of St. John, died this week after a brief illness. Mr. Nugent had taken an active interest in public affairs and, at the time of his death, was a member of the New Brunswick board of moving picture censors.

The food conservation movement took form in St. John this week with the organization of local committees of men and women, following a public meeting which was addressed by Dr. J. W. Robertson. The work will be carried on along the same lines as already practiced in Ontario.

After a five days' strike, St. John milk dealers have been forced to yield

to the demands of the producers and have agreed to pay fifty-six cents for each eight-quart can of milk. This has had the effect of increasing the retail price, delivered, to twelve cents, instead of ten. The producers formerly received forty and forty-five cents per can but their association demanded the increase on the grounds that the cost of food made the higher price barely enough to cover the cost of production.

Quebec

L. P. Gates, grocer, Montreal, Que., has sold out.

G. A. Dupois, grocer, Montreal, Que., is selling out.

A. Leblanc, general store, St. David D'Yamask, is selling out.

B. Beaulieu, general store, St. Epiphane, Que., has sold out.

D. Vanier, general store, Ferme Neuve, Que., succeeded by E. Dumoulin.

Harry L. Vipond, of George Vipond & Company, Montreal, has recently returned from a trip over the Ontario fruit section. He reports the fruit crop generally considerably lighter than last year. Peaches are very light in most sections, though about St. Catharines there promises to be a good crop. Grapes are only fair crop, the probabilities are that they will bring high prices. The present cold weather is causing a good deal of uneasiness among fruit growers.

Ontario

J. Bullman, grocer, Ottawa, is dead.

J. D. Wagar, grocer, Enterprise, Ont., is dead.

D. W. Dane, grocer, Toronto, Ont., has sold out.

J. McKinley, Toronto, grocer, has sold to F. Henry.

Mrs. I. Fondeler, grocer, Ottawa, Ont., has discontinued business.

W. J. Schooley, general store, Woodlee, Ont., has discontinued.

H. Renno, general store, Harrow, Ont., has sold to W. R. Boyce, & Co.

Dominion Sugar Company estimates sugar beet yield this year around Chatham, Ont., will be seventy per cent. of a full crop.

H. C. W. Coxwell, grocer, 17 Howard street, Toronto, was struck down and robbed of about \$250 recently, when entering his store at night.

Cigar manufacturers of London, Ont., seriously affected by scarcity of tobacco. Some manufacturers have closed, while others have raised prices.

Ford's Candies Limited, has been incorporated at Toronto with a capital of \$40,000 to manufacture and deal in candies, canned and preserved goods, grocer's sundries and prepared foods.

J. E. Adams, wholesale merchant of Lindsay, Ont., has received information that there is already a great shortage of canned salmon, particularly in sock-eyes. The supply is not nearly up to customers' requirements.

Service Grain Company, Ltd., has been incorporated at Fort William, with a capital of \$40,000 to carry on business as grain dealers, to manufacture and sell flour and other food articles produced from grains or cereals.

Western Provinces

B. Vaisler has opened a grocery store at Regina, Sask.

B. Segal, general store, Glenella, Man., suffered fire loss.

Eastern Annex Grocery, Regina, Sask., has changed ownership.

D. Chalmers has opened a grocery store at St. James, Man.

Richardson & Rud, general store, To-field, Alta., has sold out.

R. Brodovsky has opened a grocery store at Winnipeg, Man.

E. La Brosse, grocer, St. James, Man., is removing to Winnipeg.

Nozick & Soslow, general store, Vermillion, Alta., has discontinued.

E. Winfield, grocer, Winnipeg, Man., has been succeeded by G. Leman.

The G. W. Nickerson Company, Federal Building, Prince Rupert, B.C., have recently been appointed the representatives of the Borden Milk Company for the district of northern British Columbia, and will be the sole distributors of the product in that section.



A group of well-known Guelph grocers taken recently at the Guelph Grocers' Picnic.

G. P. Friesen, general store, Laird, Sask., is succeeded by B. Wolch.

Isaac Waterman, grocer and confectioner, Calgary, Alta., has sold out.

D. R. Martin, general store, Harris, Alta., succeeded by R. A. Williams.

J. Bone, general store, Greenan, Sask., has been succeeded by J. Fullerton.

Myrluk & Korniki, grocers, Redcliff, Alta., have commenced business.

J. A. McKerchar, grocer, Winnipeg, Man., suffered smoke and water loss.

W. G. Furnival, grocer, Winnipeg, Man., has been succeeded by A. H. Coyle.

Frederick Hedges, grocer, Winnipeg, Man., has been succeeded by Flora Levi.

Thompson & Logan have commenced the grocery business at High River, Alta.

Rabinovitch store, Kelliher, Sask., was destroyed by recent fire with a loss of \$10,000.

Riversdale Grocery Company of Saskatoon, Sask., has recently changed ownership.

J. M. Fladager, general store, Khe-dive, Sask., is succeeded by Berthansky & Shterin.

W. S. Milner, general merchant, Dinton, Alta., has sold his business to MacDonald Bros.

The North End Flour and Feed supply, Winnipeg, Man., have registered proprietorship.

McKinnon Bros., general store, Leslieville, Alta., have sold to McKinnon Trading Company.

A. F. Andrews has been appointed manager of the Medicine Hat mills of the Ogilvie Milling Company.

B. C. Oyster and Fishing Company, Limited, with a capital of \$10,000, has been incorporated at Victoria, B.C.

C. W. Nunley, Limited, wholesale manufacturers of cigars, etc., has been incorporated at Vancouver with a capital of \$50,000.

Following grocers have been succeeded by McBride's Limited of Moose Jaw: Fairford Grocery Co., R. W. Jackson, Methers & Co., W. M. Stinson, all of Moose Jaw.

Roy W. Russell who has been manager of the Calgary house of Mason & Hickey, Winnipeg, has been given a commission in the American army, has left for Fort Snelling for training. W. A. Logan, formerly manager of the Simington Co., Ltd., wholesale grocers, has succeeded him.

TORONTO GROCERS EXPECT EARLY CLOSING

Result of Straw Vote Contest Indicates a General Favoring of Scheme—Matter Will Be Pressed

At a meeting of the Grocers' Section of the Toronto R. M. A., held in the Association Rooms Monday evening, with R. Dowson, the vice-president in the chair, the report of the general canvass of the city in reference to the campaign for early closing was presented.

As it requires 75 per cent. of the

trade to favor such a move before a civic ordinance can be passed to make it imperative, it was decided some time ago to put some investigators out through the city to test the feeling among the grocers and fruiterers, before doing anything definite on the matter.

The report given at the meeting noted that 311 stores in all parts of the city had been visited with the following results:

Grocers in favor of early closing, 192.
Grocers opposed to early closing, 16
Fruiterers in favor of early closing 9
Fruiterers opposed to early closing 48
Merchants indifferent, but willing to support the measure if it were introduced, 46.

This report was considered very encouraging indeed, and it was immediately determined to go on with the proposal. Within the course of the next few days, therefore, petitions will be circulated through every ward in the city, and it is believed that from the indications set forth by this random investigation, that the feeling is in favor of such a move, and that the early closing bylaw will in all probability be in effect in the near future.

There was also some discussion on the embargo of canned goods. A number of the merchants present stated that deliveries had been made to them and that they were charged for these goods from the time of delivery. In other words, they had to pay for these goods months before they could legally sell them. They considered this a great hardship, and while they expressed themselves as willing to store the goods to help the situation, they did not think that they should be asked to bear all the financial burden as well.

Another matter that came in for some attention was the way in which the legislation forbidding the sale of essences in grocery stores had been railroaded through the Alberta Legislature. It was felt that this was not justice for the grocer, who was the natural agent for the sale of such goods. It was the feeling of the gathering that this was only the thin edge of the wedge, and that merchants of other provinces should keep wide awake to prevent the passage of similar bills in other sections.

The interim report of the picnic committee was presented, and showed that there would be between \$500 and \$600 to go to the Red Cross Fund as the proceeds of the picnic.

NEW REPRESENTATIVE OF THE CANADIAN MILK PRODUCTS COMPANY.

H. J. Walker who was formerly associated with the Crescent Belt Fastener Co., and was instrumental in putting this on the Canadian market, has recently joined the selling staff of the Canadian Milk Products Company. He will cover the retail and wholesale trade in the Western Ontario, and Niagara peninsula districts.

HOW I KEEP TRADE AT HOME

(Continued from page 56.)

principle that what I advertise, they will get.

Being a country merchant, I feel that I know the problems that are worrying most small merchants day and night. I believe the trouble with most of us is, we get mentally lazy. I know I do. And I feel that the more I can conquer this attitude, and concentrate my energies on developing my natural trade territory, remembering all the while that I am in business to serve, just in that proportion will my business grow. Think it over. Isn't it so?

OTTAWA BRANCH R. M. A. FEATURE SHOPPING WEEK

The Ottawa Branch of the Retail Merchants' Association is featuring a Shopping Week, in conjunction with the Exhibition and the Pure Food Show. The idea of this campaign is to prove to people from outside the town who may be visiting the city on those days, that the regular merchant can serve them as satisfactorily and as cheaply as any Mail Order House.

PORTO RICO SUGAR CROP

For the first time in its history, Porto Rico had an output of more than 500,000 tons of sugar during the season that closed this month. The actual production was 502,389 short tons of 2,000 pounds each. This represents a gain of 19,292 tons over the output in 1915-16, which was 483,097 tons.

Prospects for the next harvest indicate a crop equal to, if not in excess of, the recent one. Forty-eight centrals were in operation during the season, of which 24 are American owned.

WANT HIGHER PRICE FOR CHEESE

At a meeting of the local Brockville, Ont. Cheese Board recently, Secretary Wilson, supported by some of the leading members, made a plea for an increased price for cheese in Canada. When the price was fixed by the commission it was considered fair, he said, but since then commodities have risen, and the dairymen should now receive at least 24c per pound. The expression of opinion were embodied in the following resolution, which was adopted:

"That the Brockville Dairymen's Board of Trade considers that, in view of a further increase recently in the cost of most of all commodities used by the dairymen, we deem that we are entitled to a higher price for cheese, and we urgently request the Dominion Government and the Imperial Cheese Commission to use their influence with the British Government to advance the price for Canadian cheese."

Copies of the resolution were sent to Hon. Martin Burrill, Minister of Agriculture, and to members of the Imperial Cheese Commission.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

INTEREST in the wholesale grocery trade during the week centred around the activity in canned salmon. With the recent announcement of prices by the packers there was a scramble on the part of retailers to get all available stocks of last season's salmon pack. As a result many of the wholesalers were entirely cleaned out of their salmon stocks during the week. Intimations have been made by the Food Controller that the recent embargo did not apply to canned pork and beans, the term beans being used to signify canned string beans or golden wax beans. Wholesalers are accordingly proceeding with the sale of this commodity.

The embargo on the export of Canadian bacon is beginning to cause more concern than at first evident when the announcement was made. It was felt by packers that bacon was needed in Great Britain and that some means would undoubtedly be devised through a purchasing commission to secure supplies from Canada. Packers have been left in doubt about the probable outcome and accordingly have been casting around for a development of the local market. Shutting off the export trade would undoubtedly mean lower prices in Canada. Good production of butter and eggs is being made at the present time, but prices are holding steady.

Advances have been recorded in mincemeat, olive oil, package peas, bicarbonate of soda, canned haddie, while declines have been recorded in lima beans and Rangoon beans. Two sugar refiners reduced their price during the week to the level of the other refiners. There is every indication that lower prices will come in the Canadian market in the not distant future. Flour prices held steady. Announcement of the decision of the Board of Grain Supervisors with respect to the price of wheat has been awaited with keen interest. Trade in grocery lines shows signs of more briskness during the week, but business is becoming more of a hand-to-mouth nature.

QUEBEC MARKETS

MONTREAL, Sept. 11.—Trade generally has picked up over last week. Holidays undoubtedly dislocate business, not only in the placing of orders, but in their despatch. If there is fickleness in the price of any line a holiday always accentuates it. "Full speed ahead" was the signal for all the wholesalers last week, and, with the gathering weight of the fall demand commencing to be unmistakably felt, there was a good feeling shown all the way round. The only dark cloud on the horizon is the increasing difficulty of securing stock. With the heaviest buying season of the year at hand, there never was more difficulty in making provision to meet it. One jobber stated that in previous years he had always by this time covered 75 per cent. of his anticipated requirements. To-day he was only booked up to about 25 per cent., and some of that was subject to war risks. prices still. A curious situation was brought about by the reign of terror that has existed in Montreal farming

districts owing to a band of desperadoes that have been dynamiting, killing farmers and holding others up on the highways. Farmers for the time being refused in many instances to bring their stuffs into the market, and this had a noticeable effect on quantities. With the dispersal of the gang, local grown supplies are coming in more freely.

Two Sugar Refiners Reduce Quotations

SUGAR.—The sugar market is quiet, with refiners still far from anxious to look for business. The trade at present is more interested in the developments at Washington regarding the regulation of sugar prices, for it is expected that it will affect the raw as well as the refined. In order to meet the fixed price of \$7.25 on beet sugar on October 1 it is pointed out that producers of raw sugar must be willing to accept 5c cost and freight—a possibility that appears remote at present. Returns for the Porto

Rico season, which ended August, show that for the first time the production of the Island reached the 500,000 ton mark. This is an increase of 19,000 odd tons over the 1916 crop, which in turn was in excess of all previous years. But little sugar remains in the Island for export. Crop conditions for the coming year are considered excellent, and it is expected that the next harvest will result in as large a production as that of this year.

It is interesting to note that Cuban producers have announced that they are anxious to co-operate with the U. S. Food Control, and that any measure adopted by the Government will be satisfactory to them. There will be no interference with previous methods of conducting business in the raw sugar market. This will be of some relief to Canadian refiners who, in some quarters, have been rather anticipating trouble in Cuba. The next Cuban crop is estimated at 3,500,000 tons, about one-half million tons larger than the crop just completed. It has been so often stated that home refiners are off the raw market, refusing to buy at present prices that the rumor that Canada has purchased Cuba's heavily at 5½c, cost and freight, in addition to full duty sugars at 5½c, c.i.f., is very interesting.

The Atlantic and Acadia Sugar Companies have reduced prices for all grades of refined sugar 25c per 100 lbs., making the price \$9, and bringing all refiners to the same basis.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 00
Acadia Sugar Refinery, extra granulated.	9 00
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 05
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 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.

Canned Salmon On Upward Grade

Montreal.
CANNED GOODS.—An advance is recorded on salmon pinks of 20c, making the price \$2.40; but there is such a complete shortage in other grades that some

wholesalers refuse to quote as they cannot get any. Salmon packed for the British market is being offered jobbers at the present enhanced price, having obviously been held for that purpose, but buyers have been shy, as the size is not over popular. Apples (gallon) have advanced 15c, making the price \$3.90 and \$4.40. The new pack salmon situation is still in a tentative stage. In fact, the situation in canned goods generally is one of great uncertainty. Wholesalers seem to be rather perplexed as to where they will stand, for supplies appear to be failing on all sides, while stocks in storekeepers' hands are on the light side generally the embargo will not have the effect of holding off the demand through October. All the way round the market is firm.

Salmon Sockeye—

"Clover Leaf," 1/2-lb. flats.....	2 45
1 lb. talls, cases 4 doz., per doz.	3 00
1/2 flats, cases 8 doz., per doz.	2 00
Chums, 1-lb. talls.....	1 80
Pinks, 1-lb. talls.....	2 40
Cohoos, 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 35 2 40
Tomatoes, U.S. pack.....	2 25 2 25
Tomatoes, 2 1/2s.....	2 20 2 30
Peas, standards.....	1 75 1 75
Peas, Early June.....	1 80 1 80
Beans, golden wax.....	1 60 1 60
Beans, Refugees.....	1 50 1 60
Corn, 2s, doz.....	2 10 2 25
Spinach (U.S.), 3s.....	2 80 2 80
Do., (U.S.), gallons.....	10 00 10 00
Corn (on cob, gal. cans, doz.).....	8 50 8 50
Red raspberries, 2s.....	2 25 2 45
Simcoes.....	2 75 2 75
Red cherries, 2s.....	2 25 2 25
Strawberries, 2s (old pack).....	2 75 3 00
Blueberries, 2s, doz.....	1 25 1 25
Pumpkins, 2 1/2s.....	1 60 1 70
Pumpkins, 3s.....	1 75 1 75
Pumpkins (gallon), doz.....	6 00 6 00
Apples (gallon).....	3 90 4 40
Peaches, 2s (heavy syrup).....	2 00 2 00
Pears, 3s (heavy syrup).....	2 45 2 45
Pineapples, 1 1/2s.....	2 25 2 25
Strawberries (new crop), heavy syrup, 2s.....	2 95 3 00
Strawberries (new crop), group "B".....	2 87 1/2

Booking On Prunes Is Moving Slowly

Montreal.
DRIED FRUITS.—The firm feeling in raisins noted last week has been accentuated, but there has been no further advance in prices. The European situation appears almost hopeless, and merchants must place their dependence upon California, and, of course, growers there are taking advantage of the situation. There is a firmer tone on currants in Greece and latest cables quote an advance. But currants in Greece and currants in Canada are two different things with wartime freight dislocation, and the Greek market has lost a lot of interest. Spot prunes are more active. There is no interest in old prunes for shipment from the Coast, as that market is considerably above the parity of spot cost laid down. Future Oregon prunes are moving slowly at the high opening prices. There is a fair call for spot Oregon prunes. The situation in future California prunes is unchanged. The market locally in all

lines is unchanged in price, with a very firm undertone.

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.

Prospect For Nuts Inclines To Firmness

Montreal.
NUTS.—The firm tone in walnuts has been followed by an advance of 2c in shelled, making the quotations now 54c to 56c per pound. No change in other lines is reported, but there is probability of a scarcity, and there is no forecasting as to what may happen. Not only are European nuts hard to obtain, with no certainty as to new crop or any definite assurance as to arrival for Christmas business, but North and South American supplies are all feeling the extra demand induced by the falling off in European supplies. Brazil nuts are exceedingly firm on prompt shipment, with prices for future being held up as much as possible, while pecans and cocoanuts are also on the bullish side.

Almonds (Tara), per lb.....	0 18 0 20
Almonds (shelled).....	0 40 0 42
Almonds (Jordan).....	0 70 0 70
Brazil nuts (1916 crop), lb.....	0 20 0 21
Brazil nuts (new).....	0 16 1/2 0 18
Filberts (Sicily), per lb.....	0 18 0 20
Hickory nuts (large and small), lb.....	0 10 0 15
Peanuts, Bon Ton.....	0 15 1/2 0 16 1/2
Peanuts, "Diamond G".....	0 13 1/2 0 14 1/2
Peanuts (coon), per lb.....	0 12 1/2 0 13 1/2
Peanuts (Jumbo), per lb.....	0 16 1/2 0 17
Pecans (new Jumbo), per lb.....	0 21
Pecans, New Orleans, No. 2.....	0 21 0 24
Pecans, "paper shell," extra large Jumbo.....	0 40
Pecans (shelled).....	0 80
Walnuts (Grenoble).....	0 18 1/2
Walnuts (shelled).....	0 54 0 56
Walnuts (Marbots), in bags.....	0 13 0 16
Walnuts (California), No. 1.....	0 24
Cocoanuts, 100 size, per sack.....	7 50

Molasses Advances 2c With Stocks Scarce

Montreal.
MOLASSES.—The spot scarcity which has existed so long has worked out in an advance of 2c for all grades, and we quote fancy at 83c, 86c, 88c per gallon. The market is restless over the shipment problem, and the future seems hopeless. The days of brisk buying at tempting prices are gone. Orders are not wanted, for there is the greatest difficulty in filling them. Nobody wants to handle anything larger than hand-to-mouth jobbing lots.

Prices for Fancy, Choice.	
Island of Montreal	
Barbadoes Molasses—	
Punchons.....	0 83
Barrels.....	0 86
Half barrels.....	0 88
For outside territories prices range about 3c lower.	
Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Cane Syrup (Crystal Diamond)—	

2-lb. tins, 2 doz. in case, per case.....
Barrels, per 100 lbs.....
Half barrels, per 100 lbs.....

Beans Decline 50c Per Bushel

Montreal.
BEANS.—The slight fluctuations in prices noted last week have developed into a weakness in all lines, and quotations have been cut 50c per bushel. The season for the Canadian new crop is late, and in consequence shipments of car lots are not expected for several weeks. Good reports of the wonderful U. S. crops have apparently turned the market weaker. Michigan advices, too, have been easier, and car lots at \$7 to \$7.50 have been quoted. Although prices have declined, there has been no flurry, for arrivals are on the small side, and it is admitted that stocks in merchants' hands are very low. We quote:

Beans—

Canadian, hand-picked.....	10 00 11 50
Canadian, 3-lb. pickers, per bu.....	9 00 10 00
Canadian, 5-lb. pickers.....	7 40 8 00
Michigan, 3-lb. pickers.....	10 50
Michigan, hand-picked.....	11 00
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

Freight Situation Bears Heavily On Rice

Montreal.
RICE.—Normal conditions have prevailed in rice this week, with prices holding firmly at previous quotations. There is no lessening in the tension on supplies, for although no actual shortage exists, shipments from primary markets are irregular, and like other lines the freight problem is increasingly serious. Stocks generally throughout the country appear on the short side, and an advancing market would find merchants badly nipped. Tapioca is unchanged, with the market on the firm side.

"Texas" Carolina, per 100 lbs.....	9 50 9 90
Patna (fancy).....	10 15
Real Carolina, per 100 lbs.....	10 50 11 50
Patna (good).....	9 40
Siam, No. 2.....	7 25 9 15
Siam (fancy).....	8 40
Rangoon "B".....	7 80
Rangoon CC.....	7 60
Tapioca, per lb.....	0 14 1/2 0 15
Tapioca (Pearl).....	0 13 1/2 0 15

Stocks Of Coffee Are Quite Heavy

Montreal.
COFFEE.—Trading continues quiet, but steady. From advices received there has not been much animation in the spot markets, although the demand has quickened a little, due, it is said, to the report that the San Paulo Government would provide sufficient funds to absorb all the receipts at Santos in excess of 30,000 bags daily. The movement, however, has been running far in excess of that figure, and port stocks are materially larger than at this time last year and in 1915. We quote:

Coffee, Roasted—		
Bogotas, lb.	0 22	0 22
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Marañibo, 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 18	0 25

Drink Restrictions Increase Tea Demand

Montreal.

TEA.—There is not much tea being offered these days, and the market is very firm. Importers are not anxious to scatter stocks in view of the acute tonnage situation at all primary points. What they have in sight they wish to keep as long as possible. The continued rise in silver is reflected in the markets for all China teas, and it is becoming more difficult to find greens on offer at the prevailing market rates. There is a steady call for all lines. The local drink restrictions seem to have increased tea consumption, for that is the only reason that merchants can ascribe for the heavier demand which has been noticed, especially in the districts which would be likely to be most affected. Furthermore, there are signs of private stocking up in anticipation of a 10c advance to consumers. Japan teas have advanced 2c to 4c. Other lines are unchanged.

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

Spices Are In Very Firm Market

Montreal.

SPICES.—The market continues active, with all lines showing a very firm undertone. Cloves especially seem earmarked for an advance, as there is a great spot scarcity, and stocks held are rapidly melting away. Owing to formidable advances in freights and silver in the Orient, and to small stocks, higher prices in cassias, nutmegs, red peppers, ginger, white peppers seem imminent. In fact, reports from central markets decline to hazard an opinion as to prospects, especially as regular supplies cannot be expected from the Orient, while there will be in all possibility an abnormal demand for export to the Allies. Prices generally are unchanged.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar	0 60	0 65
Ginger, pure	0 25	0 35
Ginger, Cochin	0 25	0 35
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
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 cocoanut, in pails	0 21	0 23

Pimento, whole 0 12 0 14
For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Mackerel And Perch Register Advances

Montreal.

FISH.—With a strong consumptive demand being maintained, prices are strongly held, and only in a few instances have quotations been shaded. Haddock and cod continue scarce, likewise halibut and mackerel. Swordfish is coming in more freely with a shading of prices. All kinds of lake fish, including dore or pickerel, pike, lake trout, and white fish, are showing freer movement. Smoked fish, including haddies, kippers, bloaters, and eels, are prominent. In fact, the market is well supplied with most lines, and consumers have a good range to choose from, with prices kept within reasonable limits. There is evidence on all sides that merchants are pushing the eating of fish very strongly, and as the days go on it is having a cumulative effect, so that individual supplies are quickly cleaned out. Wholesalers in consequence of the greater demand are urging storekeepers to order early in the week. Except in cases mentioned the various catches seem to be well able to meet the demand, and prospects for a continuance appear favorable. Mackerel has advanced 4c owing to scarcity, and is now quoted at 14c. Frozen Gaspe has advanced 1c, making the price 24c. Haddies have weakened a shade, and are quoted at the one price of 11c. Whitefish has declined 5c, and is now 9c, but perch has gone up to 13c. The other lines are firm, with the exception of swordfish, which, coming in more freely, has declined 1c, making the quotation 16c.

SMOKED FISH

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

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	18 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00 15 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	9 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	2 00

SHRIMPS, LOBSTERS

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

FRESH FROZEN SEA FISH.

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

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 13	
Whitefish, lb.	0 09	
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 14	0 15
Smelts, No. 1		0 15
Smelts, No. 1 large		0 20

Oysters—

Ordinary, gal.	2 00
Malpeque oysters (choice), bbl.	12 00
Malpeque oysters (choice), bbl.	12 00

bbl.	10 00
Capo Cod shell oysters, bbl.	12 00
Clams (med.), per bbl.	8 00

FRESH FISH

Haddock	0 07½	0 08
Steak Cod		0 09
Market Cod	0 06	0 07
Carp	0 10	0 11
Dore		0 16
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. salmon	0 20	0 21
Gaspereaux, each		0 05
Western Halibut	0 18	0 20
Eastern Halibut		0 18
Flounders	0 07	0 08
Perch		0 09
Bullheads		0 12
Whitefish	0 14	0 15
Eels		0 10
Brook trout		0 30
Mackerel (large), each		0 20
Mackerel (medium), each		0 18
Sword fish		0 16

Potatoes Easier; Other Vegetables Decline

Montreal.

FRUITS AND VEGETABLES.—The outstanding feature of the vegetable market has been the fluctuations to potatoes. Early in the week on account of a temporary scarcity, prices advanced sharply to \$3.25 per bag of 80 lb. in a wholesale jobbing way, but later on a weaker feeling developed in the market, owing to increased offerings, over 2,380 bags being received in one day, and we now quote potatoes \$2 per bag, a decrease of 35c over last week's price, and in barrels \$4.50 to \$5, a decrease of 50c. Other reasonable changes have occurred owing to an increase in supplies from smaller growers around the district. Cauliflowers have declined 50 to 75c, making the range now \$1 to \$1.25. Tomatoes are now ranging round 50c, a fall off for the better grades of 50c. Montreal melons have declined \$4, making the price \$7, while marrows are 75c, a decline of 25c. Carrots and beets are now being quoted in bags at \$1.25. There is no change in turnips, but Quebec turnips are now on the market at \$1.25. Egg plants are at 75c to \$1. Head lettuce has advanced and is now quoted at 75c to \$1. All other lines are steady with a reasonable demand. The apple situation is still very problematical. Good table fruit is very scarce. Some Nova Scotia apples have appeared on the market. We quote:

Bananas (fancy large), bunch.	2 75	3 50
Oranges, Valencia (lates)	4 50	5 00
Grape fruit	2 75	3 50
Lemons		3 50
Limes, box of 80		1 50
Pineapples, Cuban, crate		4 50
Pineapples (Cuban), 24's, each.		0 75
Watermelons (U.S.), each	0 50	0 60
Cantaloupes, crates, 45's		6 00
Apples (in boxes)—		
Winesap		4 00
Ben Davis		4 00
Apples, new, U.S., bkt.		2 50
Apples, new, Montreal (in bbls.)—		
No. 1		6 00
No. 2		4 50
No. 3		3 50
Apples, new, Canadian, 11-qt. bkt.		0 50
Cauliflower, per doz. bunches	1 00	1 25
New corn, crate, doz.	0 15	0 20
Celery, Canadian, per doz.	0 50	0 75
Onions, Australian, sack 100 lbs.		6 00
Onions, Canadian, new, doz. bun.		0 50
Onions, Spanish, ½ crate		2 25
Spanish onions, large crate		4 00
Potatoes (new), bbl.	4 50	5 00
Potatoes, new, bag		2 00
Potatoes (sweet), per hamper		4 00
Carrots, bag		1 25
Beets, bag		1 25
Paranips		2 00
Peas, Canadian, bag		1 00

Turnips (new), bag	1 00
Turnips (Quebec)	1 25
Lettuce, curly, per doz.	0 25
Lettuce, head, doz.	0 75
Rose tomatoes	1 50
Tomatoes (Montreal), box	0 50
Horse radian, per lb.	0 25
Cabbage (Montreal), doz.	0 30
Beans, wax, bag (Montreal)	0 75
Beans, green, bag (Montreal)	0 75
Peas (new, Montreal), bag	1 00
Leeks, per doz. bunches	1 00
Paraley, doz.	0 25
Mint, doz.	0 50
Watercress, doz.	0 40
Spinach (Canadian), box	0 50
Rhubarb, per doz.	0 25

Eggplant, per doz.	1 00
Garlic (Canadian), lb.	0 15
Endive (Canadian), lb.	0 25
Strawberries, per crate 54 quarts	4 00
Cucumbers (Montreal), doz.	0 10
California plums, box	2 75
Do., peaches, box	3 00
Peaches (Can.)	1 25
Cherries (California) box	3 50
Cherries, Canadian, 11 qt.	1 50
Cherries, Canadian, bkt.	0 75
Cherries, preserving, bkt.	1 25
Montreal melons, bkt., 12's.	7 00
Pears, box	4 25
Peppers	3 50
Black currants, 11-qt.	1 25
Marrows, per doz.	0 75

ONTARIO MARKETS

TORONTO, Sept. 12.—Two commodities stood out in the local grocery market during the week as being of unusual interest. One of these was the activity in canned salmon on available stocks of last year's pack. New prices that were announced last week by the packers had the effect of starting a scramble for any available supplies that could be obtained. As a result there was a rapid upward movement on the part of wholesalers for existing stocks. Sugar was of more than usual interest in that two of the Canadian refiners reduced their quotations and there is every evidence that there will be a downward movement in prices quite generally in the not distant future. There has been a number of price movements in the upward direction during the week, including mince meat, olive oil, package peas, bicarbonate of soda, haddies. Business gives some evidence of briskness during the week.

Negotiations For Lower Sugar Proceeding

SUGAR.—Conditions in the sugar market are shaping toward easier prices if signs are any portent of things to come. In the United States it has been virtually agreed that the Government will take control of the sugar industry and allow the refiners a fair margin of profit. There is to be a central purchasing committee which will look after the acquisition of raw sugars. It is further understood that this same committee will do the purchasing of raw sugars for all the allied countries now in the war. With such a purchasing commission the Cuban planter will be at the mercy of the committee and will have to take what he is offered. This was the one point wherein some doubt was expressed as to the feasibility of the arrangement between the beet sugar manufacturers and the Food Administration having any effect on the price of Cuban cane sugar. It was pointed out that the beet root sugar does not come on the market until October, and that in the meantime the Cuban raws must be depended upon. With a keen demand for them it was reasoned they might stand a chance of being maintained at high levels for the balance of old crop. In the United States it is understood that the margin to be allowed the refiners will be 1½c per pound. On Thursday of this week a conference will be held between the American Food Administration representatives and American interests controlling sugar

production in Cuba. At this meeting there will be a general discussion of the future price levels that the Government desires shall be maintained for Cuban sugar for the coming season. It is understood that the price for the entire Cuban crop is likely to be placed at 4¼c f.o.b. Cuba, which would mean a 5½c basis at New York. With a prospective refiners' profit of 1½c and a jobbers' distributing charge of ¼c per pound would bring the price to the retailer to approximately 7¼c. It can be anticipated that these negotiations will have a similar bearing on the Canadian market for refined sugar. During the week Atlantic and Acadia reduced their quotation 25c to the basis of \$9.14 per hundred pounds. Movement of sugar is not active at the present time.

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.

Mince meat, Olive Oil And Package Peas Up

TORONTO. MINCE MEAT, OLIVE OIL, PEAS.—An advance of 30c per case was put into effect on Wethey's mince meat, making the selling price now \$4.20 per case of three dozen. Olive oil in gallons has also been advanced 25c per gallon, now being quoted at \$3.75. Dried peas in packages have increased 15c per dozen and are now quoted from \$1.40 to \$1.45, or \$5.60 per case. Bicarbonate of soda advanced 75c per case to \$4. Thistle haddie halves are again on the market after having been off for some months past. They are quoted at \$11 per case or \$1.40 per dozen.

Firmness In Molasses Is Still Maintained

TORONTO. MOLASSES, SYRUPS.—There is no easier tendency noted in the market for molasses, the indications of last week being maintained where bookings were

made for future delivery at prices higher than spot stocks are commanding. Prices with the local wholesalers were unchanged during the week, but it is only a question of time until the dearer goods are reached and prices may have to be advanced. With the coming of cooler weather the demand is expected to be much heavier. There is little brightness in the prospect of getting supplies from the producing centres of the West Indies and Barbadoes, as the shipping situation is anything but good. Corn and cane syrups remained unchanged during the week.

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.	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	
Cane Syrups—	
Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	6 00
Cases, 2-lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 80
West India, ½ bbls., gal.	0 46
West India, 10-gal. kegs.	0 60
Tins, 2-lb., table grade, case 2 doz.	4 25
Tins, 3-lb., table grade, case 2 doz.	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00

Activity In Salmon; Beans Can Be Sold

TORONTO. CANNED GOODS.—The feature of the canned goods market during the week was the activity in purchasing stocks that remained of 1916 pack. With the announcement of new prices by the packers for 1917 there was a general movement on the part of retailers to secure anything available in the line of salmon. As a result almost the entire line of old pack has been cleared out and prices have accordingly been higher with the indication that new pack will be selling at very firm prices when they arrive. Prices on jams were slightly higher during the week, the higher-priced grades having been advanced 5c per dozen. Orange marmalade is quoted at higher prices, 12 oz. now ranging in price from \$1.95 to \$2.10 per dozen, 16 oz. from \$2.40 to \$2.60 per dozen, 22 oz. at \$3.35, 4-lb. pails from 65c to 71c, and 51lb. pails at 80c each. New pack cherries 2s are being quoted at \$2.75 to \$2.90 per dozen. Gallon apples are in very firm market, stocks in some instances having been depleted and in other instances being held at firm prices. Prices on new pack asparagus will in all probability be around \$3 per dozen. New stock arrived during the week. Information has been distributed by the packers of canned pork and beans to the effect that the Government does not intend the embargo to apply on the sale of these canned goods. Beans, as stated in the announcement of the embargo, was meant to be canned green beans and golden wax beans.

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
Sockeye, ½s. doz.	2 15
Chums, 1-lb. talls	1 95
Do., ½s. doz.	1 15
Pinks, 1-lb. talls	2 15
Do., ½s. doz.	1 25
Cohoos, ½-lb. tins	1 60

Cohoos, 1-lb. tins	2 90	3 00
Springs, 1-lb. talls		3 15
Lobsters, 1/2-lb. doz.	2 85	3 25
Canned Vegetables—		
Beets, 2s	1 50	1 90
Tomatoes, 2 1/2s		2 50
Peas, standard	1 72 1/2	1 75
Peas, early June	1 80	1 82 1/2
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2 1/2s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Apples, gallons, doz.		4 75
Pineapples, 2s	2 45	2 95
Jam, raspberry, 16 oz., doz.	2 65	3 05
Do., black currant, 16 oz.	2 65	2 95
Do., strawberry, 16 oz.	2 70	3 05
Strawberries, 2s, doz.	3 65	4 25
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	3 25
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.		2 25
Black currants, doz.	3 25	3 45
Red currants, doz.	3 25	3 45
Raspberries, doz.	3 50	3 55
Cherries, 2s	2 75	2 90

Prunes Advance Still Again At Coast Points

Toronto.
DRIED FRUIT.—A further advance of 1/4c per pound was recorded during the week on both Santa Claras and Oregon prunes at Coast-producing points, which now makes the basis for both grades 6 3/4c per pound. The prune situation is very much of an enigma to local dried fruit importers. Wholesalers in the United States also profess that they are at sea with respect to the reason for the upward tendency noted. There has been good sale of California raisins at recent opening prices, quite a number of cars having been booked by local wholesalers. One of the new lines to come on the market is screened seedless raisins which are quoted at 13 1/2c per pound in 50-lb boxes. These are about the size of a currant and are designed to fill the bill in the face of the evident shortage on currants.

Apples, evaporated, per lb.		
Apricots, choice, 25's, faced.		
Candied Peels—		
Lemon	0 25	0 27
Orange		0 27
Citron	0 30	0 33
Currants—		
Filiatrae, per lb.		
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Dromedary dates, 3 doz. in case	4 50	4 75
Figs—		
Taps, lb.	0 05 1/2	0 06
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced		0 16
40-50s, per lb., 25's, faced		0 15 1/2
50-60s, per lb., 25's, faced		
70-80s, per lb., 25's, faced		
80-90s, per lb., 25's, unfaced		
90-100s, per lb., 25's, faced		0 10 1/2
Peaches—		
Standard, 25-lb. box	0 13	0 15
Choice, 25-lb. boxes	0 14	0 16
Fancy, 25-lb. boxes	0 15	0 17
Raisins—		
California bleached, lb.	0 14 1/2	0 15
Valencia, Cal.	0 10 1/2	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12 1/2	0 13 1/2
Seedless, 16-oz. packets	0 15	0 16
Seedless, screened, lb.		0 13 1/2

Japan Teas Considered To Have Advantage

Toronto.
TEAS.—With the tight shipping situation from India and Ceylon and the in-

creasing scarcity of tonnage tea men are of the opinion that Japan teas stand a better chance of reaching the local market than Indias, Ceylons or China teas. The Japanese exporters have been awake to the situation and have the advantage of direct steamers from Japan to America. There has been eager bidding for these teas in the American market owing to the greater possibility of receiving them once they are bought. The new fall prices on China teas have not generally been announced. With the shipping situation and higher prices being quoted it is anticipated by some local tea men that China teas may have a hard time in making headway as against the Japanese teas. There is a fair movement in tea and prices held steadily firm during the week.

Ceylons and Indias—		
Pekoe Souchongs	0 42	0 44
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52

Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans		0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

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

Coffee Shipments From Brazil Easier

Toronto.
COFFEE.—There was little of interest in the coffee market locally during the week except that a much better demand is reported now that there has been cooler weather. In the primary market there was a slightly easier feeling due to the fact that freight shipments from Brazil have been somewhat easier and prices have been shaded in that market as a result. There is not sufficient change in the situation to make any difference in the prices of coffee locally.

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 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chieory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Firm Position In All Spices Owing To Freights

Toronto.
SPICES.—There is an excellent demand for spices of various kinds now that the pickling season is in full swing. Locally prices remained unchanged with a decided firmness in almost every line. Cream of tartar is particularly firm owing to the scarcity. There was some fluctuation in the price of cloves in the primary market during the week, having slipped back 1c, but later advanced 2c per pound. There is little better prospect of an easier position in the market due to the light shipments from primary sources by reason of the lack of tonnage. Coriander seed, which was expected to be much lower in prices, does not give any indication of

such a change, as stocks have not been brought forward from the country of origin.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	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 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 50
Coriander, whole	0 30	0 35
Caraway seed, whole	0 75	0 80
Cream of Tartar—		
French, pure		0 60
American high test		0 65

Advance In Freight Again Affects Rice

Toronto.
RICE, TAPIOCA.—There was still greater firmness in the market for Eastern rices during the week due to a further advance in ocean freight rates. There is a good buying movement under way on the part of wholesalers, but supplies at primary points are light and orders are cut to meet the cloth of the first-hand dealers. Locally the market is very firm in consequence at the advances recently recorded. Tapioca is also in a firm position. The market for the most part ranges from 14c to 15c, although quotations in rare instances were made as low as 13c and as high as 16c per pound. Tapioca is scarce and further shipments from primary producing points is a matter of doubt.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	9 00	10 50
Honduras, fancy, per 100 lbs.		0 12 1/2
Siam, fancy, per 100 lbs.	8 00	8 50
Siam, second, per 100 lbs.	7 75	8 25
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 25	8 50
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14	0 16

Lima Beans And Rangoons Lower

Toronto.
BEANS.—Intimations made in these columns for some weeks past that there was likelihood of lower prices on Rangoon beans and lima beans have proven to be in accordance with fact, a decline of 2c per pound having been recorded on Rangoon beans during the week and 1c per pound on lima beans. Rangoon beans are now quoted as low as \$7.20 per bushel while lima beans are quoted as low as 16c. Ontario white beans are quoted down to \$7.80 per bushel, evidently with intent to clear out old stocks. There is very little demand for beans at the present juncture.

Ontario, 1-lb. to 2-lb. pickers, bu.	7 80	9 50
Can. white kidney beans, bush.	10 00	10 50
Rangoons, per bush.	7 20	8 40
Yellow eyes, per bushel		
Japanese, per bush.		
Limas, per pound	0 16	0 20

Bulk Cornstarch Declines 1/2c Pound

Toronto.
PACKAGE GOODS.—Following the

easier tendency in the corn market a decline in bulk cornstarch was recorded during the week to the extent of 1/2c per pound, making the price in five barrel lots 8c per pound and 8 1/2c in less than five barrel lots, or 8 1/2c in kegs. There was no change in other lines of laundry starch or cornstarch. Package cereals held steady in price with a fair demand reported.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	1 75	
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	4 00	
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 13 1/2	
Do., in 6-lb. papers	0 09 1/2	

**Halibut Up 2c Pound;
B.C. Salmon Lower**

Toronto.

FISH.—Scarcity of halibut on the West Coast has resulted in an increase in price of 2c per pound in the local wholesale market, making the price now 22c per pound. British Columbia salmon on the other hand is lower in price due to the fact that red spring is now off the market and the need is being filled by silver and humpback salmon which are considered of a different grade. These latter fish are selling at 17c to 20c per pound. Both trout and white fish were scarce during the week, the trout running to large sizes of five, ten and fifteen pounds, such sizes being in less demand than smaller fish of two to three pounds in weight. Swordfish were also scarce, fishermen stating that the herring did not come in shore and the swordfish accordingly did not follow. There is a rapid falling in the demand for market cod and haddock, as people have evidently grown somewhat tired of them. Bloaters are now in and are quoted at \$1.75 per box. Kippered herring are firmer in price, being quoted from \$1.50 to \$1.75 per box.

SMOKED FISH.

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

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	2 25	
Salt mackerel, kits 15 lbs	2 25	

FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 22	
Halibut, frozen	0 18	0 19
Salmon, B.C., humpback	0 17	0 22
Haddock, express, lb.	0 08	
Herrings, frozen	0 06	0 06 1/2
Steak cod, fancy, express, lb.	0 09	
Cod, market, heads off, lb.	0 08	
Mackerel, lb.	0 15	
Flounders, lb.	0 09	0 10
Swordfish, lb.		0 15

FRESH LAKE FISH.

Herring, per lb.	0 08	0 09
Pike, lb.		0 12
Whitefish, lb., fresh		0 15
Trout, lb., fresh		0 15
Tullibees, fresh, lb.	0 09	0 10

**Backyard Vegetables
Make Demand Slow**

Toronto.

VEGETABLES.—There was a very slow movement in vegetables in the local market during the week due in large measure to the fact that people are now

cashing in on their labors of the spring and summer and are getting their supplies from their own garden plots. Beans, however, have passed the green stage and are approaching the drying stage, which has made available supplies of tender beans worth more, the range being quoted from 40c to 50c per basket. Some American head lettuce is now coming into the market, quotations being around \$1.25 per dozen. Some California onions are in the market and are being quoted at \$3.50 to \$3.75 per 100-lb. sack. Red peppers were firmer at \$1.25 to \$1.50 per basket. Tomatoes also showed a tendency to firmness, No. 1 eleven-quart being quoted from 40c to 60c per basket.

Beets, 11-qt. basket	0 25	
Do., bag	1 00	
Beans, green, string, 11-qt.	0 60	0 75
Do., golden wax, 11-qt.	0 60	0 75
Corn, doz.	0 15	0 20
Cucumbers, Can., hothouse, 11-qt. basket	0 30	
Gherkins, 11-qt.	0 60	1 25
Cabbage, Canadian, doz.	0 40	
Carrots, new, basket	0 25	
Do., bag	1 00	
Celery, Mich., doz.	0 40	0 50
Do., Canadian, doz.	0 40	0 50
Eggplant, 11 qt.	0 40	0 50
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.	0 50	
American head lettuce, doz.	1 25	
Mushrooms, lb.	0 75	
Onions—		
Green, per doz. bunches	0 20	0 25
Spanish, crates	4 00	4 25
Do., half crates		2 25
Do., Canadian, 75-lb.		2 75
Do., American, 100-lb.	3 50	3 75
Potatoes—		
New Ontario, bag	1 85	2 00
Green peppers, basket	0 50	0 75
Red peppers, 11 qt.	1 25	1 50
Tomatoes—		
11-qt., No. 1	0 40	0 60
6-qt., No. 1	0 25	0 35
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 20	0 25
Vegetable marrow	0 20	0 25

**Freestone Peaches
Now Coming Good**

Toronto.

FRUIT.—Peaches were the most

plentiful fruit in the local market during the week, there being good supplies of early St. John freestone peaches which ranged in price from 40c to 65c per 6-quart basket, according to the size and degree of ripeness, while the 11-quart size ranged in price from 65c to \$1.25 per basket according to size. A few baskets of late Crawford's came in during the first part of the week and are expected to be in better supply from this on. First arrivals of Crawford's were quoted at 50c per basket for 6-quart. Plums were somewhat scarce and were in good demand. The first Ontario grapes reached the local market on Tuesday and were quoted at 50c per 6-quart basket. Canadian Duchess apples in hampers were quoted at \$1.25 for No. 3 and \$1.50 for No. 2, with a few barrels of No. 2 Duchess quoted at \$6. There was a good demand for fruit of all kinds.

Apples—

Hampers, American	2 75	
Do., boxes	3 00	
Do., Ontario, 11-qt.	0 30	0 75
Do., Ontario, bush, hampers	1 25	2 00
Bananas, yellow, bunch	2 25	2 75
Cantaloupes, 45s, case	4 50	5 50
Do., 12-15s, case	1 75	2 25
Do., Ontario, 16-qt.	0 60	0 85

Currants—

Black, 11-qt.	2 25	
Black, 6-qt.	1 25	
Blueberries, 11-qt.	1 75	2 00
Grapes, Ont., 6 qt.		0 50
Lawtonberries, qt.	0 16	0 18

Oranges—

Cal. late Valencias	3 50	4 50
Lemons, Cal., case	6 00	6 75
Do., Verdillia, case	6 00	6 75
Peaches, Delaware, 6 bkts.		3 50
Do., Ont., Early St. John, 6-qt.	0 40	0 65
Do., 11-qt.	0 65	1 25
Late Crawford's, 6-qt.		0 50
Pears, Cal. Bartlett, box	3 50	3 75
Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	2 75
Abundants, 6-qt.	0 35	0 50
Burbanks, 11-qt.	0 75	1 00
Niagaras, 6 qt.	0 50	0 65
Do., 11 qt.	0 75	1 00
Bradshaws, 11 qt.		0 75
Washingtons, 6 qt.	0 35	0 50
Watermelons, each	0 75	1 00

MANITOBA MARKETS

WINNIPEG, Sept. 12.—The people of Saskatchewan have been asking Mr. Hanna to lift the embargo on canned goods for the whole province, as they claim there is a scarcity of vegetables. Recently Mr. Hanna was asked to lift this embargo sufficiently to allow farmers to secure supplies of canned goods during the threshing season. The feeling in Manitoba is similar to that in Saskatchewan, with the exception possibly of Winnipeg, and even there green vegetables are scarce and high in price.

Big buyers have been quietly going ahead during the past few weeks, picking up stocks of canned goods and other lines that are likely to be scarce. One big retailer long before the new prices on peas was announced, had bought a stock of 300 cases, his order being distributed over several houses. This man did the same on sugar. Another dealer ordered sugar every day for twelve days

in succession, his order being distributed over many wholesale houses. This man evidently foresaw the present scarcity—for sugar is scarce in Winnipeg today, wholesale houses having sufficient orders on hand to provide for three or four cars each. It is not expected that there will be any improvement in the situation until the end of October.

As regards the sugar scarcity, it is interesting to note that the Manitoba Food Commissioners have called a meeting for September 10, to consider the advisability of discontinuing the manufacture of ice cream and candy. It is stated that the commissioners are working under the direction of Mr. Hanna.

The outlook is for a splendid fall in Western Canada. Collections are good, and buying is free and easy. There are a few odd districts which were hailed, or had frost or insufficient rain, but the number of such places is negligible.

(Continued on page 68.)

FLOUR AND CEREALS

Buying Of Flour Expected

Montreal.

FLOUR AND FEEDS.—The market is waiting very anxiously for the Government ruling on wheat. It is understood that the Grain Supervisors have fixed a price, and the Government are now considering it, and that an announcement will be made in the near future. The opinion of the trade is that the ruling will be very little, if any, below that now obtaining, as the Canadian and the U. S. prices are very close already. In the meantime the market is changed from last week, when millers voluntarily reduced prices. As stocks in consumers' and jobbers' hands throughout the country were light, there has been a decided improvement in the demand for flour at the reduced prices. There has been little or no contracting for delivery spread over several months, but it is reported that a large number of orders have come forward for car lots, and sales of 1,000 to 2,000 sack lots have been made for prompt shipment or within thirty days. In addition to the local and country trade, there has been an increased demand from Newfoundland for some fair-sized lots, although United States millers are strong competitors in this part of the country. It is certain that flour bins all over Canada have never been so empty as now. The bakers have been buying from hand to mouth, and there is no doubt that when the whole wheat and flour price question is settled, that there will be almost a record buying movement. Largely in sympathy with lower prices ruling in other grades, winter wheat has declined, and we now quote fancy patents \$12.50, \$11.50, and in bags \$5.50. The demand has been good, but owing to the light stocks on hand and the difficulty in securing supplies for prompt and nearby shipment from Ontario, the volume of business has been checked somewhat, and dealers have had to refuse orders for car lots for shipment to outside points. Owing to the increased offerings of bran, and the somewhat limited demand at present, the tone of the market has been somewhat easier, but although carload lots have been shaded, small lots in mixed cars are still unchanged, and we continue to quote \$35 to \$37. On the other hand, the demand for shorts continues good; consequently supplies have been kept well sold up, and prices are firm and unchanged.

Manitoba Wheat Flour—	Car lots	Small lots
First patents	12 00	12 20
Second patents	11 50	11 70
Strong bakers	11 30	11 50

Winter Wheat Flour—	
Fancy patents	12 50
90% in wood	11 50
90% in bags	5 50
Bran, per ton	35 00
Shorts	40 00
Special middlings	50 00
Feed flour	61 00
Feed oats, per bushel	0 85

Cereal Business Is Hand-to-Mouth Order

Montreal.

CEREALS.—There has been no new development in the cereal market, but the feeling has been steady in sympathy with the steadier tendency of prices for the raw material. A fair amount of business has passed for local and country account in most lines, and in consequence stocks are not increasing to any great extent. In oats there is a steady demand for broken lots. Graham flour also showed activity. Stocks in users' hands are very low, and orders, of a hand-to-mouth description, have to be regularly placed to meet requirements. In fact, millers prefer this broken delivery at the present time to big consignments, as they are not certain how the market will develop. Prices are unchanged.

Barley, pearl, 98 lbs.....	7 50	8 00
Barley, pot, 98 lbs.....	6 25	7 25
Corn flour, 98 lbs.....	6 50	6 75
Cornmeal, yellow, 98 lbs.....	7 00	7 25
Graham flour, 98 lbs.....	5 75	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 50	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 65	4 65
Whole wheat flour, 98 lbs.....	5 75	5 95
Rye flour, 98 lbs.....	5 25	5 50
Wheatlets, 98 lbs.....	6 00	6 00

Flour Goes Down 40c.

Toronto.

FLOUR.—Prices declined 40c per barrel on Manitoba flour, making the basis \$11.50. During the first of the week there was an atmosphere of uncertainty hanging over the market due to failure of the Grain Commissioners to announce the price at which wheat is to sell. Although they met in Winnipeg on Thursday of last week, the fixed price of \$2.21 was not announced until Wednesday of this week. A tax of 2c bushel is to be levied for the Government in addition. There is a possibility that action which is being taken in the U. S. may have some bearing on the tardiness of the Grain Commissioners. In a dispatch from Washington dated September 10, it was stated that millers are to be allowed 25c per barrel for milling and that prices are due to drop \$3 per barrel on flour.

Canadian millers were somewhat skeptical of such a decline, as it was stated such a decline would represent about a 60c decline in wheat. Prices on cash wheat held in the neighborhood of \$2.22 per bushel at Winnipeg during the week were quoted at \$2.24. Reports from the West state the condition of the crop is good and that the yield will probably be in the neighborhood of 200,000,000 bushels. Locally the demand for flour is improving. Ontario winter wheat flour in carload lots was quoted from \$10.85 to \$11 per barrel.

Manitoba Wheat Flour—	Car lots per bbl.	Small lots per bbl.
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	10.85-11.00	11.05-11.20
Second patents	10.75	10.95

West Inquiring For Split Peas And Barley

Toronto.

CEREALS.—Ontario milling concerns report a good inquiry from Western Canada as far as the Coast for split peas and pot barley. Cornmeal and corn flour is hard to get and prices have accordingly firmed up considerably during the week. Yellow cornmeal is quoted up at \$6.15 to \$6.60 per 98-lb. bag. Farina also advanced 20c from the low level. Wheatlets also advanced 20c to \$6.10. Yellow split peas were easier in some instances at \$9.50 per bushel. A new 500-barrel mill for the manufacture of rolled oats and oatmeal is expected to be put in operation by the Canadian Cereal and Flour Mills Company at Tillsonburg which is expected to be in operation during the latter part of this month. In some quarters there was a tendency to ask firm prices on rolled oats, being quoted up as high as \$4.50 and as low as \$4 in some rare instances but with some at \$4.25.

	Less than car lots	
Barley, pearl, 98 lbs.....	6 75	7 25
Barley, pot, 98 lbs.....	4 80	5 50
Corn flour, 98 lbs.....	6 25	6 35
Cornmeal, yellow, 98 lbs.....	6 15	6 60
Farina, 98 lbs.....	6 10	6 50
Graham flour, 98 lbs.....	5 75	6 20
Hominy, grits, 98 lbs.....	6 25	6 35
Hominy, pearl, 98 lbs.....	6 25	6 85
Oatmeal, 98 lbs.....	4 75	5 05
Rolled oats, 90-lb. bags	4 25	4 50
Rolled wheat, 100-lb. bbls.....	6 50	6 50
Wheatlets, 98 lbs.....	6 10	6 50
Peas, yellow, split, 98 lbs.....	9 50	11 00
Blue peas, lb.....	0 09	0 12

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

New Grains Causing Lighter Feed Demand

Toronto.

MILL FEEDS.—There is a lighter demand on mill feeds reported and the reason is attributed to the fact that some of the coarser grains are now be-

ing used for feed and pasture is further-
more good. Some mills are still booked
up to capacity on these products, how-
ever. Prices remained unchanged, ex-
cept for the grading down of bran to the
straight level of \$35 per ton and a nar-
rower range on shorts of \$40 to \$41 per
ton.

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

Merchants Order Flour When Wheat Declines

Winnipeg.

FLOUR AND FEEDS.—Price of first
patents is \$11.50—a reduction of 50c per
barrel. This was brought about by a de-
cline in the price of wheat from \$2.40 to
around \$2.20, although cash wheat sold
at \$2.24. There was a rumor that the
price of wheat had been fixed in Canada,
but that the announcement would come
from Ottawa. The feeling here is that
the price will be around \$2.20. The re-
sult has been an influx of orders from
merchants for flour. For some weeks
the trade has been holding off with the
idea that the price might come down, and
apparently they were right in doing so.
Rolled Oats—The price of bulk oats is
\$3.75, and all millers are oversold. There
is a scarcity in good milling oats. The
new oat crop will be late, but it is a
rather uncertain crop. Packages remain
at the same price as has prevailed for
several weeks past. Dealers are buying
more bulk oats just now than packages.
Feeds—Price of bran and shorts are re-
spectively \$35 and \$39, and all mills re-
port that they are considerably oversold.
The general opinion is that the demand
for feed will be much in excess of the
supply.

Flour—		
Best patents	11 50	
Bakers	11 00	
Clears	10 40	

PRODUCE AND PROVISIONS (Continued from page 72.)

Chickens, live	0 24	0 27
Do., dressed	0 30	0 32

Honey Shows An Upward Tendency

Toronto.

HONEY.—There was a firmer tendency
in the honey market during the week due
to the failure of any heavy stocks to ar-
rive. It is pretty generally the opinion
that the crop this year has been a light
one. There is very little honey being
offered by the producers to commission
men and prices are firmly maintained for
anything that can be obtained. Quota-
tions were higher by ½c per pound dur-
ing the week in consequence of the scar-
city of the commodity. Honey in jars is
being quoted at \$1.35 per dozen for 7-oz.
size, and \$1.90 per dozen for 12-oz., and
\$2.25 per dozen for 16-oz.

Honey—		
Clover, 5 and 10-lb. tins	0 15	0 16
60-lb. tins	0 14½	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 35
Do., 12 oz., doz.	1 90
Do., 16 oz., doz.	2 25
Maple Syrup—	
8-lb. tins	1 25
Gallons, Imperial	1 75

Creamery Butter 42-43c; Hogs Going Up Again

Winnipeg.

PRODUCE AND PROVISIONS.—
After the slump in hogs, which took
place two weeks ago, prices have steadily
advanced, and live hogs are now selling
at \$17. Runs have been very light. All
provision prices are firm; backs are now
selling at 34-36c, breakfast bacon 35-38c.
Eggs—There is nothing very new to re-
port in this market. Production is still
sufficient to look after the demand, and
there is little call yet for cold storage
stock, although this situation will not
last long. **Creamery Butter**—This mar-
ket has been very active during the past
week, and there has been a very good de-
mand. Price of creamery butter ad-
vanced from 40-41c to 42-43c. **Dairy
Butter**—Receipts have been light, with
very little change. The outside demand
fell off last week. It is expected that
prices will hold without much material
decline. **Cheese**—Prices are unchanged.
The British Government recently set the
price on cheese, which is keeping the
market steady, but the price set by the
Government is so low that the production
of cheese is likely to fall off, and to get
sufficient supply it will be necessary for
the Government to raise their margin.

Hams—		
Light, lb.	0 30	
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 35	0 38
Backs, regular	0 34	0 36
Dry Salt Meats—		
Long clear bacon, light.	0 26	
Backs	0 30	
Barrelled Pork—		
Mess pork, bbl.	45 00	
Lard, Pure—		
Tierces	0 26	
20s	5 50	
Cases, 5s	16 12	
Cases, 3s	16 20	
Lard, Compound—		
Tierces	0 20½	
Tubs, 50s, net	10 38	
Pails, 20s, net	4 40	
Fresh Eggs—		
New laids	0 39	
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large, fresh	0 22½	0 23
Butter—		
Fresh made creamery, No. 1 cartons	0 43	
Fresh made creamery, No. 2	0 41	

WEEKLY MARKET REPORTS BY WIRE

(Continued from page 69.)

Oranges, Cal., box	4 50	5 50
Pears, Cal.	4 00	4 50
Peaches, Cal.	1 75	2 00
Plums, Cal.	2 75	3 50
Grapefruit, per case	6 00	7 00
Apples, American, bbl.	8 00	9 00
Apples, N.S., bbl.	2 00	4 00
Potatoes—		
New, native, bushel	1 00	1 10
Tomatoes, Ont., basket	1 00	
Cucumbers, doz.	0 20	0 25
Onions, American, 100-lb. sack ..	5 00	
Onions, Canada, 75 lbs.	3 50	3 75

WEEKLY MARKET REPORTS

(Continued from page 66.)

Not A Heavy Demand For Syrups

Winnipeg.

SYRUPS.—Retailers are buying corn
syrup fairly well considering; but this is
not the corn syrup season—it is more of
the fresh fruit season. This also applies
to cane syrup and molasses.

NEW ORLEANS MOLASSES.

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

CORN SYRUP.

Beehive and Crown—		
2-lb. tins, 2 doz. case, per case	5 28	
5-lb. tins, 1 doz. case, per case	5 68	
10-lb. tins, ½ doz. case, per case	6 41	
20-lb. tins, ¼ doz. case, per case	6 42	
White Clover and Lily White—		
2-lb. tins, 2 doz. case, per case	5 78	
5-lb. tins, 1 doz. case, per case	6 18	
10-lb. tins, ½ doz. case, per case	5 91	
20-lb. tins, ¼ doz. case, per case	5 92	

Barbadoes Molasses—

In half barrels, per gal.	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50

ROGERS SYRUP.

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

Large Prunes Scarce; Prunes Still Cheap Food

Winnipeg.

DRIED FRUITS.—Reports coming in
from California are to the effect that
prunes this year will run to small sizes.
Already 30-40's and 40-50's are prac-
tically off the market, and 50-60's are
selling at a premium. A year ago it
was just the opposite, and there was a
scarcity of small prunes. Despite this
fact however, prunes this year will be
one of the cheapest fruits on the mar-
ket, and will be selling much cheaper
around November. Reports state that
the Swedish Government are buying
heavily in California, which is helping
to keep the market heavier than it would
have been.

Santa Clara Prunes—

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

Oregon Prunes—

100s and over, 25-lb. boxes, per lb.	0 08½
90-100s, 25-lb. boxes, per lb.	0 10½
80-90s, 25-lb. boxes, per lb.	0 10½

Dried Fruits—

Apples, evap., 50-lb. boxes, lb.	0 13¾
Apples, 25-lb. boxes	0 14¾
Apples, 3-lb. cartons, each	0 52
Pears, choice, 10-lb. boxes, faced	0 16½

Apricots—

New, choice, 25's	0 24
New, choice, 10's	0 25

Peaches—

Choice, 25-lb. boxes	
Choice, 10-lb. boxes	0 13

Currants—

Fresh cleaned, bulk, lb., Austra- lian	0 19½	0 21
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Dates—

Hallowee, 68-lb. boxes	0 18
Fards, box, 12 lbs.	2 05

Raisins, California—

16 oz. fancy, seeded	0 12¾
16 oz. choice, seeded	0 11¾
12 oz. fancy, seeded	0 10
12 oz. choice, seeded	0 09¾

Raisins, Muscatels—

3 crown, loose, 25's	0 11½
3 crown, loose, 50's	0 10¾

Raisins, Cal. Valencias—

3 crown, loose, 25-lb. boxes	0 10½
3 crown, loose, 10-lb. boxes	0 11

Fig—

Mediterranean, 33-lb. mats	0 07¼
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(Continued on page 58.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Sept. 11.—Business last week was exceedingly dull in all wholesale lines. Fruits particularly were deadened by the cold wet spell. The small demand for sugar continues, little home preserving being done. Flour eased off slightly. Grocers report better sales on account of the increase in home baking. The potato market is unsteady. The acreage is large and the potatoes good but small. Americans are seeking to buy but will not come above \$17 per ton which is way below local. Eggs are advancing and recent high prices decreased the demand slightly but the cold, wet weather has also decreased the production. Butter is very firm.

VANCOUVER, B.C.—

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

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Sept. 11.—Wagstaffe's jam, fruits are two cents a pail higher. Pickles have advanced considerably, five gallon pails being about one dollar higher. Some jobbers who have been below market on rice have now come up. Siam is quoted at six and three quarters to seven and a half dollars per hundred weight. Bacon and hams are up half to one cent per pound. Number one storage eggs are quoted at twelve fifty per case. New laids are anywhere from forty to forty-five cents per dozen. Caraway seeds have reached the price of a dollar twenty-five per lb. Salada tea, currants and plug tobacco are all higher. The been situation is easier and quotations are eleven and a quarter to thirteen cents.

CALGARY:

Beans, small white, Japan, lb.	0 11¼	0 13
Flour, No. 1 patents, 98s per bbl.	12 10	
Molasses, extra fancy, gal.	0 82	0 90
Rolled oats, 80s	3 25	
Rice, Siam, cwt.	6 75	7 00
Tapioca, lb.		0 13
Sago, lb.		0 13
Sugar, pure cane, granulated, cwt.	10 50	
Cheese, No. 1 Ontario, large.	0 25½	
Butter, creamery, lb.	0 44	
Do., dairy, lb.	0 31	
Lard, pure, 3s, per case.	16 50	
Eggs, new laid, dozen	0 40	0 45
Eggs, No. 1 storage, case.		12 50
Tomatoes, 2½s, standard case.	4 50	4 80
Corn, 3s, standard case	3 90	4 00
Peas, 2s, standard case.		3 75
Apples, gals., Ontario, case.	2 65	2 85
Strawberries, 2s, Ontario, case.	5 50	5 85
Raspberries, 2s, Ontario, case.	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case		4 75
Lemons, case		9 00
Salmon, pink, tall, case.		8 50
Salmon, Sockeye, tall, case.		12 75

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sept. 11.—Flour has dropped to \$11.70 per bushel. Rolled oats, bails declined to \$4.35. Butter is up one cent and stands at forty-one cents per pound for creamery. New laid eggs have advanced to forty cents per dozen. The new pack canned strawberries and raspberries, Ontario 2's case are each quoted at \$6.30. Peaches 2's have advanced to \$3.90 per case. McDonald's tobaccos have taken a slight advance, Briar of four cents a pound and Prince of Wales one cent. The new prices of dried fruits from California will be about two cents per pound higher. Some lines of gum have advanced. All kinds of pickles are higher and Keene's mustard has gone up three cents per pound bulk and tins.

REGINA—

Beans, small white Japan, bu.	7 25
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	12 00
Molasses, extra fancy, gal.	0 59
Rolled oats, bails	4 35
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 13¼
Bacon, smoked backs, lb.	0 30½
Bacon, smoked sides, lb.	0 30
Sugar, pure cane, gran., cwt.	10 12
Cheese, No. 1 Ontario, large.	0 24½
Butter, creamery, lb.	0 41
Lard, pure, 3s, per case.	16 30
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 40
Pineapples, case	4 75
Tomatoes, 3s, standard case.	4 50
Corn, 2s, standard, case.	3 75
Peas, 2s, standard, case	3 45
Apples, gals., Ontario	2 50
Strawberries, 2s, Ont., case.	6 30
Raspberries, 2s, Ont., case.	6 30
Peaches, 2s, Ontario, case	3 90
Salmon, finest sockeye, tall, case.	14 50
Salmon, pink, tall, case	8 75
Pork, American clear, per bbl.	40 75
Bacon, breakfast	0 27
Bacon, roll	0 22

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Sept. 11.—With the approach of fall, business is becoming brisker. As is usual at this time of year conditions are generally reported favorable. The only changes in flour prices during the week is a half dollar drop in Ontario which is now \$12.15. Sago and tapioca are higher at seventeen to eighteen cents. Sugar shows a twenty-five cent reduction. Granulated is \$9.25 to \$9.30, yellow \$8.75 to \$8.80, Paris lumps \$10.50 to \$10.75. Cheese is firmer at twenty-four and twenty-five cents. New laid eggs are higher at forty-seven to fifty cents per dozen. Breakfast bacon has advanced to thirty-four to thirty-eight cents. Butter is higher, creamery being forty-eight to fifty and dairy forty-five to forty-eight. Cream of tartar is up to sixty to sixty-two cents. Potatoes are easier at \$1.00 to \$1.10 per bushel. American onions in 100-lb. sacks are quoted at \$5. Canadian onions 75 lbs. \$3.50 to \$3.75.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 95
Ontario	12 15
Cornmeal, gran., bbls.	13 50
Cornmeal, ordinary, bags	4 50
Molasses, extra fancy, gal.	0 76
Rolled oats, bbl.	10 25
Beans, white, bush.	9 25
Beans, yellow-eyed	8 75
Rice, Siam, cwt.	8 00
Sago and tapioca, lb.	0 17
Sugar—	
Standard granulated	9 25
No. 1 yellow	8 75
Paris lumps	10 50
Cheese, N.B., twins	0 24
Eggs, new-laid	0 47
Eggs, case	0 41
Breakfast bacon	0 34
Butter, creamery, per lb.	0 48
Butter, dairy, per lb.	0 45
Butter, tub	0 40
Lard, pure, lb.	0 27½
Lard, compound	0 21¼
American clear pork	54 00
Beef, corned, 1s	4 25
Tomatoes, 3s, standard, case.	4 70
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case.	4 30
Corn, 2s, standard case	4 30
Peas, 2s, standard case	3 50
Apples, gals., N.B., doz.	3 50
Strawberries, 2s, Ont., case.	5 00
Pork and beans, case	4 00
Salmon, pink, talls, case	8 25
Salmon, Chums	7 50
Sardines, domestic, case	6 00
Cream tartar	0 60
Currants, lb.	0 20
Raisins, choice, lb.	0 12¼
Raisins, fancy, lb.	0 12½
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 14
Candied peel, citron	0 35
Candied peel, orange and lemon.	0 28
Evaporated apples, lb.	0 13
Evaporated apricots, lb.	0 21
Fresh Fruits and Vegetables—	
Lemons, Messina, box	7 00
Lemons, Cal., box	10 00

(Continued on page 68.)

PRODUCE AND PROVISIONS

Hog Prices Firmer; Lard Is Higher

Montreal.

PROVISIONS.—The reported embargo on bacon having turned out to be no embargo at all, but merely a license restriction, and the statement that Great Britain and her Allies will require at least 25 per cent. of our output, had the effect of removing much of the disturbed feeling experienced last week. This also probably had a lot to do with the increased demand for hogs noted, with firmer prices. There has been no actual change in conditions of the local market for smoked meats, but the feeling is firmer, and prices are fully maintained. The domestic demand is not quite so good as it has been of late on account of the much cooler weather prevailing, but trade generally is satisfactory. After last week's increase of $\frac{1}{2}$ c in lard, a stimulation is noted in the demand, due probably to the advance. Buying was well distributed over local and country accounts, while an active trade was done in a wholesale jobbing way. The whole market has a firm undertone, and prices are unchanged.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.		0 43
Hams, roast, per lb.		0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tiers, 400 lbs., per lb.		0 26
Tubs, 60 lbs.		0 26¼
Pails		0 26½
Bricks, 1 lb., per lb.		0 27½
Shortening—		
Tiers, 400 lbs., per lb.	0 20½	0 20¾
Tubs, 50 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21¼
Bricks, 1 lb., per lb.		0 23

Butter Prices Steadier; Stocks On Hand Lighter

Montreal.

BUTTER.—The uneasy feeling, due to speculative buying, which was noted last week, has passed away, and the tone of the market is stronger in every sense. Prices were bid up $\frac{1}{2}$ c and $\frac{1}{2}$ c over last week's auctions, notwithstanding the fact that stocks of butter in store on spot are much larger than they were at the same date last year, and that prices are already away above export basis. Local firms have been buying freely for cold

storage, as they have been somewhat shy on their requirements for the city trade during the winter months. It is interesting to note that while a portion of the butter in cold storage here is Western and Ontario creamery, the major portion of it is Quebec. Prices in England are at an altitude before unheard of there, but the maximum figure of 206s. is no attraction for the home exporter. Receipts returns are decidedly interesting. The receipts for the week now ending were 10,525 packages, which show a decrease of 4,179 compared with the previous week, and a decrease of 9,981 compared with the same week last year, while the total receipts from May 31st to date show a decrease of 87,067 packages compared with last year. The figures bear studying by close watchers of the market. A fair amount of business has been done locally this week, and prices are unchanged.

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

Increased Demand For Export Eggs

Montreal.

EGGS.—The increased inquiry noted last week from English importers, but not taken up on account of the price, seems to have been followed by stronger bids from across the Atlantic, as this week some good round lots have been sold for export, including one lot of 1,000 cases for next month shipment. There has been some complaint that producers are getting careless over the marketing of their eggs, and that a far too high percentage of the eggs arriving show signs of staleness. This is having an adverse influence upon the general situation. The rush of harvest work and infrequent marketing resulting may be responsible, but that being over, producers must pay more attention to quality.

Exporters complain as to the prices ruling, and say that they scarcely cover the expense and trouble of handling the goods. They state that they only handle the eggs to keep in touch with the people they have been dealing with for years, and to hold together business connections until the war is over. It is stated that the surplus stock of cold storage eggs in Montreal has already been pretty well disposed of for export account, but that there are still plenty of American eggs for sale. A big deficit is shown in the receipts from May 1 to date compared with last year, the figures being 211,809 as compared with 315,292, being

a decrease of 103,483 boxes. This does not look rosy for cheap winter eggs. The domestic trade has been fairly active during the week, there being a good steady demand for small lots to meet immediate wants, and the tone of the market has ruled firm with no change in prices to note.

Eggs—

New laid, specials	0 52
Selects	0 48
No. 1's	0 43
No. 2's	0 40

Cheese Prices Mainly Unchanged

Montreal.

CHEESE.—Nothing very important has marked the cheese market. The Cheese Commission has answered the supporters of the movement that official leverage should be used to induce the British Government to increase cheese values by telling them that they should be thankful that they are allowed to export at all. Great Britain can get along without Canadian cheese, but the prohibition of exports on the other side would certainly cause a most disastrous slump in prices at home. Therefore, says the Commission, be thankful for the present prices, and keep quiet. At a meeting of all the transportation lines doing business through the Port of Montreal, it was decided that on, and after this coming Saturday, any box of cheese which showed signs of breakage or was not up to the required regulations, should be positively refused carriage. Montreal exporters, who handle most of the cheese made, have for years advocated the use of a stronger box, while claims on the transportation companies for damages have become increasingly heavy. Cheese makers should make themselves fully acquainted with these Government specifications.

The prices paid at the boards throughout the country have been devoid of surprises, some of them being unchanged from last week, and others a fraction higher, the range fluctuations being 20 13-16 to 21½c. The movement of cheeses for export account continues liberal, but exporters say that there is little profit in it for them, while factory-men are equally dissatisfied. There was an increase of 2,019 boxes in the receipts of last week over the previous one, but there is a big decrease from May the first to date compared with the same period last year. The market has a firm tone and prices are unchanged.

Cheese—

Large (new), per lb.	0 22	0 22½
New twins, per lb.	0 22	0 22½
Triplets, per lb.		0 22½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31



Comrades in Service!

In years to come you will recall with Pride the day you signed the Food Service Pledge.

For it is your Dedication to War Service.

Your observance of it will cause you some of the Finer Emotions of Your Life.

You will gradually realize that though your own and your family's self-denial may be small—the mighty Legion of Canadian women pledged to equal service, will mean the difference between Victory and Disaster to our soldiers.

You cannot—you must not desert them.

It is not that *they want more* white bread, beef, or bacon than you—it is

just that these foods are less perishable and so more easily exported than others.

So, until Victory is ours, do these simple things.

When making bread, use one-third oatmeal, corn, barley or rye flour, with the white flour. Or tell your baker to bring some brown bread each day.

Substitute for beef and bacon, such foods as fish, peas, lentils, potatoes, nuts, bananas, etc.

Third, and this is very important—prevent the waste of any food in your home.

Be a Comrade. Dedicate yourself and your family to War Service. Sign the Food Service Pledge and display the window card.

SIGN AND LIVE UP TO THE FOOD SERVICE PLEDGE

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

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

Poultry Demand Good; Supplies Light

Montreal.

POULTRY.—The demand continues at good strength, with supplies still on the light side. Farmers, however, are getting through their heavy work, and will thus have more for this side of the business. Inquiries show young poultry to be in good quality condition. Turkeys are coming along well, but prospects are that they will be scarce and high-priced the same as last year. The market is firm with prices unchanged.

Poultry—	Dressed
Old fowls	\$0 21
Chickens, milk-fed, crate fattened, lb.	0 25
Old roosters	0 16
Roasting Chickens	0 28
Young ducks	0 30
Turkeys (old toms), lb.....	0 30 0 32

Honey Shows Advancing Tendency

Montreal.

HONEY.—Owing to the light stocks of honey on spot, the continued small supplies coming forward from the country, and the higher prices being realized at other marketing centres, a stronger feeling has prevailed, and prices have scored an advance in some cases of ½ to 1c. The advance, however, not being general, we continue to quote last weeks prices with the expectation of raising them next week unless unforeseen developments arise. The demand is good for all offerings, especially white clover in comb.

A feature of the market for maple product has been the stronger feeling in syrup, and prices have advanced 5c, which is attributed to the very limited supply available on spot. Owing to the cooler weather, the demand is commencing to improve and a little more business has been done in a wholesale jobbing way. There is no change in sugar, but prices are very firm. We quote:

Honey—		
Buckwheat, 5-10 lb. tins, lb...	0 12	0 12½
Buckwheat, 60-lb. tins, lb.....	0 12	
Clover, 5-10 lb. tins, per lb.....	0 14	
Clover, 60-lb. tins	0 13½	
Comb, per section	0 15	0 16

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 50	1 55
11-lb. tins	1 25	1 30
Sugar, in blocks, per lb.....	0 16	0 17

Embargo Is Giving Concern

Toronto.

PROVISIONS.—Gradually the sentiment with respect to the possibility of the embargo on Canadian bacon into Great Britain holding tight is taking the aspect of forebodings. As yet there has been no definite pronouncement made and Canadian exporters have been left pretty much to their own conjectures. Commission men are prone to believe that Canadian bacon will be shut out entirely, yet there is no assurance to the contrary. It is not known whether the embargo would apply to the domestic trade in Great Britain or only for Government account. A purchasing commission in the United

States would in all probability not cause Canadian bacon to go through that channel. Restrictions with respect to inspections and delays caused thereby have never been conducive to causing meats to move into the United States. Local packing houses are beginning to face the possibility of being shut out of the British market entirely and are casting around for the development of the home trade. If the embargo is made to hold tight provision men can see nothing else but lower prices for hogs and meats of all kinds. There was a firmer tendency in live hogs during the week as receipts were rather light during the first part of the week. There is a considerable quantity of pure lard and compound lard going into consumption. There was a generally firmer tendency in meats of all kinds.

Hams—		
Medium, per lb.	0 31	0 33
Large, per lb.	0 25	0 28

Bacon—		
Plain	0 35	0 40
Boneless, per lb.	0 41	0 43

Bacon—		
Breakfast, per lb.	0 35	0 37
Roll, per lb.	0 29	0 30
Wilshirt (smoked), per lb....	0 32	0 32½

Dry Salt Meats—		
Long clear bacon	0 27	0 28
Fat backs, lb.		0 27

Cooked Meats—		
Hams, boiled, per lb.	0 41	0 43
Hams, roast, per lb.	0 44	0 48
Shoulders, roast, per lb.....	0 43	0 45

Barrel Pork—		
Mess pork, 200 lbs.....	49 50	50 00
Short cut backs, bbl., 200 lbs..	51 00	53 00
Pickled rolls, bbl. 200 lbs.....	47 00	52 00

Lard—		
Pure tierces, 400 lbs., per lb...	0 25¼	0 25½
Compound tierces, 400 lbs., lb.	0 20½	0 21
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		

Hogs—		
Dressed, abattoir killed	22 00	25 00
Live, off cars	18 25	18 50
Live, fed and watered	18 00	18 25
Live, f.o.b.	17 35	17 50

Production Of Butter Increasing

Toronto.

BUTTER.—With excellent pasture the production of butter has been much heavier during the past week. There was but little apparent change in the market so far as sentiment is concerned, the tendency being to steadiness. At export points one of the features of the market is the large stocks of creamery butter held at the first of the present month, being 130,493 packages as compared with 99,036 packages a year ago, which shows an increase of 31,457 packages. However, at the same time last year there had been exported about 70,000 packages, while the export so far this year has been comparatively small, probably not more than 5,000 packages. It remains to be seen whether export will take place. If it does not mount up the accumulation of such stocks should have a bearish effect on the market. Locally there is a good demand for butter.

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

Egg Production Good; Buyers' Prices Down

Toronto.

EGGS.—With cooler weather that has stopped the moulting of the hens and the

fact that they have been able to get more grain has helped production along very materially and good supplies are now reaching the market. Prices, however, do not give any indication of receding as there is a good demand for eggs. But an easier undertone is noted in the fact that buyers at country points are paying 2c per dozen less this week than they were last week. If the lower prices succeed in bringing out the eggs there is some chance of lower prices. Prices were steadily maintained during the week.

Eggs—		
New laid, cartons	0 54	0 55
Selects, ex-cartons		0 50
No. 1, ex-cartons	0 47	0 48

Cheese Market Devoid Of Interest

Toronto.

CHEESE.—There is but little interest in the cheese market at the present due to the routine nature of the buying and selling. The element of speculation has been removed almost entirely through the fixed price of 21¼c that is being paid by the Cheese Purchasing Commission. There is an occasional rumble from dealers that they are unable to get a margin sufficient to pay them for their trouble, but they do not like to turn the business down entirely because of the break that it would mean in their business connections. The commission is taking all cheese that is offered, makers, therefore, having little cause for insecurity over being unable to market their product.

Cheese—		
New, large	0 22½	0 23¼
Stilton (new)	0 24	0 25

Poultry Is Going Into Consumption Well

Toronto.

POULTRY.—With the movement toward meatless and baconless days in dining-rooms and restaurants there has come an increased demand for poultry. Storage stock that has been held since the glut in the market during the early part of the year is finding a good movement as a result. Poultry, while it is meat, is not considered a desirable commodity for export purposes. It is intimated that the Food Controller has wired the trade asking for a report on stocks held in cold storage, together with the cost price into storage, cost of holding and price now asked. What the object of this inquiry is remains to be seen. Demand has had the effect of putting firmness into the market and prices to the retail trade have accordingly been advanced 2c. per pound for dressed hens and live chickens.

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 14	0 17
Geese, live, lb.		0 12
Turkeys, old, lb.		0 15
Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 18	0 20
Hens, fresh, dressed, per lb....	0 20	0 22
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 22
Do., dressed, 2 lbs. and over..	0 25	0 30
Squabs, dozen		4 00
Prices quoted to retail trade:—		
Hens, dressed	0 24	0 27
Ducks, dressed	0 22	0 25

(Continued on page 68.)



July 2nd

July 14th

August 4th

ABOVE VIEWS SHOW PROGRESS ALREADY MADE AT OUR NEW PETERBOROUGH MILL. When completed our new mill will make, under the one roof:—

Quaker Oats
 Tillson's Oats
 Tillson's Scotch Oatmeal
 Tillson's Scotch Health Bran
 Quaker Cornmeal
 Buckeye Cornmeal

Quaker Granulated Hominy
 Quaker Pearl Hominy
 Quaker Corn Flakes
 Scotch Pearl Barley
 Puffed Rice
 Puffed Wheat
 Pettijohn's

Victor Rolled Wheat
 Quaker Farina
 Quaker Flour
 Ivory Flour
 Victor Flour
 Schumacher and Sterling Feed, etc.

Q We are building bigger and better because we believe, first, in the permanence of a tremendously increased cereal consumption, and, secondly, because we have the utmost faith in the future of Canada. We feel we cannot build too well, and with that as our motto an army of men is being employed to push the construction work at Peterborough rapidly and thoroughly.

Q In the meantime we are well equipped to fill all orders from mills located at Saskatoon, Neepawa, Sudbury and London—special preparations have been made at these points to adequately take care this Fall of a heavy business on cereals and flour.

Q Every day we are getting nearer to the completion of our new plant. We are having views taken regularly, and by means of these hope to keep you posted of developments.

The Quaker Oats Company

PETERBOROUGH ONTARIO

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

MacLean's Magazine

for September

Northcliffe

THE Big Feature is Lord Northcliffe's article—Federation after the War. This brilliant and mighty publisher and world-figure deals with the question of a federation of Great Britain and the United States, and of Canada's relation to such a federation.

It is a big thing for MacLean's to get this special and exclusive article from Lord Northcliffe, and the inference is: This great journalist and man of affairs deemed MacLean's worthy of his writings.

Lord Northcliffe is only 54 years old. In the years ahead he and his powerful papers, the *London Times* and *London Daily Mail*, will play a big part in the shaping of the Imperial State.

MacLean

COLONEL JOHN BAYNE MACLEAN is a notable contributor, writing of the causes of the war, and of the post-war reconstruction as it relates to Canada.

Colonel MacLean discusses the steps that should be taken to win the war, and deals with the financial measures that Canada must consider for the after-the-war period.

Colonel MacLean is pre-eminently well-informed, and his long and intimate connection with International and Domestic financial affairs makes what he writes challenging and illuminating.

Harold McGrath's Great Story of Adventure and Mystery

This world-famous fiction-writer contributes a complete novelette—"The Rubies of Perak."

Other notable contributors are Stephen Leacock, Miss Laut, W. W. Jacobs, Allenson, Moorhouse, and J. D. Ronald, who tells of a smuggling enterprise by an American who temporarily fooled the Customs Department when he imported the plant for a new factory in a Canadian City.

"The Gun Brand," by Hendryx, a great story of the Canadian Northwest, is a feature of the September *MacLean's*.

Three features liked by business men are the "Review of Reviews" Department, where the best things in the current magazines of the world are condensed; the "Business Outlook" article, and the Department, "Information for Investors."

Now on Sale Everywhere—Fifteen Cents



It will
live up to
our claims

We stand back of every statement regarding the quick-selling, customer-pleasing qualities of Barnes' Grape Juice.

A trial supply will convince you.

The
Ontario Grape Growing
and Wine Mfg. Company
ST. CATHARINES, ONTARIO



**THE KIND THAT BRINGS
CUSTOMERS BACK**

DEL MONTE canned fruits are the kind that make people say: "I never knew canned fruits were so good."

And that is what YOUR customers will say, once they taste the delicious, fresh-fruit flavor of DEL MONTE.

For canned fruits can be just as good, just as appetizing as fresh fruits, if they are selected and packed the way we pick and pack the DEL MONTE kind.

—We select only the best from California's finest fruit producing districts.

—We pack immediately after picking, in model canneries, according to the most improved canning methods known.

And the men behind DEL MONTE are specialists who have made the canning of fruits and vegetables a life-long study.

These are the reasons for DEL MONTE quality. These are the reasons why we can afford to back it with our guarantee, and these are the reasons why DEL MONTE is a profit-making, fast-turning, repeat line, that you ought to connect with.

Wholesale distributors everywhere.

**CALIFORNIA PACKING
CORPORATION**

**San Francisco,
California**



ARE YOU PROFITING
by the
Big Demand for
**KEYSTONE
NUGGET BROOMS**

The broom women demand by name

?

Write for Prices, etc., to

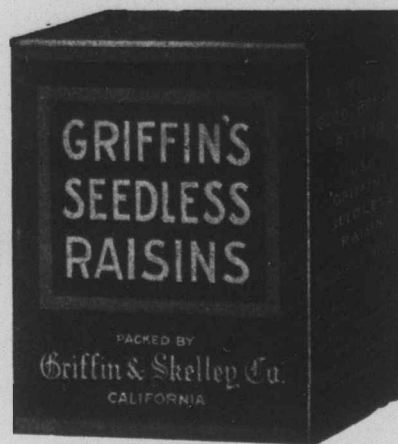
**Stevens-Hepner Co.,
LIMITED**

Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



Griffin's



Seedless

Raisins

Never had a seed

Their quality and absolute cleanliness should make their name a **buy-word** wherever raisins are sold.

Ask your grocery salesman.

**Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.**



Mr. Merchant:



**Note the name and
the package.**

**You will stock this line
some time. Why not now?**

Manufactured by
THE B & L MFG., CO. Ltd. - SHERBROOKE

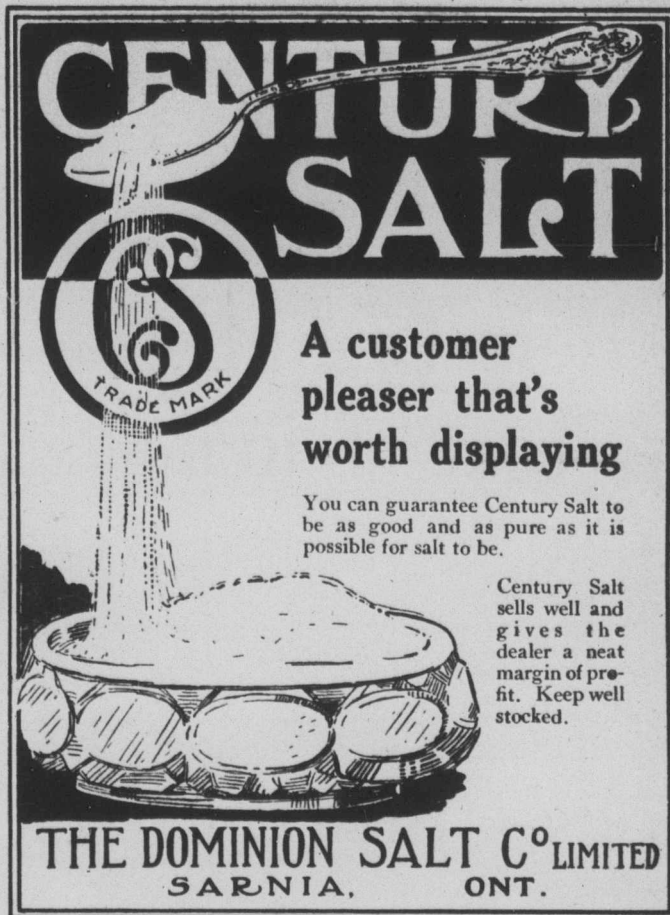
If any advertisement interests you, tear it out now and place with letters to be answered.

The best
Orange Marmalade

is

Wethey's

Are you selling it?



CENTURY SALT

A customer pleaser that's worth displaying

You can guarantee Century Salt to be as good and as pure as it is possible for salt to be.

Century Salt sells well and gives the dealer a neat margin of profit. Keep well stocked.

THE DOMINION SALT CO LIMITED
SARNIA, ONT.



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.

Try the "Want Ad" Page

Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word first insertion, and one cent per word each subsequent insertion; five cents extra per insertion for Box. No. Payable in advance.

ADDRESS
THE CANADIAN GROCER - 143-153 UNIVERSITY AVE., TORONTO

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



Help to cut the cost of living

The increasing cost of foodstuffs is receiving marked attention from the thrifty Canadian housewife. Her mind is bent on evolving a menu for her household that will give the greatest food value at the lowest cost.

Help her by suggesting

Brunswick Brand

The Perfect Sea Foods. Tell her of the nourishing qualities of fish, and of the appetizing form in which Brunswick Brand is produced. Impress upon her the fact that in Brunswick Brand only the choicest parts of the fish are used, and that consequently there is no waste. Every ounce is of full food value, and ready to eat—no loss of food—no cost of cooking.

Brunswick Brand Fish is surely the ideal food for the thrifty housewife, and one whose sterling qualities she will quickly recognize.

You can help to cut the cost of living by intelligent boosting of these "Brunswick" lines:

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

Connors Bros., Limited
BLACK'S HARBOR, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56 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.

BAKING POWDER
WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.
JAMS

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

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.
Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c. or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15

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

"AYLMER" PURE ORANGE MARMALADE

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

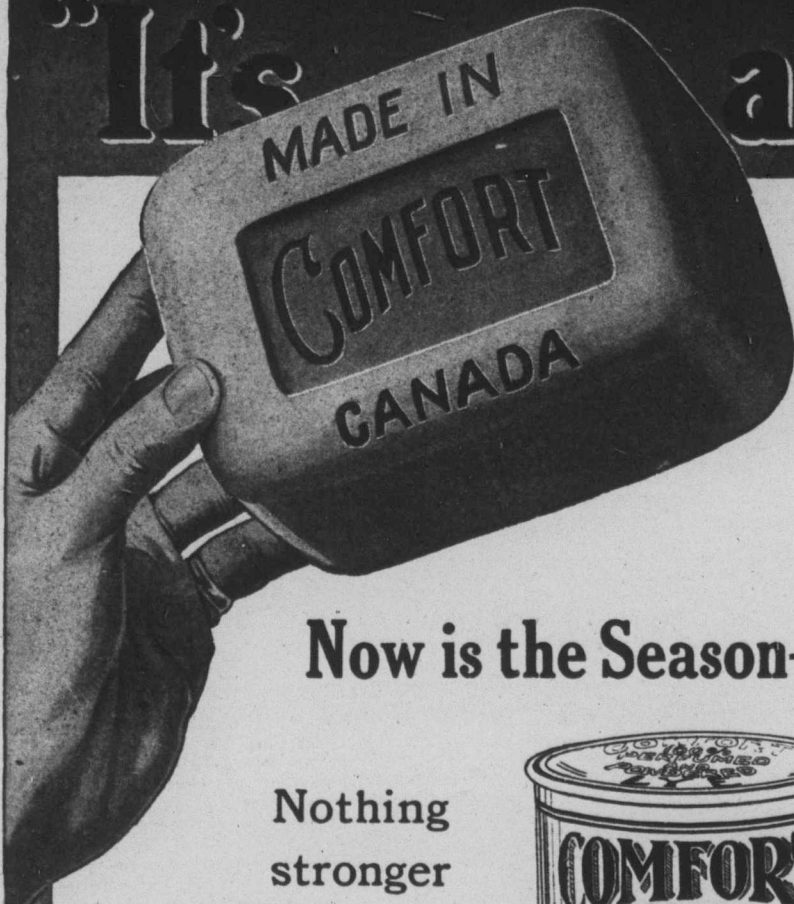
CEREALS
WHITE SWAN Per case.

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE
THE COWAN CO., LTD.
COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate)	.37
Supreme Chocolate, 12-lb. boxes, per lb.	.36

“It's all Right”



Comfort Lye

Now is the Season—how is your stock

Nothing stronger or purer.

Powdered and perfumed.



Single case lots, \$4.35 per case.

Three case lots, \$4.30 per case, freight prepaid.

Five case lots, \$4.25 per case, freight prepaid.

Ten case lots, \$4.20 per case, freight prepaid.

Comfort Lye sells readily and affords the Dealer a good profit. See that your stock is full. Send us your order.

Like our other Products, Comfort Lye carries a premium coupon for the customer.

Purchase through your jobber or direct from us.

Pugsley, Dingman & Co., Limited
TORONTO



We keep Canada clean

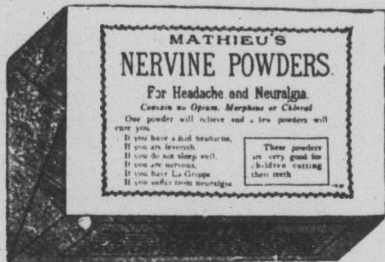
If any advertisement interests you, tear it out now and place with letters to be answered.

AGGRESSIVE GROCCERS SELL MARSH'S

A fine full-flavored Concord Grape Juice that appeals to the most cultured taste—that's Marsh's. And the profits it gives make a selling effort worth while.

The Marsh Grape
Juice Company

Niagara Falls - Ontario



Worth featuring at any
time—

MATHIEU'S NERVINE POWDERS

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with Mathieu's Nervine Powders.

Free from harmful drugs such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

J. L. Mathieu Company
SHERBROOKE, QUEBEC

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

- Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 99
- Sweet Chocolate— Per lb.
- Queen's Dessert, 10c cakes, 2 doz. in box, per box..... 1 80
- Diamond Chocolate, 7s, 4-lb. boxes 1 10
- Diamond, 6's and 7's, 6 and 12-lb. boxes 0 23
- Diamond, 1/4's, 6 and 12-lb. boxes 0 28
- Iceings for Cake—
- Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-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 3 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 1/2'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

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

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

YUBA BRAND

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

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

- Eagle Brand, each 48 cans...\$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 60

- Jersey Brand, small, each 48 cans 2 60
- Peerless Brand, small, each 48 cans 2 60

CONDENSED COFFEE

- Reindeer Brand, "Large," each 24 cans 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 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

- 1 lb. square tins, 4 doz. to case, weight 70 lbs. 0 37
- 1 lb. round tins, 4 doz to case, weight 70 lbs. 0 35

ENGLISH BREAKFAST COFFEE

- 1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 23
- 1 lb. tins, 2 doz. to case, weight 35 lbs. 0 21

MOJA

- 1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 32
- 1 lb. tins, 2 doz. to case, weight 35 lbs. 0 31
- 3 lb. tins, 1 doz. to case, weight 40 lbs. 0 31

PRESENTATION COFFEE

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

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

- 1 oz. bottles, per doz., weight 3 lbs.\$1 00
- 2 oz. bottles, per doz., weight 4 lbs. 2 00
- 2 1/2 oz. bottles, per doz., wght. 6 lbs. 2 25
- 4 oz. bottles, per doz., weight 7 lbs. 3 50
- 8 oz. bottles, per doz., weight 14 lbs. 6 50
- 16 oz. bottles, per doz., weight 23 lbs.12 00
- 32 oz. bottles, per doz., weight 40 lbs.22 00
- Bulk, per gallon, weight 16 lbs.10 00

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 35

W. CLARK, LIMITED MONTREAL

- Assorted meats, 1s, *\$4.25.
- Compressed Corn Beef—1/2s, *\$2.99; 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—1/2s, \$2.99; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.
- Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.
- Jellied Veal—1/2s, \$2.99; 1s, \$4.25; 2s, \$9.
- Corned Beef Hash—1/2s, \$2.
- Beefsteak and Onions—1/2s, \$2.99; 1s, \$4.25; 2s, \$9.

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



GOLD DUST A STEADY SELLER



You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?



THE N. K. FAIRBANK COMPANY

LIMITED
MONTREAL

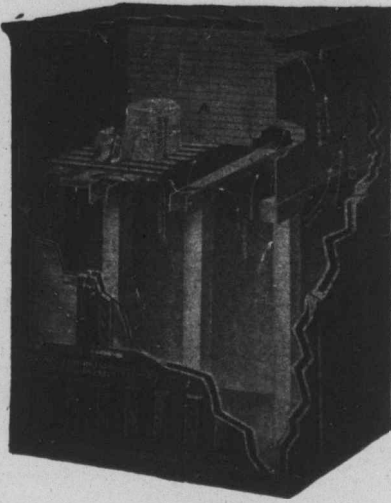


"Let the GOLD DUST TWINS do your work."

Freeman's Dry Air Refrigerator

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

This Interior View



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

Price list and catalogue free and mailed to any address

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

CHEAPER BACON

Breakfast Bacon is high in price. So are Hams. Why not try some of the cheaper cuts of Bacon. Roll Bacon is 8 cents a pound cheaper than Breakfast Bacon. It is sugar cured, boneless, and in every way desirable. Try it.

F. W. FEARMAN CO.
LIMITED
HAMILTON

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

- Cambridge Sausage, 1s, \$4; 2s, \$7.75.
- Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
- Lambs' Tongues, 1/2s.
- Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
- Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
- Tongue, Ham and Veal Pate, 1/2s, \$1.95.
- Ham and Veal, 1/2s, \$1.95.
- Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
- Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
- Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
- Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
- Mince meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
- In Pails, 25 lbs., 15c lb.
- In 50 lb. Tubs, 15c lb.
- In 85 lb. Tubs, 14 1/2c lb.
- In Glass, 1s, \$3.
- Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$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, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
- Individuals, 95c.
- Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$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, 1/2s, \$1.30, 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.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

BASIN DE VICHY WATERS

- L'Admirable, 50 bottles, litre cs. 8 30
- Neptune 9 30
- San Rival 9 00

VICHY LEMONADE

- La Savoureuse, 50 bottles, cs. 12 30

IMPORTED GINGER ALE AND SODA

- Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 40
- Ginger Ale, Trayders, cs., 6 doz. splits, doz. 1 30
- Club Soda, Trayders, cs., 6 doz. splits, doz. 1 35
- Club Soda, Trayders, cs., 6 doz. splits, doz. 1 25

BLACK TEAS

- Victoria Blend, 50 and 30-lb. tins, lb. 0 54
- Princess Blend, 50 and 30-lb. tins, lb. 0 50

JAPAN TEAS

- H. L., ch. 90 lbs., lb. 0 40
- Victoria, ch. 90 lbs., lb. 0 30

COFFEES

- Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 35
- Victoria, 5, 10, 25, 50-lb. tins lb. 0 33
- Princess, 1-lb. tin, lb. 0 23

MUSTARD

COLMAN'S OR KEEN'S

- Per doz. tins
- D. S. F., 1/4-lb. \$ 1 85
- D. S. F., 1/2-lb. 3 50
- D. S. F., 1-lb. 6 80
- F. D., 1/4-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.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

- White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05
- List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

- | | 5c Round | 10c Oval |
|--|----------|----------|
| | litho. | litho. |
| | dredge | dredge |
| | Per doz. | Per doz. |
| SPICES. | | |
| Allspice | \$0 48 | \$0 95 |
| Arrowroot, 4 oz. tins | | |
| 90c | | 0 95 |
| Cayenne | 0 48 | 0 95 |
| Celery salt | | 0 95 |
| Celery pepper | | 0 95 |
| Cinnamon | 0 48 | 0 95 |
| Cinnamon whole, 5c pkgs., window front 45c | | 0 95 |
| Cloves | 0 48 | 0 95 |
| Cloves, whole, 5c pkgs., window front 45c | | 0 95 |
| Curry powder | | 0 95 |
| Ginger | 0 48 | 0 95 |
| Mace | 1 25 | |
| Nutmegs | 0 48 | 0 95 |
| Nutmegs, whole, 5c pkgs., window front 45c | | 0 95 |
| Paprika | 0 48 | 0 95 |
| Pepper, black | 0 48 | 0 95 |
| Pepper, white | 0 51 | 1 00 |
| Pastry spice | 0 48 | 0 95 |
| Pickling spice, window front, 95c | | 0 95 |
| Shipping weight per case | 10 lbs. | 15 lbs. |
| Dozens to case | 4 | 3 |

PEACHES

The good kind canning peaches coming now. There is not going to be too many; best get in early and get the *Best*. Prices will not be lower.

PLUMS

Short crop, buy when you can get supplies. Buy now, will not be cheap this season.

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

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

PEACHES

SEASON
NOW ON

WHITE & CO., LIMITED

Wholesale Distributors

TORONTO

New Crop

“St. Nicholas”
“Queen City”
“Kicking”

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

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

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

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

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

*Established
1876*

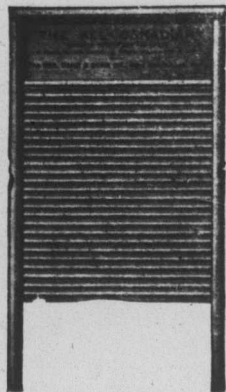
McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

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



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

Wanted

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESSES FOR SALE

DOUBLE-FRONTED GROCERY STORE (CORNER). House (6 rooms, fully modern). Post office, stock, buildings, poultry, etc. Suburban Calgary; established 6 years. Cash \$5,000, or \$5,500 terms (\$2,000 deposit). Box 255 Canadian Grocer, Toronto.

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

TO RENT

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

AGENTS WANTED

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

MISCELLANEOUS

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

DON'T STOP ADVERTISING.

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

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

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

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

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

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

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

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

POSITION WANTED

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

SALESMEN WANTED

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

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

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

GOODS FOR SALE

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

FIXTURES FOR SALE

FOR SALE — NATIONAL CASH REGISTER with five drawers, electrically operated, up-to-date in every particular and in good order. Value \$800. Will sell for \$600. J. P. McLaughlin, Timmins, Ont.

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.

Buyers' Guide

Good Fresh Poultry

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

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

BARRELS

(The best shipping package.)

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

THE SARNIA BARREL WORKS, SARNIA, ONT.

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

60-62 JARVIS ST.


TORONTO SALT WORKS

GEO. J. CLIFF

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

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

20-102-1116



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

LARGEST CANADIAN DEALER

ADEL 760 **WASTE PAPER**

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/2-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO.

Agents Montreal

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

COCOANUT Standard Cocoanut Mills

E. B. Thompson, Sole Proprietor

HAMILTON

CANADA

EDWARDS' Worcestershire Sauce

Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor

20 FRONT ST. EAST

TORONTO



**If It's Collections
You Need Us**

Getting the order is important, very important. But getting the money for that order is still MORE important. If you get the order and don't get your money for that order—you'll be out—won't you?

Here is just where we can help you in your business. You get the order—and if you don't get the money promptly, just send the account to us—we'll do the rest. Please remember:

NO COLLECTIONS—NO CHARGE.

Better write us for rates, etc., **TO-DAY.**

The Nagle Mercantile Agency
Westmount, (Montreal) - Que.

Readers of The Grocer, Let Us Know Your Wants

The Canadian Grocer is in a position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian Grocer you are entitled to this service.

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

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

KING GEORGE'S **NAVY** CHEWING TOBACCO

wins the confidence of the men

And the confidence of the men is by no means an unimportant factor in successful retailing.

You can get the men coming to your store by showing King George's Navy on your tobacco counter.

And one sale means a steady run of repeats.

Try King George's Navy.



Rock City Tobacco Co., Ltd.



MADE IN CANADA

MADE IN CANADA

**Ingersoll
Agents:**

**"SPREADS
LIKE
BUTTER"**

- | | | | |
|---|--|--|---|
| The Ingersoll Packing Co., Ltd.,
88 Colborne St.,
Toronto, Ont. | J. H. Trowbridge,
256 Albert St., Ottawa, Ont. | Mason & Hickey,
Box 794,
Regina, Sask. | Mason & Hickey,
408 Bank of Ottawa Bldg.,
Vancouver, B.C. |
| The Ingersoll Packing Co., Ltd.,
628-630 St. Paul St.,
Montreal, P.Q. | Jas. Craig,
Ontario Chambers No. 3,
Kingston, Ont. | Mason & Hickey,
Box 149,
Saskatoon, Sask. | Angevine & McLauchlan,
St. John, N.B. |
| J. A. Wilson,
London, Ont. | Messrs. R. F. Cream & Co.,
Quebec, P.Q. | Mason & Hickey,
Box 1287,
Edmonton, Alta. | J. V. O'Dea & Co.,
St. Johns, Nfld. |
| Cyrus King,
McNab St.,
Hamilton, Ont. | N. G. Bray,
Sherbrooke, P.Q. | Mason & Hickey,
215 10th Ave. West,
Calgary, Alta. | Angevine & McLauchlan,
Truro, N.S. |
| W. F. Elliot, Esq.,
Symes Telfer Bldg.,
Fort William, Ont. | Mason & Hickey,
287 Stanley St.,
Winnipeg, Man. | | |

EVERY individual package of Ingersoll Cream Cheese products is now enclosed in a heavily paraffined carton conveying the cheese to the consumer not only in a splendidly appearing container but in a most sanitary manner. By never varying quality and constant publicity Ingersoll Cream Cheese has become a household word in Canada. The trade is, therefore, much safer in handling these best known brands of Ingersoll Cream Cheese products. To insure delivery of fresh stock we carry supplies at our local depots from coast to coast.

Manufactured and guaranteed by

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