

**PAGES
MISSING**

CANADIAN GROCER

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

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, FEBRUARY 22nd, 1918

No. 8

Welch's

"The National Drink"



More than ever should Welch's be considered by merchants who have not yet added grape juice to their products.

The temperance wave is constantly bringing prospective beverage customers by your store. A clean stock of the handsome Welch package invites them in and you have added to your permanent trade.

Welch's, by its "standard" reputation, sells itself, saves time and cuts down overhead. Welch quality brings the rapid turnover so necessary to the moderate and frequent purchases that spell success.

Sold by Leading Jobbers

THE WELCH CO., LIMITED

ST. CATHARINES

ONTARIO

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

CANADIAN GROCER

Quality Counts Everytime

St. Lawrence



Sugars

Stand for quality in each of the various kinds. Give your customers the best.

St. Lawrence Sugar Refineries, Limited
Montreal

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



Because the public appreciate
their superior merits

is one reason why dealers find it easier
to sell the

BORDEN MILK PRODUCTS

than any other brand.

Another is the fact that Borden consumer advertising is strengthening and building up the demand for these delicious lines.

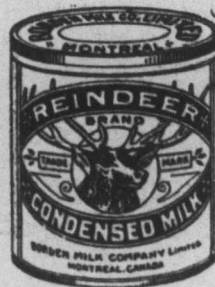
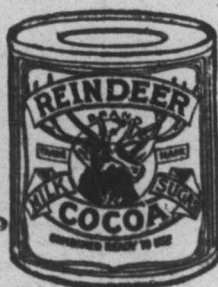
Your customers will buy Borden Milk Products if you keep your stock displayed.

And Borden profits are worth while.

Borden Milk Company, Limited

"Leaders of Quality"

Montreal



Branch Office:

No. 2 Arcade Building, Vancouver

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

The Thorough Shirriff Process

It is possible to prepare a "vanilla extract" within two or three days. But the kind of true extract that will be likely to build up your sales demands a process taking months to complete. The Shirriff secret method requires a whole year.

Shirriff's True Vanilla



is 50%

stronger than Government Standard

Shirriff's process gets the last particle of rare, delicious, delicate flavor from the best vanilla beans the world can produce, those grown in Mexico.

Shirriff's is the true, genuine, high-class, sincerity extract that first wins confidence and satisfaction and then builds up trade.

No wonder Shirriff's is sold almost everywhere; it has been used all over Canada for more than thirty years.

Put this household favorite on your shelves. Write for particulars.

Imperial Extract Co. Toronto

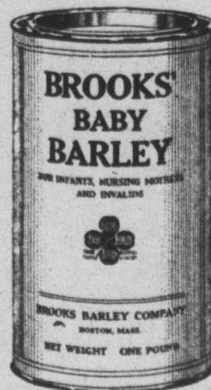
This is the barley

—that, because of its purity, freshness and high quality has won the endorsement of the highest Infant Specialists.

BROOKS' Baby Barley

Fast Seller. Good Profits. Satisfied Customers

Order from your wholesaler.



THREE SIZES.

1/2 lb., per doz.	- \$ 2.30
1 " " " "	- 3.80
3 1/2 " " " "	- 11.50

Agents for Canada:

Harold F. Ritchie & Co., Limited TORONTO

Made by BROOKS BARLEY COMPANY, Boston, Mass.

MR. GENERAL MERCHANT

More Profits in Your Dry Goods and Clothing Department

There is more money for you in dry goods and clothing if you watch markets, and study how to make it. Here is how one General Merchant does it. J. C. Nichol, General Merchant, Radisson, Sask., writes:—

"Naturally dry goods and clothing is a profitable section for me, and consequently I am always anxious to know more about a big subject. I have been a subscriber to DRY GOODS REVIEW for over ten years, and I look upon it as being absolutely essential to my business."

What CANADIAN GROCER is to your grocery department, DRY GOODS REVIEW will be to your clothing department. This means market news that saves you money; style news that makes sales, and much more besides. All for two dollars a year, and DRY GOODS REVIEW should save you ten times its subscription price the first month. Become a subscriber to-day. Write your name and address here:—

C.G. 3/18.

MacLean Publishing Co.,

153 University Avenue, Toronto.

Send me DRY GOODS REVIEW beginning with the January (Spring) Number. I will pay subscription, \$2.00 per year, on receipt of bill.

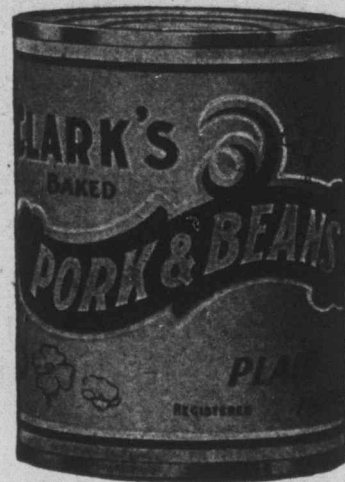
Name

Address

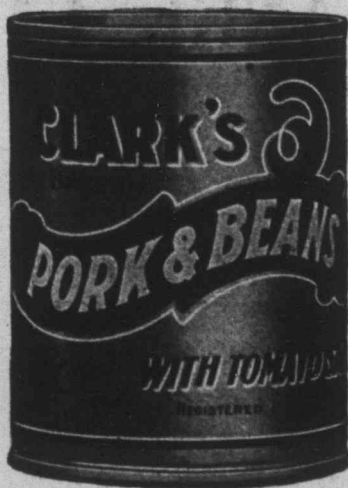
Mail in open envelope for one cent stamp.

CLARK'S PORK AND BEANS

are as saleable
as likeable
as nutritive
and as popular as ever
Push CLARK'S and



RELEASE



as much as possible
of the foods needed
by our Allies to help
them

WIN THE WAR

W. CLARK, LTD.



MONTREAL

MAPLE SYRUP

“Canada’s Best” Brand

Is a Maple Syrup unsurpassed in flavor and taste made from selected first run Maple Sap.

Our “Canada’s Best” Brand of Pure Maple Syrup is the result of an exhaustive investigation to produce a pure Maple Syrup free from sediment or buddy taste—it combines quality and price.

Every bottle or tin purchased brings to your home the delight of the Eastern Forest.

Can be purchased through every Jobber in Canada, or from us direct

CANADA MAPLE EXCHANGE, LTD. MONTREAL

Manufacturers of the “Baine” High-Class Confections

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. 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.

IS YOUR STOCK OF FURNIVALL'S COMPLETE ?

If not, get in touch with one of the agents listed here and keep a Furnivall Jam display constantly working for you.

Repeat sales are the rule.

FURNIVALL-NEW, Limited Hamilton, Canada

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

“E. D. S.”



*spells success in jam' and marmalade
selling*

Stock now with the
NEW SEASON'S

E. D. S. ORANGE MARMALADE

and be convinced of this.

Select Oranges and Pure Cane Sugar
make “E. D. S.” the standard of
marmalade quality.

Any of the undermentioned agents
will fill your order.

E. D. Smith and Son, Limited WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Eastern Representative:
Wm. H. Dunn, Limited, Montreal; Alberta Representative:
Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson
& Truesdale, Winnipeg; B.C. Merchandise Brokerage Co.,
Vancouver, B.C.

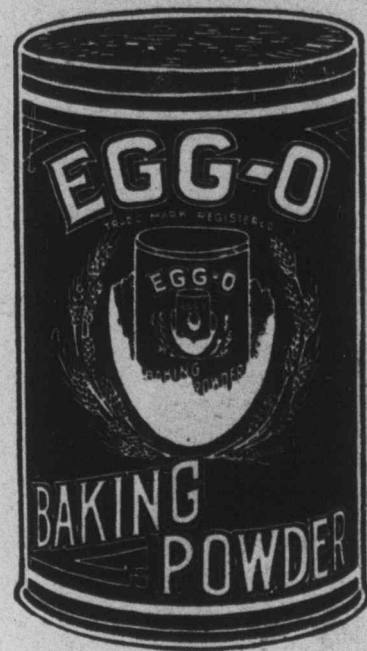


Egg-O is the Baking Powder of Purity and Economy

Because it is made from the very finest materials available Egg-O Baking Powder gives the housewife the satisfaction that comes from perfect baking results every time.

And because a less quantity of Egg-O is required she finds this superior baking powder as economical as it is dependable.

Every good grocer should stock Egg-O and recommend it always.



Egg-O Baking Powder Co., Limited
HAMILTON, CANADA

Stockdale Lectures for You!

These lectures throb with vitality, solving many problems which confront all lines of business.

Under the following captions one of America's foremost Retail Merchandising Experts gave in a clear, lucid style the why and wherefores of the success and failures in retail stores:

- "Many Businesses Wrecked by Details"
- "How to Make Figure Facts Earn Profits"
- "How to Measure the Value of Turnover"
- "How to Get the Information the Customer Wants"

We had these four lectures printed in pamphlet form for distribution among the trade after they had appeared in this paper.

Send for your copy TO-DAY. The supply is limited. No charge for copies.

The MacLean Publishing Co., Limited
153 UNIVERSITY AVENUE, TORONTO

You Manufacturers

who appreciate something "different"—something superior—in the way of a label, a letterhead, a poster, a folding box or a street car sign, should get in touch with the firm where the highest art of the designer, coupled with the most consummate skill of the craftsman combine to produce a degree of excellence in these lines that mean satisfaction to you and better sales for your product. And not the least attractive part of our proposition is our prices. Ask us to quote you.

The Standard Lithographic Co.
of Canada, Limited

Head Office: Toronto, Canada



**Bull Dog
Brand Products
will give you a firm
grip on big business**

There are 19 of them — 19 quick-selling household necessities that every housewife needs. Bull Dog Brands offer the highest value in quality and quantity.

**The
John B. Paine Co., Ltd.
TORONTO and WINNIPEG**

Get stocked now with
**Mackay's
Pearl Barley Flour**

This is a delicious, nourishing BARLEY FOOD that's easy to sell and certain to satisfy.

For Infants, Invalids and Aged People it is particularly suitable. The nursing mother's best friend.

Very desirable in the kitchen for thickening soups and gravies. Gives them a delightful flavor.

**It's the real
Mackay**

If your wholesaler hasn't got Mackay's, write to-day to



Recommended by Dr. McGill, the Dominion Chief Analyst, Ottawa.

John Mackay Co., Limited
BOWMANVILLE, ONT.

Only Exclusive Pot and Pearl Barley Mill in Canada

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: WINNIPEG Manitoba

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

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.

The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO.

Grocery Brokers
Manufacturers' Agents **WINNIPEG**

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

The Canada Nut Co., Limited

*"Specialising in Shelled Peanuts."
Large stock always on hand.*

VANCOUVER, B.C.

Let us connect you with the Western Markets

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

May we send you full particulars?

SCOTT-BATHGATE COMPANY, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents.

149 Notre Dame Ave. E., WINNIPEG



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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES.

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

**THE
Robert Gillespie Co.**
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS,
MANFS. AGENTS,
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

**WHOLESALE
GROCERY BROKERS**

*Manufacturers' Agents
Commission Merchants*

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.

Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne
Ave. E., Winnipeg, Can.

Trade Papers are
Pioneers of Busi-
ness Expansion

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have five 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 manu-
facturers 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

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

ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

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

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

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

Beans

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

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

LOGGIE, SONS & CO.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

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

More Lines Wanted
Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.
I cover the territory from Sudbury to Hearst and also the Porcupine District.
"On the Job All the Time."
If you want results write me.
A. Lalonde
Post Office Box 123. TIMMINS, ONT.

KINDLY MENTION THIS
PAPER WHEN WRITING
ADVERTISERS

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:
Calgary, Alta. | Vancouver, B.C.
Edmonton, Alta. | Hamilton, Ont.
Halifax, N.S. | Montreal, Que.
London, Ont. | Quebec, Que.
Ottawa, Ont. | Toronto, Ont.
St. John, N.B. | Winnipeg, Man.
Victoria, B.C. | Sydney, N.S.
Reputation gained by long years of vigorous, conscientious and successful work.
Thomas C. Irving, General Manager
Western Canada
TORONTO

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

QUEBEC

Complete Trade Connection.

JOHN E. TURTON

Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.

GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

H. D. MARSHALL

Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.

Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY

WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

DO YOU WANT TO BUY A BUSINESS? SEE PAGE 63

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT



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

Mathieu's "Nervine Powders" and "Syrup of Tar"



—two excellent health-sustaining lines that any good grocer will find worth displaying. The "Nervine" Powders are a sure remedy for Neuralgia, Headaches, Sleeplessness and other nerve attacks. Syrup of Tar is a splendid preventive of La Grippe, Pneumonia and kindred cold weather complaints.

Stock them now and recommend them always.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE, QUEBEC

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



"EVERY GRAIN
PURE CANE"

Show Royal Acadia Sugar Always

Tell the housewife, when she asks for sugar about the purity and the all round excellence of Royal Acadia. Get her to buy Royal Acadia once and you can count on a steady run of repeats. For its quality is irresistible.

Stock now.

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

The Acadia Sugar Refining Co.

Limited

HALIFAX, CANADA

George Bernard Shaw, Irishman

Mr. Shaw is an intellectual force in Great Britain. Certainly he is a wonderful man. In the February issue of MACLEAN'S he offers a fresh and highly interesting solution of the Irish question, which, at the same time, is a solution of some Imperial questions. Mr. Shaw's brilliant style makes everything he writes enjoyable. The busy reader gets in

MacLean's Magazine for February

many magazines in one—this in the Review of Reviews Department where are gathered in satisfying measure the best things taken from the current magazines of the world. It means that MACLEAN'S keeps its readers informed, in a helpful way, of what the world is thinking and doing. In the February issue, for example, are reprinted portions of articles on The Automobile of the Future, The Life After Death, Are We Losing Our Constitution?, The Faults of Lloyd George, A Five-Year War, Revolution Not Possible in Germany, The Dangers of an Immediate Peace—these and other articles of concern and interest.

Stories are present in satisfying amount—by E. Phillips Oppenheim, Alan Sullivan, Archie P. McKishnie, and Ethel Watts Mumford. Also

Regular Departments The Business Outlook, The Investment Situation, The Nation's Business, Books, Women and Their Work are present as usual.

**On Sale Everywhere
Twenty Cents**

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

WAGSTAFFE'S

CELEBRATED

Seville Orange Marmalade

*NEW SEASON,
1918.*

Now Ready for Delivery.

WAGSTAFFE, LIMITED

HAMILTON, CANADA

Enquiry Department

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

WAR TAX ON STOCK FOODS

Please let me know if the preparation manufactured by a stock food company requires a war tax stamp, and what rate?—Cardinal, Ont.

Ans.—If the goods in question claim to have medicinal values they require a war tax stamp of 1 cent for each 25 cents in value. If no medicinal value, war tax is not required.

FIRE INSURANCE COMPANIES

Please give us names of reliable fire insurance companies.—Nova Scotia.

Ans.—This list has been sent the enquirer direct.

WOODEN MEAT BARRELS

Please let us know names of manufacturers of wooden meat barrels the farthest west.—Alberta.

Ans.—This information has been sent direct.

TOBACCO OUT OF ORIGINAL PACKAGE

Is the trade liable to a fine for retailing tobacco out of any but the original package?—Lefroy, Ont.

Ans.—Yes, the retailer is liable to a fine if he retails tobacco from any package other than the original having the Inland Revenue Department's stamp on it.

WHERE IS CHARCOAL TO BE PROCURED?

Where can we buy charcoal in Ontario?—Welland, Ont., Galt, Ont.

Ans.—Charcoal supplies are coming in very slowly owing to railway congestion, and stock on hand is very light. Ely Bros., 228 King St. E., Toronto, may be able to supply you, or Canadian Charcoal Supply Co., Toronto.

CHOCOLATE SLOT MACHINES

Please give us the names of dealers in automatic slot machines for retailing chocolates.—Galt, Ont.

Ans.—Messrs. Cowan & Co., Sterling Road, Toronto, will probably supply you if full particulars are given.

PAPER BAGS

Please give us names of firms manufacturing paper or cloth carrying bags for customers to carry groceries.—Calgary.

Ans.—Almost any paper bag manufacturer will be able to supply these, and list has been sent direct to enquirer.

CHICAGO EGG DEALERS

Can you give us names of some dealers in eggs in Chicago?—Meaford, Ont.

Ans.—The following are dealers in eggs:—F. M. Haggie, 208 North 5th Ave., Chicago, Ill.; Lepman & Haggie, 215 W. So. Water St., Chicago; W. G. Collins & Co., 200 W. So. Water St., Chicago; A. D. McIntyre, 192 North Clarke St., Chicago; W. S. Moore & Co., Chicago; C. E. McNeill & Co., 216 W. So. Water St., Chicago; O. D. Gillman & Co., 212 North Fifth Ave., Chicago.

CANOE MANUFACTURERS

Please let me know names of firms in Ontario and Quebec manufacturing canoes and skiffs.—Gooderham, Ont.

Ans.—The following are manufacturers of canoes and skiffs:—Canadian Canoe Co., Ltd., Peterboro, Ont.; Walter Dean, foot York St., Toronto; Ditchburn Pleasure Boats, Ltd., Gravenhurst, Ont.; Wm. English Canoe Co., Ltd., Peterboro, Ont.; Gidley Boat Co., Penetanguishene, Ont.; Lakefield Canoe Co., Lakefield, Ont.; Peterboro Canoe Co., Peterboro, Ont.; Rice Lake Canoe Co., Gore's Landing, Ont.; J. H. Roos Boat & Canoe Co.,

Orillia, Ont.; J. W. Stone Boat Mfg. Co., Kenora, Ont.

TO COMBAT THE SUBMARINE

Please give me the address of Canadian and American Admiralty, as I have a scheme to combat the submarine.—Sherbrooke, Que.

Ans.—Navy Department, Ottawa, Ont.; Naval Ordnance Department, Washington, D.C., U.S.A.

TO TREAT FROZEN PICKLES

I have a 10-gal. keg of whole sour mixed pickles which were frozen solid recently. Is there any way in which I could treat these pickles to prevent them from turning soft and spoiling?—Wyoming.

Ans.—Keep them in a temperature of 50 degrees F. to defrost or thaw them gradually, then pour in about 1 gal. of strong vinegar and taste, then sell them as quickly as possible, as they will not keep very long since they were once frozen.

A BAD BARGAIN

A owned a farm and wanted to sell it. B offered eighteen hundred dollars cash for the farm, but A would not take that as A wanted two thousand dollars for the farm. Then C bought the farm for two thousand dollars—five hundred cash at time of sale and two hundred dollars a year without interest, until the amount due fifteen hundred dollars was paid less the last payment; it was to be three hundred dollars instead of two hundred. Now the question is which is the best sale for A to make, eighteen hundred cash or the two thousand on time as outlined?

Ans.—A made a decidedly bad bargain. It took seven years for him to complete his deal with C, and during that time he only had the advantage of the interest as the amounts were paid. B's offer, with interest at 6% for seven years, would amount to \$2,706.40; C's offer at the end of the same period would only have amounted to \$2,530.56.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

Name.....

Address.....

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

**EVER READY
"DANDEE"
COCOA**

REQUIRES ONLY
BOILING
WATER

LITSTER PURE FOOD CO.
LIMITED
TORONTO, CANADA

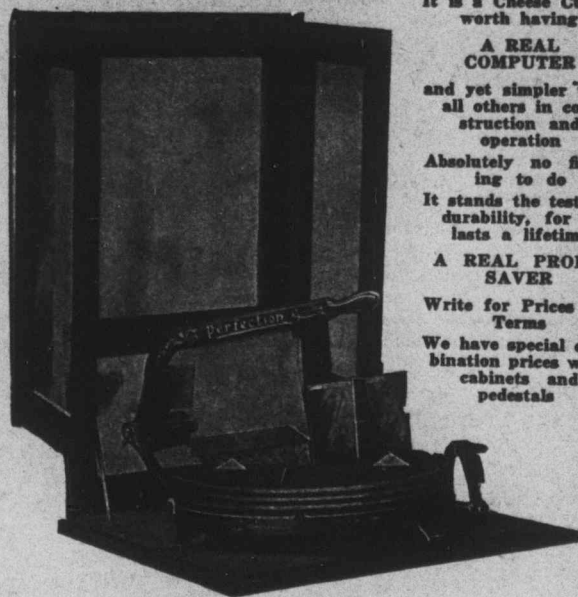
Every good grocer in Canada should
carry a stock of Ever-Ready Cocoa.

Manufactured and guaranteed by

Litster Pure Food Co., Limited.
● TORONTO

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)



It is a Cheese Cutter
worth having

**A REAL
COMPUTER**

and yet simpler than
all others in con-
struction and
operation

Absolutely no figur-
ing to do

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

**A REAL PROFIT
SAVER**

Write for Prices and
Terms

We have special com-
bination prices with
cabinets and
pedestals

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

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

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.



**A True
Canadian Salt**

—and true to the trade—because it puts
every dealer on the same plane.

Windsor Salt is sold only through whole-
salers and jobbers—and all retailers pay
the same prices. There are no special
discounts or secret rebates.

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

Successful Grocers

are those who pay atten-
tion to the quick-selling,
profitable side lines.
How about your stock
of

Chamberlain's Remedies

March is the best month
for cough remedies.
Replenish your stock
and write the manufac-
turers for store adver-
tising.

**Chamberlain Medicine
Co., Limited**
TORONTO, ONT.

Bristol, Somerville & Co., Hamilton

[Formerly Geo. E. Bristol & Co.]

A SPECIAL—Empire choice Orange Marmalade c/s 24/25c. fancy glass jars at \$2.25 5 c/s freight paid.

Marmalade Oranges are way short.

Bristol, Somerville & Co.

We manufacture the highest grade

CANNING BOXES

in Canada

Write for prices.

W.C. Edwards & Co., Limited

OTTAWA, ONTARIO

“McCASKEY” ACCOUNT SYSTEMS

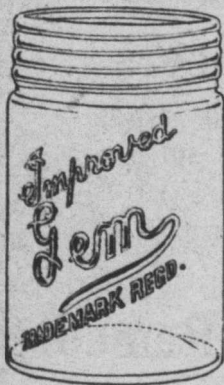
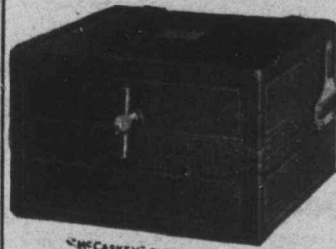
For Every Business.

Send for booklet —

“A Credit Plan That Works.”

McCASKEY
SYSTEMS, LTD.

245 Carlaw Avenue
TORONTO



Made in Canada



Conservation of Food

DOMESTIC ECONOMY is impossible without FRUIT JARS. This is fully recognized by all authorities interested in FOOD CONSERVATION, and their PUBLICITY CAMPAIGN will undoubtedly stimulate the use of JARS this year and create a demand far above normal.

RETAILERS should be ready to do their part by having JARS on hand when required. REQUIREMENTS should be carefully considered and orders placed with WHOLESALERS as early as possible. LATE ORDERS may not ensure delivery in time to meet the requirements of the PUBLIC.

NO FRUIT or vegetables should be wasted this year for want of JARS.

Ask your wholesaler for JARS “MADE IN CANADA” and guaranteed by a reliable manufacturer.

Advt. of Dominion Glass Co., Ltd.



Made in Canada



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

ASSAMS—

the richest and strongest teas grown— chiefly comprise Red Rose Tea. That is why Red Rose Tea has a full, rich flavor and an economy that wins the custom of both the particular tea drinker and the thrifty housewife.



Every user advertises OCEAN BLUE by recommendation, and every packet you sell advertises your store as the place "where you can buy"

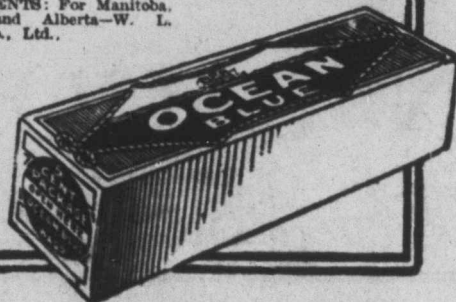
OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.

The Gray Bldg. 24-26 Wellington St. W. Toronto

WESTERN AGENTS: For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Ivory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



This coupon will connect you with the Checkerboard Calf Club

With the object of increasing the Allies' meat supplies this club is offering valuable prizes to boys and girls in rural communities for the best calf fed on

Purina Calf Chow

the great calf-raising food.

We are telling the public about the club through forceful consumer advertising and good grocers everywhere are cashing in on the increasing demand for Purina.

You can do the same. Sign, clip and mail this coupon now. Lively selling and good profits will result.

THE CHISHOLM MILLING CO.

Limited
TORONTO

Send me full particulars of the Checkerboard Calf Club and your free store advertising material.

M



Show Keen's in your displays—keep it where the housewife will see it.

She knows Keen's and just needs to be reminded that you are selling it.

Keen's Oxford Blue is always a seller and every sale gives you a good margin.

Keep well stocked.

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

FISH FOR LENT

SALTED LAKE HERRING

Headless and Dressed

60 fish to a pail, \$1.85 30 fish to a pail, \$1.10

BILL FISH

Headless and Dressed, 20 pound pails, \$2.40

SPECIALLY PUT UP IN FAMILY SIZE
NO WASTE NO HANDLING

Also full line of Frozen, Salted and Smoked Sea
and Lake Fish

J. BOWMAN & CO.

WHOLESALE

66 JARVIS ST.

TORONTO, ONT.

CANADIAN GROCER

Vol. XXXII.

TORONTO, FEBRUARY 22, 1918

No. 8

Consumers' Assn. in the Limelight

A Merchandizing Activity That Has Attracted Considerable Notice Receives Some Attention From the Government—Some Discussion as to the Methods of Operation of This Concern

Toronto, Feb. 20. (Special)—The office of the Toronto agents of the Consumers' Association, Windsor, Ont., were visited during the week by Inspector Kennedy, of the Police Department. The books, papers, and the office are closed until an investigation has been made.

The Ontario branch of the Retail Merchants' Association also has taken up the matter with the Attorney General of the province, and on information supplied by them the head office at Windsor, Ont., is at present stated to be under police observation.

DURING the past few weeks CANADIAN GROCER has received letters from widely separated parts of the country enquiring about the Consumers' Association of Windsor, which has been aggressively advertising their proposition in the daily press. The proposition is beyond question an alluring one on the surface, as the following clipping from an Ontario daily newspaper will prove.

EARN \$25 WEEKLY. MEN wanted in all cities and villages by Large Grocery Corporation (capital \$50,000), all goods sold at factory prices to families. Redpath's granulated sugar \$6.50 cwt., 7 bars Comfort, Surprise, Sunlight or Gold Soap, 25c. Agents' profit \$1.60 on every \$2.00 sale. Outfit free. The Consumers' Association, Windsor, Ont."

How can this company supply sugar that is selling to-day at about \$8.60 a hundred wholesale, Windsor basis, for the modest sum of \$6.50 retail? That is a not unnatural question and many people have been asking it. There seems also to have been a trifle of curiosity and skepticism in the minds of the authorities also as shown by the despatch at the head of this column.

This association has in the past had a somewhat varied career. The Consumers' Association is as far as can be ascertained the fifth name under which this business has been operated. It is not

known definitely if there has been any change in the personnel of the organizers during the course of these various transformations, but their proposition either in its printed form or its methods has not varied to any considerable extent. Nor has the fact that they proudly boast an incorporation under the State laws of Michigan. This incorporation may be bona fide but it has no particular significance for a company doing business in Canada. It may be used to suggest a dependability that the actual facts in no way bear out. Under two of the five names mentioned this concern was denied the mails by the post office department at one time or another. This may account for the change in name.

The method of operation is simple. Agents are enrolled all over the country. These agents sell a full yearly membership for the fee of \$2.00. Of this amount \$1.60 remains with the solicitor, and 40 cents goes to the Consumers' Association at Windsor. It is interesting to note that Inspector Kennedy in his unannounced visit to the Toronto premises gathered in a bulging mail, many envelopes containing a \$2.00 bill.

It is unquestionably a profitable line for the solicitor, while it lasts, and provided it does not place him in a position which he will have difficulty in explaining. This is a serious fact, for undoubtedly many of these agents are reputable members of the community in which they live, and have a perfect confidence that the scheme is legitimate. They would, of course, be the more effective agents by reason of this fact. These organizers in many instances are no doubt well intentioned. It is possible to commend them for this, it is not however possible to be equally enthusiastic about their intelligence. The fact that No. 1 standard granulated sugar should be sold to the consumer at \$6.50 when the actual wholesale price is around \$8.60 at Windsor should be sufficient reason for a very close inspection of the modus operandi of the concern. Nowhere in the world can this grade of sugar be purchased for the figure mentioned. The United States Government in setting the price on beet sugar, to cover the whole

crop of something like 734,000 tons, decided that \$7.25 a hundred was a moderate figure. The lowest wholesale price for No. 1 Standard granulated sugar during the past year was \$7.30, Toronto basis. Of course the Consumers' Association claims immense buying resources, and unequal opportunities for purchasing goods. These resources, are probably largely imaginary so far as sugar is concerned at least, as no firm can buy to sell at \$6.50 retail and make a profit. The Consumers' Association of Windsor, Ont., is not likely to be able to buy sugar at a figure lower than is being paid by the Sugar Commission who are handling all the Cuban crop of roughly 3½ million tons. The set price on this raw sugar delivered at American ports is 6.005 per pound.

It is manifest that if the Consumers' Association of Windsor, Ont., is selling sugar at \$6.50 a hundred, that they are selling it at a loss. What is the usual reason for selling goods at a loss? In order of course to attract trade, and there is no purpose in attracting trade unless there is something to be made from that trade.

The forty cents that goes to the Consumers' Association is hardly enough of an inducement, though a sufficient number of 40 cents make a sizeable item. Five thousand members all over Canada would mean \$2,000, to begin with a fairly good salary. Anyone, however, who has parted with \$2 for the alleged advantages of belonging to this organization will have realized that there are certain strings attached to the "municipal" offer. You may be able to purchase known brands of sugar and soap and some few other commodities. But here is where the string appears. It is found that to get these bargains it is necessary also to purchase a variegated order of goods in which "Our guaranteed Japan Tea" and "Our Guaranteed Coffee" are not unimportant parts. Now "Our guaranteed Japan Tea," may be worth little or much. Guess for yourself. The guarantee of this company incorporated under the State Laws of Michigan, is not worth much in Canada. So with a wide variety of other goods. The well

known goods that are sold at prices far below cost are undoubtedly a bait used to sell a wide variety of goods of unknown quality.

Efforts have been made to buy some of the attractively priced goods separately, but none of these efforts, as far as we can learn, have succeeded. Who ever loses it is evidently not this company. Every merchant should understand the situation thoroughly enough to be able to point his customers to the exact methods of operating, to let them know that it is utterly impossible for anyone, no matter what their source of supply, or how great their buying power, to sell these goods at a profit at any such figures. That being the case the conclusion is obvious. Either this company is a philanthropic association headed for the rocks of bankruptcy, or there is something in the scheme that does not appear on the surface, wherein the customer does not profit.

The Attorney General's Department is anxious to get instances of cases where money has been sent to this concern, and where the orders sent have been satisfactorily filled. Any information on this point, or on any other point in connection with this matter may be sent either to CANADIAN GROCER or to W. C. Miller, Secretary of the Ontario Branch of the Retail Merchants' Association, 2 College Street, Toronto.

Ask Modification of Window Lighting Order

Darkened Windows a Serious Matter with Many Merchants—
Business Has Suffered—Power Controller Asked to Permit
One Light in Window to be Deducted from Store Lighting

THERE is a move on foot, fostered by the Retail Merchants' Association, to have the regulation forbidding the use of lights in store windows modified to a certain extent. It is pointed out that the prohibition is working a great hardship on merchants generally. It has been noted that since the order came into effect there has been a decided falling off in business. Many stores depend largely on their evening trade, and with the prohibition making it imperative to have all show windows dark there is nothing to attract customers, and there is nothing to indicate that the store is open for business. Evidently many persons have been misled by this fact into believing that the stores are actually closed and as a result the trade that would naturally come to them has passed them by.

The Retail Merchants' Association is petitioning to have the order so changed that a merchant may display a dim light in his store window. They are not asking for anything like the brilliant display of former days, but merely that one light of forty or sixty watts may be used in the window, to indicate that the store is open for business as usual. The suggestion is that merchants agree to curtail an equivalent amount of light in their interior illumination.

Form of Baking Powder Container

Food Control Department is Querying the Trade as to the
Possibility of Changing the Form of Container, and Also
of Eliminating the Smaller Sizes

HANDLERS of baking powder and similar lines of goods have been queried of late by the Food Control Department as to the possibility of making some changes in the methods of handling their stocks in order that there might be a conservation in tin, as it seems likely that this year will again see a marked scarcity in this essential product.

The questions that have been asked are as to whether it would be possible to use some other form of container, and whether the smaller-sized tins could be eliminated.

There is a very marked feeling of opposition to these proposals. The substitution of some other form of container for tin might prove thoroughly satisfactory, it is admitted, in some instances, but there are other substances, and some varieties of baking powder are of this class, the volatile nature of which product would make the adoption of anything but a tin container a very serious danger. A slight dampness, stated one manufacturer, might be sufficient to spoil a million dollars' worth of our product

scattered over the country, and it is a danger that we do not feel justified in facing. As for the elimination of the small-sized container and adopting only the pound container or larger, it is urged that this would involve a great deal of hardship to the poor, who in place of a five or ten-cent package would be compelled to invest 40c to 60c, which they could ill-afford.

There is a difference of opinion as to what the result of these investigations may be. Some manufacturers confidently expect a curtailment of the small package, and the possibility of a change in the form of the containers permitted to a tin top and bottom and fibre sides, instead of all tin, while others believe that the Food Department will probably follow the course adopted in the United States and impose no regulations governing these points.

CANNERY LICENSES LIMITED

No More Salmon Cannery Licenses to be
Issued This Year—Fishermen Get
No More Privileges

A recent conference of officials with regard to the regulations and policy to govern the salmon fisheries in British Columbia has resulted in an announcement from Ottawa that no licenses for salmon canneries, in addition to those authorized, will be granted this year. It is contended that existing canneries can more than take care of all the salmon that may be allowed to be caught. With the restriction of the number of canneries in operation it is recognized that those engaged in canning should be required to pay into public treasury a fair proportion of their profits. A satisfactory system of accounting will be worked out in order that uniform returns may be made to the Department of the Naval Service which will regulate the amount of the license fee to be required after this season.

Owing to interferences with the spawning beds in the Fraser River during recent years, the salmon catch has been gradually dwindling. For this reason a greater amount of fishing than is now permitted is considered inadvisable. Therefore no licenses for additional fishing privileges will be authorized this year.

Rigid enforcement of the fishery regulations will be carried out, and the protective force will be sufficiently enlarged to enable this to be done.

This would certainly appear to be a reasonable request. There has been no restriction placed on the number or power of the lights to be used in the stores, and many of these are brilliantly lighted. A curtailment here would cause comparatively little discomfort while even the dim light that is proposed for the window would it is believed go a long way toward rectifying a condition that is having very serious consequences to many merchants. This appeal has been forwarded to Sir Henry Drayton, the Power Controller, and the Association are hopeful that a decision will be rendered in their favor.

CANADIAN GROCER is in hearty sympathy with all necessary measures of curtailment but there is no reason that these restrictions should be made more irksome than necessary. Probably the authorities who framed this order were not thoroughly conversant with the large part that the store window plays in encouraging business. The proposition suggested seems to be a reasonable one. It is not an attempt to minimize the effectiveness of the order, but merely to make its operation as little burdensome as may be, and as such it would appear to be worthy of the most careful consideration by the Power Controller.



THE UNUSUAL IN GROCERY STORES

THE grocery store in this country is pretty well cut on a stock pattern. That plan may be improved upon, by better arrangement or better equipment, and more attractive surroundings, but the plan remains about the same. Probably the reason for this is that the plan has been proved to be the best to meet the general situation.

However, it may be of interest and value to note some examples where this definite plan has not been adhered to. It is quite a trip afield, but *CANADIAN GROCER* has not had to go outside the field of its own subscribers to find such examples, even if it has had to go outside Canada.

The stores illustrated here are owned and operated by Albert Cohen, Los Angeles, California. Mr. Cohen, who has been a subscriber to *CANADIAN GROCER* for some time past, writes that on October 15 of last year he had been thirty years in business. Thirty years have given Mr. Cohen a wide experience and a broad viewpoint, and in his three large stores he has worked out some very novel ideas that might very well provide suggestions that many a Canadian merchant might emulate with advantage. It will be noted that the system of store arrangement is a very wide departure from the accepted pattern. The upper photo would suggest a large

departmental store, yet it is a grocery store and nothing else.

As the photo illustrates, the idea of display is the big factor. Goods well displayed are half sold, and here they are certainly well displayed. Note the attractive fixtures all glass faced, showing everything, yet protecting everything. Note the departure from the stereotyped form of serving counter. The location of the cigar and tobacco counter might offer a suggestion to other merchants as well. Right at the entrance, where the man can enter and make his purchases without getting mixed up with the crowd in the store—that is an idea that will certainly appeal to the passing man. Note, too, the profusion of flowers. In the lower photo there is a somewhat different arrangement but the same idea of display is carried out. Here you will see the stock displayed on a gallery that runs around the store. But the main thing is that there is some sort of a display container for everything, and that everything is in its place with no hint of disorder anywhere. The interior of the third of the Albert Cohen stores is shown in the Provision Department. It may be quite impossible for the grocer to duplicate the arrangements here displayed, but the general principles involved, the ideas of arrangement and display and the generally attractive appearance may well give every wide-awake merchant food for thought.



Canned Seville Oranges for Marmalade

Limited Shipment of Sliced Oranges in 10-lb. Cans From Spain Has Arrived in Canada—Cold Weather Menace Overcome

A FIRST shipment of canned Seville oranges, already sliced for marmalade making, has arrived in Canada from Spain. This substitute for the fresh fruit in the manufacture of marmalade has been brought in as result of the general shortage of bitter oranges in America combined with the cold weather menace to shipments of fresh fruit. During recent months several cargoes of oranges landed in the United States from Spain have been rendered worthless by the cold weather experienced during transit. The new method of shipping oranges was established with a view to overcoming this difficulty. Importers claim it also prevents wastage of fruit heretofore experienced under the system of shipping the fruit in crates. In addition, it necessitates less cargo space in ships for the shipment of an equal amount of fruit.

The first cargo of canned oranges from Spain consisted of ten pound, hermetically sealed tins. It is understood that this shipment is being followed by larger shipments.

The making of marmalade from the canned oranges is a comparatively simple process according to those interested. It is simplified, they say, by the fact that the oranges are already sliced. The can containing ten pounds of fruit will make about thirty pounds of marmalade according to the directions given. No soaking is necessary with the canned oranges as with the fresh fruit. Where

sweet oranges and lemons are also to be included, they must be separately prepared as usual, and mixed with the Seville orange fruit when ready. The 10 pound tin is selling in the retail trade at \$2.50. At this rate the marmalade as made up by the housewife would cost a little less than 9c per pound without cost of sugar.

Both manufacturers of marmalade and retailers are of opinion that fruit imported in cans is a good substitute for the fresh fruit when the latter is not available.

"It is a good substitute though it does not make as good marmalade as does the fresh fruit," said Frank Shirriff, of the Imperial Extract Co., to CANADIAN GROCER. This company has sampled marmalade made from canned oranges and Mr. Shirriff bases his opinion on these tests.

While manufacturers admit a shortage of fresh oranges for marmalade making, they are not of the opinion that canned oranges will be imported in sufficient quantities to figure in the manufacture of marmalade on a large scale.

Michie & Co., grocers, Toronto, are handling some stock of these sliced Seville oranges in 10-lb. tins. A marmalade maker is engaged on the premises to make up marmalade from the canned fruit and to offer advice to any customers purchasing it. A number of recipes for the various kinds of marmalade enumerated are given with each can purchased.

IMPORTATION OF HAWAIIAN PINE-APPLES AND BANANAS PERMITTED

By a recent order-in-council the Department of Agriculture has amended the quarantine existing against all fruit and plants from the Hawaiian Islands and the importation of pineapples and bananas is now permitted provided they have been inspected in Hawaii by the United States Department of Agriculture and that certificates of inspection are attached to the boxes or crates in which they are shipped. Details regarding these requirements can be obtained from the Dominion Entomologist, Department of Agriculture, Ottawa.

LICENSES FOR EXPORT OF LIVE OR DRESSED POULTRY TEMPORARILY SUSPENDED

John McDougall, Commissioner of Customs, Announces the Temporary Withdrawal of the Right to Export Poultry

"Notwithstanding the authority given in Memo. No. 217-B for licensing the export of poultry," reads this notice, "no shipment of live or dressed poultry is to be licensed for export to the United States between February 20th, 1918, and April 30th, 1918."

The United States Food Department has imposed a restriction on the killing of hens and their sale for food, between Feb. 11 and April 30. This order is evidently imposed as a protection against possible American buying.

ALL STORES ON A CASH BASIS

All stores of Dodsland, Sask., are now on a cash basis. However, thirty-day accounts are being given when desirable to all parties concerned.



The grocery department of the Robinson McBean Company, Moose Jaw, Sask., who are staging a good roads competition at the present time.

Protest Railway Board Decision

Urge That Railway Companies Should Not be Collectors For the Consignor—Strong Feeling in Western Ontario and Farther West That Such Arrangements Are Unjustifiable

THERE is a very strong wave of protest sweeping over the north-western section of Ontario, and some of the western province over the matter of collection of cartage charges by the railways. They are asking that the railway companies be denied the right to collect charges for consignor on goods delivered to the consignee. There is a feeling that the consignee is being given unwarranted powers in thus having his collection done for him by the railways, and it is felt that these unwarranted powers are working an injustice to the retail merchant, who has no option but to pay these demands, whatever they may be upon presentation.

Some time ago, the Retail Merchants' Association of Fort William and Port Arthur Ont., a district where this feeling is running very high, petitioned the Dominion Board of Railway Commissioners that this practice of permitting the railways to collect for the consignor be disallowed. This application was refused.

Charles W. Wilson, the Secretary of the Fort William Retail Merchants' Association, has written a letter claiming that the presentation of this matter as it appeared in the press was incorrect, and outlining the argument in the case. As this matter is of such general interest this letter is appended.

"Dear Sir:—There appeared in the Canadian press on Jan. 16th last a dispatch from Ottawa by the Canadian National News Association stating that the Dominion Board of Railway Commissioners had refused the application made by the retail merchants association of Fort William and Port Arthur asking the Board to grant an order denying the right of the railway companies to collect cartage charges for consignors upon delivery of freight to the consignee.

"This dispatch was so garbled that when reading it one was made to believe that the retail merchants of the twin cities had petitioned the Dominion Board not to allow cartage companies of Port Arthur and Fort William to raise their cartage rates. The dispatch in that unrecognized form, in the press all over Canada, was very misleading. A copy of the dispatch along with its correct interpretation is attached herewith.

"In the dispatch sent out from Ottawa there was made to appear that the decision of the Board was influenced solely by the fact that the retail merchants association failed to prove that the railways, or at least, some of their shareholders, are financially interested in the cartage companies, at say Toronto, Montreal, etc., while this feature was really one of the least in our presentation of the case but which I see the Board made the most of, according to the dispatch.

"Take, for instance, the following quotations from Mr. W. A. Dowler, K.C., president of the Fort William Board of Trade, and an eminent legal authority, in answer to a communication from Mr. A. D. Cartwright, secretary Board of Railway Commissioners, Ottawa, on November the 19th last, enclosing a letter sent by Mr. Temple for the Canadian Northern Railway to Mr. Cartwright.

Mr. Dowler says in part:—

"I firmly believe that Mr. McNulty in the course of his presentation of the case for the retail merchants' association presented one unanswerable argument, which I do not see referred to in anywise in Mr. Temple's communication to the Board. As I understand the previous ruling of the Board the same was based upon the principle that these cartage charges were not matters which came under their jurisdiction. That they were really matters between the consignors and the consignees, and were apart from railroad rates and the regulation of railroad companies.

Railways Should Keep Within Scope of Their Business

"The unanswerable argument which Mr. McNulty put forward consists in this—that adopting that principle and conceding it, then it surely is within the Railway Board's jurisdiction to see that the railroad companies themselves keep within the scope of their business as carriers and do not mix up in the business that is held by the Board to be strictly between the consignor and the consignees and that they do not become collecting agents for the consignor in respect of this item of alleged contract between the consignor and the consignee, and do not bill the consignees on their freight bills for this item of contract between the consignors and the consignees and enforce payment of it by means of their status, standing and machinery powers as carriers—granted to them as carriers and not as collecting agents for consignors. Surely the Board, having control of these railroad companies as carriers, would have a perfect right to say that in connection with their duty as carriers they were not to include the duty of making collections and acting as collecting agents for consignors in respect of a part of the business transaction which was held by the Board to be strictly between the consignors and the consignees?"

No Obligation on Railways to do This Work

"In other words, it is surely open to the Railway Board to say that the business between the consignors and the consignees—outside of the carriers' proper charges for carrying the freight—should be conducted between the consignors and the consignees without the intervention of the railway company. As I understand, that is what the Retail Merchants' Association have substantially asked for—namely, that the consignors be left to their ordinary remedies to recover this portion of their claim against the consignees in the same way as they recover their claim for the goods sold, and that they do not be given by the acquiescence of the Board a power to combine with the railroads and the cartage companies to enforce collection of these cartage charges through the railroad companies as freight charges.

"As before stated this feature seems to be unanswerable by the railroad companies, and it would not seem to me that any attempt has been made to answer it probably by reason of the very fact that there is no answer to this feature, and that there is absolutely no excuse or reason why the railroad companies should perform this service for the consignor and the cartage companies and still more no reason why the Board should recognize and perpetuate the railroad companies going into this outside business and running a collecting agency business in respect of these cartage charges and utilizing the railway powers for that purpose."

Who Pays the Local Charges?

"In conclusion, I might add that one of

the arguments that some make in upholding the railways as collecting agents for the shipper is that if there were no cartage charge the difference would be tacked on to the goods—the consignee would have to pay this cost in any event. In answer to this I would say, or like to ask rather—who pays the cartage charges of the retail merchant doing business in Toronto, for instance? He pays no cartage whatever and perhaps his place of business is five miles away from the consignors' warehouse. If the above argument has any foundation in fact, then the answer is obvious—the retail merchants outside of Toronto! ! Not only does the outside merchant pay cartage on his own goods from the consignor but, as the Toronto merchant can buy as cheaply as he, the cost of the deliveries to the Toronto merchant must be tucked away in the goods some place.

"This cartage question is a very live one out West. It has been one of the big questions in every Provincial Convention of all the Western Provinces for two years back. At the Manitoba Convention last June it looked to the writer as if the Dominion Board of Railway Commissioners would find, sooner or later, if they insisted in going out of their way to back up the railway corporations, they would soon leave the impression of partiality, yea, servitude to the 'Big Interests' we unfortunately have heard so much about in latter day events—can it thus be so?"

MEAFORD MERCHANTS ADOPT CONSERVATION MEASURES

Credit System Adopted and a System of Curtailed Delivery to be Put in Force

With the idea of curtailing unnecessary expense the merchants of Meaford, Ontario, comprising the grocers, butchers, hardware, jewellers, furniture, men's wear and drug stores, excepting prescription dept., shoe makers and shoe stores have banded together to commence a strictly cash business or its equivalent, this innovation to become effective on March 4. The merchants are using the local papers in a campaign to acquaint the public with the change, and to forestall any unpleasantness that the change might entail. The merchants have felt impelled to adopt this course to protect themselves against the evils of extended credit.

With a view to curtailing delivery costs, the grocers of the town have also agreed to adopt a schedule of delivery to be adhered to by every merchant. This schedule becomes effective Feb. 18 and is as follows:

For morning delivery orders must be in by 9.30 a.m., for afternoon delivery orders must be in by 4 p.m., for Saturday night delivery orders must be in by 8.30 p.m. No delivery before 9.30 a.m. No special trips for the taking of orders.

CO-OPERATIVE SOCIETIES AND INCOME TAX

The government is at last giving serious consideration to the question of assessing co-operative societies for income tax.—From *Irish Ironmonger*.

Grocers Favor Licensing System

Consensus of Opinion From All Parts of the Dominion Strongly in Favor of the Proposed Regulation—Belief is Widespread That Licensing System Will Work For the Best Interests of the Retail Grocer

THE proposals emanating from the Food Control Department, outlining many possible changes that may take place in the food handling activities in the near future, have aroused a keen feeling of interest. From all over the country in response to enquiries have come letter discussing this matter of licensing the grocer. In this burden of opinion quoted herewith there is only a small minority of dissenting voices. The bulk of the opinion appears to be whole heartedly in favor of the proposed regulations. These then are the responses received by CANADIAN GROCER to date.

S. P. Goudey, Yarmouth, N.S.—"I have no objection to the idea of licensing if it is deemed necessary. It will have a tendency to make people realize that we are at war, and in so doing should be advantageous. The necessity for some standard of equipment will be an assistance to the trade in that it will prevent some people from constantly getting in and getting out of business. I cannot see, however, how any limitation of travellers' calls would effect a benefit."

G. T. Gall, Keene, Ont.—"I am in favor of the system of licensing the trade. It will help to make the dealer more particular. I think the clause that requires a certain standard of training is a wise one, as a merchant without training only spoils business for everyone."

Will Put the Handling in Responsible Hands

W. H. Jones, Pembroke, Ont.—"I am in favor of the scheme because I think if properly carried out it would place the handling of foods into the hands of properly experienced men and would eliminate a lot of the front parlor stores so prevalent in some places.

"With regard to equipment, I certainly think that some standard should be set, but do not think that an elaborate system of sanitary bins, costing thousands of dollars, should be necessary; there are lots of stores at present doing business that would be compelled to close down if forced to put in any such system.

"I certainly agree that experience is necessary, and would even make it longer than two years, but do not think that the amount of capital should debar a man from starting for himself. Many a smart, capable man would be debarred from starting a business for himself, as it is a pretty hard problem to save a thousand dollars these days of high cost of living. Many of the large stores of to-day were started on less.

"The regulation of travellers' calls is one, I think, best left to the wholesalers

to determine for themselves, but I would gladly see the law enforced to prevent wholesalers and jobbers selling direct to private consumers at wholesale prices. I am in favor of a co-operative delivery system, as the present one results in a great waste of time and money.

"One thing above all others is, if the license scheme is carried, is that only men of experience should be given the position of inspectors, not political friends and time servers, for if the trades have to provide the funds they should have the right to know that they will get a straight deal from men who know what they are talking about."

H. S. Mulloy, Wilberforce, Ont.—"Now if Mr. Hanna has any intention of appointing me an inspector I am in favor of it, if not, then I am not in favor of it. Instead of lowering the cost of food, the Control Department has done nothing but spring absurd proposals which have had a tendency to raise prices. The grocery business is so cut up now with competition that no one is making anything out of it. It is merely an accommodation to the public, and the more meddled with the more consumers must pay, as grocers are afraid to stock anything, and so are just watching and waiting.

Takes Three Years to Make a Grocer

Henry and Clackie, St. Catharines, Ont.—"We are certainly in favor of licensing providing that the license fee is not too high, as it will prevent all kinds of people from starting hole-in-the-wall stores, and will have a tendency to create better stores and improve the situation of the storekeeper. We believe that establishing a necessary period of training is a good move. It takes three years to make a grocer, and no man should be permitted to run a business unless he knows it. As for travellers, meat travellers, we believe, should call once a week, but once a month would be often enough for grocery travellers."

W. J. Oke, Peterborough, Ont.—"I think licensing a good idea because it too often happens, especially in smaller places, that inexperienced people start business without any idea of the cost of doing business; they don't last long, but business is disorganized while they are at it. A certain standard of equipment is necessary that goods can be handled with less waste and reach a customer in a usable condition."

J. H. Apple, Walkerton, Ont.—"Licensing is a good thing because it will keep control in experienced hands."

A Contrary Opinion

George Champaigne, Niagara Falls Centre.—"We do not believe in the idea

of licensing, it would add to the cost of goods. Nor do we believe in limiting the number of stores by any restrictions. The more stores the cheaper goods. We are also not in favor of a co-operative delivery system."

Fred Coward, Toronto, Ont.—"I am in favor of licensing food handlers on certain conditions during the war. I am prepared to accept any decision the Food Controller may propose, because I have confidence he will only try to put conditions on the trade that will be helpful to win the war. The licensing, I think will stop hoarding, speculation, profiteering, and help to evenly distribute food supplies throughout the Dominion.

"Re equipment and training. Some equipment and sanitary conditions are necessary. As regards training, I don't think this should be a condition, because many men who have never had any experience in the grocery and provision trade have gone into the business and made real success. If a man who has not had any experience in these lines is prepared to put money into a business why should he be refused? if he does not make it pay the loss will be his.

"Co-operative delivery has proved a success in some towns, but on this subject it would be difficult to lay down rules. If it can be done I am agreeable. In conclusion I would say the whole plan of licensing will be difficult to supervise, therefore it would be wise not to lay down too many regulations, only very necessary ones should be adopted."

Chevrier Bros., Cornwall, Ont.—"We approve of the licensing system because it will give better conditions to all those engaged in the business. We believe too that travellers' calls might be regulated and so a considerable saving might be made. We do not favor co-operative delivery."

Some Western Opinions

E. J. LeDain, Boissevain, Man.—"I do not think that any good could be obtained from such a system unless wholesale and retail prices were controlled. In such a case there might be a saving to the public. I think that the average store has the necessary equipment. Training is, of course, a necessity."

F. T. Marks, Elbow, Sask.—"It seems to me a most effective method of gaining control of prices. The system, if operated as proposed, would result in elimination of profiteers through cancellation of license and consequent encouragement and indirect reward for honest trading. I favor an equipment standard because most modern equipment tends to reduce cost of operation,

assures maximum of sanitation at minimum of cost. Incompetence militates against success. Being in a village where little delivery is done, am not directly interested, but am convinced this would eliminate an element of cost now existing."

"In connection with the proposed requirement of a standard of equipment I am of the opinion this should include a store or warehouse required to be occupied in the district in which the licensee desires to transact business. Pedlars are in the same category as unnecessary travellers calling on the trade. The trade, naturally tributary to any given district, can invariably be handled by the dealer on the ground and added turnover will result in lower overhead costs pro rata on volume of business done."

Labron and Whittle, Indian Head, Sask.—"We favor a license system, because it will mean that prices will be controlled. The necessity for a certain standard of equipment will be a benefit in that it will do away with the pedlar."

Hard Words for the Wholesaler

Grainger and Clifford, Creelman, Sask.—"We are not in favor of the license system, clause 2 and 3 of the wholesale

license; seems to be a hold-up put through by the Grocers' Guild."

Swartzman and Gold, Herbert, Sask.—"We are in favor of licensing because it will be a protection against storekeepers who cut prices because they do not know how to run their business."

The Only Way to Govern Food Products
McConnell Bros., Elstow, Sask.—"We are in favor of the licensing of food handlers because it seems to be the only system under which the Food Controller may at all times know the quantities of the different foods which are in store in the Dominion. It will also have a tendency to prevent any dealer or dealers from cornering any food commodity for the purpose of securing an exorbitant price for same."

"As regarding equipment and training regulations, it will be a boon to the genuine dealer by preventing certain dealers from entering business who cut prices to get business and are bankrupt in a few weeks."

"We can do with fewer travellers' calls as we have found from experience that we can send our orders in and receive as much satisfaction as through the medium of a traveller and without the danger of becoming loaded up with slow-moving merchandise."

Alberta Grocery, Calgary, Alta.—"We believe that the system of licensing the trade will make it better for all concerned, while establishing a standard of business training would be a protection against failure."

Alberta Grocery, Calgary, Alta.—"We are in favor of the regulation, because it would keep out the inexperienced man, and the trade would unquestionably be in a better position without them. The setting of a standard of equipment is a good move. If a grocer has to invest some capital in his business he will have to sell for a fair profit. We believe that a co-operative delivery system would be an advantage."

Stephens Bros., Vermilion, Sask.—"We believe a licensing system a good move because we do not see any other way whereby the Government can control foods. A training standard, too, is a good thing, as it helps to eliminate waste, and that is a thing much needed."

John Donaldson, Grand Forks, B.C.—"I believe the setting of a standard of equipment would be a very good thing. It would prevent a lot of undesirable people from entering the business. The curtailment of travellers' calls should cut the cost of goods."

Put the Emphasis on Brown Sugar

Sugar Situation Complicated by Excessive Demand for White Grades — Dealer Will Help to Relieve the Situation, and Will do Himself a Service by Popularizing the Brown Grades

TO what extent are soft sugars selling to-day? This is a debatable question no doubt, and one which might well receive further consideration in view of the needs of conservation. Everyone knows, however, that the bulk of the sugar trade comes in white sugar, and mainly because it is better known. To some extent, at least, brown sugar has fallen into lesser demand because it was not featured more by the retailer to his trade, and the opportunity and need is presenting itself now for remedying this mistake.

Just at the present time, and for some months past, there has been real difficulty in securing the needed supplies of refined sugars, and few of the jobbers, and in turn few retail stores, are there who have secured uninterrupted supplies as they were required. The refiners have done well and have assisted the trade to meet the great demands made upon stocks, and this is still being done. It would seem notwithstanding that if the sale of the soft sugars was featured more in the advertising and in advices to the purchaser, there might be less trouble in meeting the demand for sugar.

In interviewing various branches of the trade from refiner to the jobber, CANADIAN GROCER was impressed with the unanimity of opinion that con-

sumption of brown sugars would relieve the strain on the stocks of refined, and it was generally agreed that the use of the former would give the trade a product alike wholesome and palatable. It seems that the public have become accustomed to the use of white sugar and appear to feel that this must be always on the table. That is merely because in the past, refiners and wholesale merchants have laid the stress on the granulated sugars and have developed a demand for this variety. As a matter of fact brown sugar, for most purposes, is every whit as good as the purest granulated, and the point of the whole matter is that at the present time brown sugar, as compared to granulated, is plentiful.

Per Capita Consumption High

The Canadian per capita consumption of sugar is about 90 pounds per annum, and this is very high as compared with some other countries. This, stated an authority to CANADIAN GROCER, should be reduced to about 70 pounds if we are to make the same consumption answer our needs as is imposed upon the people of the American Republic. And it is quite possible that if the grocer takes the right attitude, and if he will advise the purchase of more light sugars at a price that will attract trade for

this line, he will enable a wider distribution of the refined sugars and relieve the continued shortage.

It must be remembered that while the crop of Cuban sugars has been a large one, the difficulty thus far of getting raws to the refineries has been great. And in view of the increasing need for shipping for war purposes it is altogether likely that there will be but little relief for some time. Raws are now in transit, of course, and there is no need to worry that there will be an immediate shortage. But it is evident from a broad survey of the situation that there will be no surplus for many weeks and months, perhaps.

Take Care of Soft Sugars

Many dealers probably become discouraged because of the fact that their soft or brown sugars congeal to an extent. These ought to be kept in a damp place, and if this is done it is stated that they will be quite as soft and saleable as when bought, even weeks before. Nearly every store has its cellar, and if so, this would solve the problem is so far as this point is concerned.

Not only is the merchant serving his own interest, but he is serving that of the country at large in urging the conservation of white and the substitution of the brown sugar.

LETTERS TO THE EDITOR

A RAP FOR THE FOOD CONTROLLER FROM PORT MEDWAY, N.S.

To the Editor of Canadian Grocer:
—I have read with a great deal of interest the different articles re price fixing in CANADIAN GROCER, and I must say that with all due respect to the Food Controller, his attempts at price fixing are a farce and will end in confusion and injury to the consumer. He seems to make a particular drive at the retailer, while the real facts of the case are that the retailer is the only man doing business who is not in any combine to fix or maintain prices, while every manufacturer and jobber or wholesaler is doing business under combine prices. No matter what line of goods the retailer attempts to buy he is met with the statement that the price is the same from Vancouver to Cape Sable. The Food Controller is asking the retail trade to-day to sell feed at a profit of 2 per cent. Now, sir, no man can do business at a profit of 2 per cent, and the result of this order will be that as soon as the retailers dispose of stocks on hand they will refuse to buy or handle feeds for a profit of 2 per cent, and the consumer will suffer again. A retailer would have to sell \$50,000 worth of feed to obtain a profit of \$1,000, which would no more than pay his taxes, insurance and interest on money invested. Thanking you, Mr. Editor, for your space.—C. C. Clements.

THAT ARISTOCRATIC GROCER'S OUTFIT

Editor Canadian Grocer.—I sometimes wonder if any of my brother merchants in harness read the column in daily papers "Horses & Carriages" and how they fare in the bargains offered, such as so and so bought an auto truck and offers an outfit that cost a short time ago \$250. The lot f.o.b. for \$90 and so on. It would be interesting to hear some accounts of purchases, so I will tell of one. I saw in a Toronto paper a covered grocery wagon less than a year old cost \$120—to go for \$28—I wrote about it and received a long description elaborating on the same, saying it belonged to an aristocratic grocer on Bloor St. who was so particular he had it washed every time mud got on it. It was painted vermilion with fine stripes. It was made by one of Toronto's best makers, etc.

Well I sent the cheque and when it came it looked like 3 years old and the paint was worn off it. It required general overhauling and instead of an aristocratic grocer's, unless he had a bakery, the name on it was W. H., cakes and pastry. I wrote the man who ran

the sales department on Bathurst Street for an explanation, but got no answer.

Would like to hear from others. It would make interesting reading for a change from food control and such.

Yours truly,
Ontario Grocer.

WHAT ABOUT THE WHOLESALERS' ENCROACHMENTS?

Editor Canadian Grocer.—"I have read your papers with considerable interest regarding profits for a retailer and all such like, but I want to tell you that the big department stores keep the profit for the small retailer down, as these big stores buy so much cheaper than the small stores and they have such an outlet for their goods that they are hardly ever caught with more goods than they can sell, while the small retailers have just a few people to sell to, and if the goods do not suit these few people then the small store cannot sell them. Also the cost of the cases, freights, and cartages are high for the small retailer. But worst of all the wholesale traveller will sell the merchant and then go and sell the merchant's customers at the same prices. When the customer comes to the merchant to buy

more he remembers what he paid the traveller for these goods in Toronto or Hamilton, but he does not count the amount he paid for freight charges, cartage and cases. He forgets that and don't want to allow the merchant any profit. My idea is that the house that sells wholesale should sell only to the retail stores, not to the boarding houses and hotels and small jobber who has three or four men working for him, and there should be a law and fine governing this point in wholesale business. Take a farmer with a threshing machine, he can buy his oil from the oil men as cheaply as the merchant can buy it. Then take the man with an automobile, he can buy his oil and gasoline as cheap as the merchant can from the oil companies. Again, take the blacksmith, he can buy as cheaply as the merchant, not only his own supplies but other goods that the same traveller sells, ammunition for instance. What is the small merchant going to live on if every one about him can buy as cheaply as he can? He has more than he can do to compete against the large stores in the city without being up against the wholesale houses.

Ontario General Merchant.

Trading in Dried Fruit Futures Banned

Food Control Department at Washington Frowns on Sale of 1918 Pack in Advance—This Will Affect Canadian Buyers—One Canadian House Favors Change

THE United States Food Control Department have issued a statement bearing on the purchasing of dried fruit. This statement reads as follows:

"Dried Fruit Futures—Pending further instructions of Food Administration, the Food Administration will regard the sale or commitment on 1918 pack of dried fruits, apples, peaches or raisins as an 'unfair practice' under the rules and regulations, and that the subject is at present under consideration at Washington."

As a very large percentage of the Canadian supply in these lines is derived from the United States this matter is of very great importance. It may have a tendency to change the manner of handling forward business in raisins and other dried fruit lines.

A large Canadian handler of these goods referring to the matter is inclined to think very favorably of the change.

"This is a very important matter, indeed," he states. "There are always parties ready to sell futures or to quote

such as speculators and so on, and this appeals to us as a very wise regulation to prevent this unnecessary profiteering, or otherwise. This should be noted, we think, as a warning to buyers, who might get into very serious difficulties by placing such orders. Speculation in futures has played havoc with the dried fruit trade ever since California came into the market, and the sooner it can be stopped the better for all legitimate trade."

FORESTALLING POSSIBLE ILL-FEELING

"Owing to the difficulties we are experiencing in our delivery and the general conditions of to-day we are unable to give the same attention to our orders as usual, and would ask to have as near as possible your orders for the morning delivery in our hands the previous afternoon and the orders for the afternoon delivery in the morning. Trusting to have your earnest co-operation,

Yours truly, W. ROWNTREE & SON,
West Toronto.

Meeting the Favored Buyer's Prices

Take Stock of Actual Facts on Both Sides—Such Action Will Help Maintain Your Mental Equilibrium

By Henry Johnson, Jr.

NEW phases of the old question of preferred costs and resulting low prices which favor the big merchant at the expense of his small competitor are suggested in the following letter:

Ontario, Dec. 1, 1917.

Editor CANADIAN GROCER:

I have been a reader of your publication for a long time, and now I want some information. I have at hand a price list from Blanks, and find them offering goods to the consumer at the same prices I pay my jobbers, even the 10 per cent. discount allowed for 15 days' payment on sugar is offered, the list price being the same.

Now tell me, if you will, how long do you think the retail game will last under such methods? My accounts with the grocery jobbers in Toronto amount to around \$4,000 every month, and they are paid every month, yet my buying power is no greater than that of my customers who send Blanks \$25 every six months.

It seems to me that if Blanks are to continue to buy on such a basis and sell at those prices, they should be compelled to go into and stick to the wholesale business exclusively—and let us little retail merchants have some chance at making a living with some dignity. As things stand now we have no argument to offer our customers but must accept tolerance on the basis of pity and sympathy—and who wants to do BUSINESS on such a basis?

Yours truly,

Certainly, I sympathize with my friend, but he wants tangible help, and I know certain fundamental facts were overlooked when he wrote that letter. Hence, I must point them out as clearly as possible by way of preliminary.

Conditions described are not new. They have existed from the beginning of merchandising. For big fellows always have bought for less than small ones. Often the big men buy practically on a brokerage basis, as cheaply as jobbers. This is a condition. It was a condition when my correspondent began to do business. He faced it as a fact then, whether he realized it or not. We must all face it as a fact now. I know of no remedy for it as things stand to-day.

The Small Merchant Lives and Prospers
Yet the small merchant does manage to live, and often prosper in spite of it. This is demonstrated by the average of three retail grocers to the thousand of population pretty generally over the country. True, many of those are hanging on by their eyelids, and some of them are losing their grip every day, but that is due to many causes—plain incompetence being a prime factor, to

mention only one thing which would undo those men in any circumstances.

Success seems to average about the same now as always. It appears to go where it is deserved. Take this merchant himself. He buys from the jobbers \$4,000 per month. If that comprised all his purchases—which I am sure it does not—it would indicate sales of fully \$5,000 per month, \$60,000 a year; and that is a very tidy business in any location away from the heart of big centres.

Here, then, it looks as if we had the answer to the first question: How long will the retail game last? Conditions being the same as formerly, there is no likelihood that retail grocers cannot continue to make money in future as they are making it now and have made it in the past.

Your Special Assets

Now what conditions are offsetting assets in your case? What are the factors which enable the small merchant thus to survive and prosper? He must enjoy some tangible advantage over the central cutter else he obviously could not endure. He does. This man does. He undoubtedly noted some of them when he opened, or bought into, his present business. Let us examine the more important of them.

He is located conveniently to his customers. He is their neighbor. They know him personally. They like him and trade with him for many reasons other than mere price.

He may deliver and he may not. He may give credit and he may not. In any event, his customers can get their goods when they want them with reasonable promptness. They do not have to travel far to reach him nor must they figure on 24 hours' time before they can get their goods.

In fact, his is the advantage of strategic position. He would be nothing much if located alongside the big cutter. But he is an important merchant, a real factor in the life of his community, located where he is.

These things are real advantages. They lose nothing by being familiar to all of us, though we get to know them so well that we forget their vital importance. That is one of our most persistent troubles. That fact is my warrant for writing them out here persistently, recurrently, in detail.

The Law and the Profits

These things go far and with striking obviousness to explain one big point that he has evidently not taken into account sufficiently: that the city cutter could not live at all, with his immense burden of overhead, if he did not reach out over

a wide area and draw trade by cut prices. Think well over this factor—the city cutter has troubles of his own, which are no less perplexing than yours because they are different in character.

In fact, those advantages of yours are so outstanding as to constitute in themselves almost, if not quite, the entire law and profits of your business; and they are always there—on the job every day, including nights and Sundays.

As for "compelling" any man to stick to any one line or division of business, really, in all kindness to you, let me say that you should not so shamefully waste your thoughts and time as to think, much less write about, such a preposterous idea. Change, growth, development, are inherent in everything. All fields of human endeavor are constantly in flux, and must remain so. Else nobody would have much liberty of action. Old-time Russia and present-day Turkey would offer opportunities preferable to the Land of Freedom in such case; for then there would be no freedom.

Disadvantages Greatly Exaggerated

Now, what prompted my friend to write? He had just read a price list of the cutter. Of course he read it carefully. The figures meant a lot to him, knowing his own laid-in costs so well. But has he any evidence that many of his customers read it with equal care? Probably only a few have read it at all. Perhaps one or two have complained to him of his higher prices. Even so, he may be sure of two things: That those who have complained are open to reason; and that the rest who have read it have mostly said to themselves: "O, it's only a penny here and there—not enough to pay me for trading so far from home. I'll stick to Brown, here at the corner."

And, O, by no means let either sympathy or pity play any part at all. Scout any such things. You live because you are a necessary factor in your community, paying your way fully and adequately. I know that because otherwise you could not sell \$5,000 and upward per month. The best "argument" is not to argue at all. Just state your case plainly. Point out, quietly, wherein you serve better than any others can do. Always be pleasant about it; sympathize with the customer's desire to buy as cheaply as possible, and mostly let it go at that. Your customers are quite capable of doing their own thinking, any other impression among thoughtless men to the contrary notwithstanding.

Beware, lastly, of making mountains out of molehills. Office systematizers are constantly meeting men who worry their heads off about difficulties which apply to two or three per cent of their

(Continued on page 31.)

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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

THE MACLEAN PUBLISHING COMPANY, Limited

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

OFFICES

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

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

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 83 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

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

PUBLISHED EVERY FRIDAY

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

Vol. XXXII. TORONTO, FEBRUARY 22, 1918 No. 8

EDITORIAL BRIEFS

"BRAZIL predicts a rise in coffee," states a news despatch. Probably it is as much of a hope as of a prediction.

* * *

"HORSE meat is delicious," says Dean W. H. Hoskins, of the N.Y. State Veterinary College. Have another helping, Dean, you are really not depriving us.

* * *

THE United States Food Department has forbidden the killing of hens and their sale for food between February 11 and April 30. The idea is, of course, to increase the production of eggs, but there is going to be some lamentation in the fried chicken belt.

* * *

THE United States Food Administration is issuing a special food pledge for boarders to aid in the conservation of food. Looking back on our boarding house days we would say that it is an unnecessary move, the boarding house lady has been getting the same results for years back without any pledge cards.

* * *

THE Food Controller states that the consumption of fish in Canada is hampered by the indifference or lack of enthusiasm of the retailer. If that is true it is a matter that the retailer may well ponder. It is known now beyond peradventure that England and

the Allies are very close to famine. The consumption of fish is one of the ways to conserve the more necessary foods. To encourage this consumption is to aid in this vital matter of feeding our Allies, to be indifferent to this business is to be indifferent to the hungry people overseas. It is hard to believe that such an indifference can exist.

* * *

IT TAKES a lot of knowing, this food control business. In Old London, Tuesday was declared a meatless day, and people were urged to eat fish. The only difficulty was that when they came to get the fish there were very few to be had. The reason? Well, you see, the good, old staunch Scotch fishermen, who supply the London market, who swear dourly at the weather all week, will not give up the kirk service on the Sabbath, and the Monday fish do not reach London till too late. The Food Controller thought they would work Sunday like other folks when their bread and butter depended on it, but he guessed wrong. Yes, it takes a lot of knowing.

WATCH YOUR CELLAR

PROBABLY some merchants in the recent thaw had reason to regret that they had not taken the necessary precautions to protect the goods stored in their cellars. These merchants and others should not let dry weather lull them into a sense of false security, there are more mild days coming, and there is still an abnormal amount of snow in the country, and flooding is likely to be a frequent occurrence. Now is the time for the merchant to protect himself against loss from the flooding of his cellar. If there is a possibility of danger, get your goods off the floor, an hour or so of work to-day may save you a serious loss to-morrow.

BY THEIR FRUITS SHALL THEY BE KNOWN

THE daily press is getting itself very much wrought up over the agitation it has apparently discovered to remove the Cost of Living Commissioner, W. F. O'Connor, to some other sphere of usefulness. They seem to think that the poor consumer would be hopelessly unprotected were it not for Mr. O'Connor. But wherein in any of his various investigations has this energetic investigator helped the public? Has the public bought anything a cent cheaper because of these various investigations? If the Cost of Living Commissioner is such an infallible gentleman, how is it that none of his charges have borne fruit is lessened costs? This muck-raking is all right if it is justified by conditions and if it leads anywhere. But to disturb public confidence and achieve no results is worse than folly. Let Mr. O'Connor produce, not reports but the goods. Then and only then will his office be justified.

Current Events in Photograph—No. 8



THE STRETCHER-BEARER IN EAST AFRICA

THE East African campaign is far afield, and has no definite associations for Canadians, therefore it is little thought of. Yet the troops in this field of action have had to overcome almost superhuman conditions, intense heat, difficulties of transportation, and unhealthy climate. In this photo are shown two of the types of stretchers used in carrying the wounded in theatre of war. The net stretcher has been found to be exceedingly light, effective and handy, and causes the minimum of suffering to the wounded.

Does M. O. House Benefit the Community?

You Have an Opinion on This Subject—You Don't Believe it Does. Why Not?—Read the Accompanying Letter and Lend a Hand in the Good Work

CANADIAN GROCER has just received the following letter from a Saskatchewan retailer:

"Editor Canadian Grocer:

"I have to uphold the retail merchants' end in the following debate and I would be thankful to you for any literature bearing on this question.

"Resolved that the mail order houses are of greater value to a community than the retail store."

In response to this appeal the following arguments are submitted. It is probable that many striking points have been missed. You merchants who have had to face this actual problem will in all probability have been faced with other aspects of the situation. Let us have your ideas. Let us have them promptly. Let us help this Saskatchewan retailer to down the mail order house in argument at least.

CANADIAN GROCER submits the following:

1. The mail order store is detrimental to the best interests of the community because it centralizes activities in one large centre at the expense of a vast number of smaller places. By so doing a few people benefit, and a great number suffer. The prosperity of the smaller communities is dependent upon the prosperity of the activities within its borders. Anything that tends away from this is opposed to the best interests of the country which is bound up with a more or less uniform development.

2. It is detrimental because it substitutes an inferior service. The local store carries a good stock that is always available. The purchaser can examine and judge of the value of the goods offered. They can purchase when goods are required and get immediate delivery, and the goods are handled in the community and the profit that is made on them is spent in the community. Where goods are purchased from the

mail order house and are not quite satisfactory, they are seldom returned and the purchaser suffers.

3. In destroying the small town, the mail order house militates against the growth of the farming community. The farmer cannot depend entirely on the M. O. house, he must have some place where his immediate needs can be supplied. The local store is therefore an absolute necessity. If a necessity it should be patronized at all times. The mail order house in curtailing the inducement to merchants to do business in the smaller towns, is limiting the inducements also for the farmer to remain on the land.

4. When money is sent to a large centre by citizens of a community, that community suffers. It does not expand as rapidly. Often it goes backward and real estate values suffer. Farms are not as valuable close to a poor business town as they are at some distance from a live town.

5. The mail order house is opposed to the interests of the community, in that it has a tendency to curtail competition. When the sale of goods purchased from small factories has become important, the M. O. house develops its own centra-

(Continued on page 41.)

Co-operation New Key-note in Business

Room for the Little Concern as Well as the Greatest Corporation — Labor and Capital in Greater Harmony for the Common Good—Co-operative Instead of Cut-throat Competition—The War Brings About the Birth of the New Spirit

Address delivered before Toronto Ad Club at Toronto, by J. G. Jones, vice-president and director of sales, Alexander Hamilton Institute, New York, N.Y.

AFTER the war the American Continent will be governed by working men, but I am not afraid of that kind of government' is what I hear Mr. Schwab said to a gathering of business men who had been his contemporaries at college.

Co-operative Basis of Government

"I don't agree with Mr. Schwab that the United States will be controlled entirely by working men after the war, but I do believe that after the war Canada, the United States, England, France, and the countries of the civilised world will be on a more co-operative basis of government. Working men, tradesmen, business men, manufacturers will all co-operate towards greater harmony. I am not saying that we won't have our troubles: I am not saying that we won't have to close down plants in certain parts of the country, but I will say that we are to have easier re-adjustment because of the new spirit of co-operation that is developing. If men like Mr. Schwab can stand up and say that they look on the future undismayed, then I say that this is because of the new spirit that is springing up for this country and the world as a result of the war."

Prussian Attack Awoke World

J. G. Jones, vice-president of the Alexander Hamilton Institute, New York, thus illustrated the force of the new spirit in business in which he believes, and which formed the subject of his address before the Toronto Ad. Club, on Tuesday, February 12. The keynote of his whole address was co-operation.

"Prior to the war" he said "there was a change coming over the sentiment of business, but it took that cruel war—the savage attack of Prussianism upon a defenceless nation—to startle the world awake to the necessity for the new spirit.

A World Asleep

"When we look back to 1914 we have got to realise that the entire world with the exception of the Central Powers seemed to be asleep. England was through with her colonisation. The British business man was making profits easily and sufficiently with so little exertion that he was asleep. A few farsighted men such as Lord Roberts, Churchill were different. They were awake to the menace of Prussianism, and gave warnings.

"We in the United States were equally asleep. None of the big corporations were awake. As regards business conscience they were practically dormant.

We passed the Sherman Anti-Trust Law to curb the operation of big interests on their old lines. That law to-day is virtually dead because we are coming to a period of co-operation, the new spirit in business which makes the Sherman law unnecessary.

Business Too Prussian

"Why did we need the Sherman law? Because there was too much Prussianism in business. It took the rude shock of the outbreak of war to make the big manufacturer and head of the big trust realise that he too was dealing in Prussian style. It took the war to waken us up to the fact that we were doing business in the German way without regard to the rights of small business.

A New Age of Business

"After this war Great Britain, and France and America will countenance small business as never before, in the co-operative spirit, the new spirit of business. We are approaching the age of co-operation. Why if you had suggested four years ago that the government should take control of the railways, what would have happened? You would have been utterly disregarded. If you had said four years ago that the factories and mills would be ordered to close down on Mondays? Don't you see that we are coming into a new age?

Awakening Conscience

"The awakening conscience of civilisation will make it a better world. Only through sacrifice could we come to realise it. Only the life of sacrifice leads to the life worth living."

That the whole scheme of the trade war Germany was carrying on throughout the world before 1914 was part of the preliminaries of the real war that broke out on August 4th of that year, Mr. Jones declared?

What Paternalism Did

Behind all this commercial preparation was what he sternly described as "damnable paternalism," the policy of the Prussian ruling caste with the Kaiser at their head. "Germany has done nothing since the war began more damnable than Germany was doing before the war in trade" declared Mr. Jones.

"If we had only had the foresight, we might have known that Prussia with her lying guise of peaceful intent was all the time preparing for the war of world conquest," he claimed.

"But none of the nations ever realised that Germany with her policy of paternalism was assiduously building up her power throughout the world. To

such an extent was she doing this with her agents everywhere, that we in the United States for long after war started did not know whom we could well trust. That I believe had a great deal to do with our staying out of the war for so long.

Breaking the Prussian Spell

"The Kaiser thought he had finished his work in South America and the United States. Backed up by that damnable paternalism science had stepped forward a long way in Germany. Why, they were so damnably cunning they had got business people in Britain believing that no dyes could be made without German skill. They were making great headway towards their Prussian ideal of world domination with the Kaiser as the right hand man of God.

"But thank God for England that rushed to the aid of little Belgium: thank God for the English colonies that stood shoulder to shoulder with her, and gave every thing they had to end this accursed paternalism of Prussia. Thank God that my own country is side by side in the battle with these countries!"

End of All Autocracy

"The banner of freedom will be unfurled, and autocracy be a thing of the past not only in Governments but in business. The atmosphere of business is becoming clarified. The employee is coming closer to the business man, his employer. From the era of competition that was almost military we come to the age of co-operation, and of co-operative competition. I think that you in Canada have gone farther ahead in this than we have so far in the United States. You have faced your losses, and learned the value of your sacrifices. We in the States will learn our lesson also, and will never forget it.

The Returned Soldier

"Our problems after the war will be industrial problems. You have some of them already. You have your soldiers coming back wounded, and I am glad to see that your government is making plans to take care of the returned soldiers. Some of these boys will have to be made over. They come back almost as helpless as children after having been through the discipline under government orders and supervision, fed, clothed, told where to go and what to do for so long, and facing such nerve testing ordeals.

Dawn of Democracy

Troubles between capital and labor

will be adjusted on a different basis from now on. The spirit of sacrifice that has awakened conscience will never brook again such conduct of business as it did before the war. I look forward to seeing a future of far more harmonious dealings between employers and employees. You in Canada have never been as money-mad as we have been in the States, but you will find that the

new spirit of business will be the spirit of give and take, the spirit of co-operation, the spirit of democracy. That is what we of the United States in this war are fighting for, the spirit of co-operation and of democracy, and that we may help bring the whole world closer together in the kindly bonds of fellowship and humanity."

method is used especially for British and American markets. Under this method the raisins are pressed out between the thumb and forefinger (called in the trade "thumbing" or "facing") in order to flatten out the raisin to improve its appearance.

The wrappers and cartons are sometimes very elaborate lithographs. Formerly Germany supplied a large portion of the paper goods and ribbon used; at present these are mainly of national manufacture.

How the Raisin is Grown

The Story of the Culture and Handling of the Spanish Muscatel With Some Suggestion as to the Reason Why the Californian Product is Gradually Supplanting it

A FEW years ago the Spanish raisin was the familiar friend of every household; indeed not so many years ago it had almost a monopoly of the market. Of late years, however, the phenomenal growth of the California industry has cut into this trade materially, has indeed supplanted it to a great extent, though there are still comparatively heavy importations of the Spanish raisin, especially of the fancy table grades, that are so prominent around the Christmas season. The general demand for a seeded raisin was one of the items that militated against the Spanish product. The Spanish muscatel did not stand seeding as did the Californian variety. It showed a most pronounced tendency to sugar and thus was not received with favor, so the seeding process was practically discontinued, leaving the market free to the California seeded product.

As everyone is more or less familiar with raisins, it will probably be of interest to outline the Spanish method of raisin culture, which does not differ materially from that of other sections.

The vines are not trained on arbors, but are pruned to form bushes that cover an area of about 1 square yard at harvest time. The vines are set out in rows 10 feet apart. During the spring and summer they are carefully cultivated and sprayed with sulphate of copper to destroy insects. The grapes begin to ripen about the 1st of August. Laborers with large flat baskets or trays gather the fruit. It is not all cut at one time, but the field is gone over periodically and only the ripe clusters are cut from the vine with scissors.

The Drying Process

In or near the grape field there is thrown up an earth terrace inclined toward the setting sun. This is divided into sections about 10 yards long and 2 yards wide, around which a low brick or stone wall is built, to protect the raisins and to support the canvas stretched over them at night or during inclement weather. The object of this slanting surface is to keep the sun constantly shining upon it. The bottoms of the drying beds are covered with fine gravel to retain the heat.

Immediately after being gathered, the grapes are spread out on the beds for exposure to the burning sun. At nightfall the raisins are covered with canvas to protect the fruit from the heavy dew, and, as stated, the canvas is also spread over them in the event of rain. There is rarely any rain in this section during May, June, July, August, and September. During the process of drying the grapes that remain green or become spoiled are carefully removed, and the clusters are turned from time to time in order that they may color uniformly. The drying process takes about three weeks, so that the first raisins of the season are ready for packing about the end of August. Heaviest shipments go forward in September.

Packing Methods and Materials

Before packing the raisins are sorted and graded. After small and imperfect raisins have been cut off the clusters are laid in boxes lined with white paper and containing usually 22 or 25 pounds of fruit. Good fruit which has become detached from clusters through shaking and raisins cut from small and irregular clusters are separated from the rejected fruit and are also packed for shipment. The boxes of raisins are then brought to Malaga by the growers for disposal to the shippers and dealers. The prices realized vary considerably according to the quality of the fruit and the quantity of the crop, also according to the condition of the industry in the other countries where raisins are produced and the general demand in the world markets.

It is estimated that one-third of the raisins exported to the United States go forward in the original packing as received from the vineyard, the boxes being opened at Malaga for inspection and to replace the paper lining by a fancy paper dressing. The rest are repacked in 1, 2, and 5 pound fancy cartons. There are two methods of packing raisins for export, the "French" and "English." The "French" method, so called from the fact that the fruit is packed according to the demands of French and Continental buyers, is to pack the raisins either in clusters or loose, just as taken from the drying beds and without manipulation or pressing. The "English"

Malaga's Foreign Trade in Raisins

This year's raisin crop is a good one in both quality and quantity. There are said to be about 1,200,000 boxes available. Prices are ruling fairly high notwithstanding import restrictions in some of the belligerent countries and difficulties in shipping. The level of prices has been maintained chiefly because of the abnormal condition of exchange. Shipments to Great Britain and France—which countries have hitherto been the largest markets—have been practically stopped by British import prohibitions and the difficulty of obtaining French permits. The growers have 75 per cent. of the crop left on their hands; but holders of fruit are looking forward to purchases for account of the British Army.

The raisin industry has declined greatly in comparison with what it was in the middle of last century.

MEETING THE FAVORED BUYER'S PRICES

(Continued from page 27.)

business and overlook the 97 to 98 per cent which goes along without trouble. To reach a similarly moderate frame of mind, look over your own sales slips, analyze them, and thereby see just how much you actually do suffer from this competition. Probably, in the long run over a series of months you will find it does not cut much figure.

Better lay yourself out to make prominent the ways in which your service offers advantages. Concentrate on displays and offerings of goods whereon you have an even deal. Fruits, for example, always attract if well arranged in neat displays, and your people can and doubtless do stand in front of your store to gossip with their neighbors, whereas those who rush past the cutter's windows are either men hurrying about their business or women who have dressed and taken half a day to go down town. You are likely to realize that you have fully as much advantage as anybody.

Meantime, note that you have given me few details to work on. If I have not met your case, or you think I have not, write me further details. State your sales, your average expenses, what you actually made last year; and other items whereon I can base a more comprehensive judgment; for I certainly want to be of real help to you—provided you find you actually need it.

Does Speculator Add to Selling Costs?

Not a Drag But an Actual Useful Factor in Distribution—What He Does, and How He Has Made His Place.

By J. H. Collins in "Printers' Ink"

EDITORIAL NOTE: For years there has been random criticism of the high cost of selling. The middleman—or more vaguely sometimes, the speculator—has been blamed.

It is reasonable to expect that in the general tightening of our national business organization for war, superfluous factors would be discarded. At least the good and the bad inherent in our business system will be mercilessly exposed.

How have the alleged superfluous agencies fared in the food field—the first to be overhauled? Take the speculator, supposed to be a creature of utter superfluity. Has he been proved indeed of no use? Has he added to the selling cost of foods, as many suppose? This article, by a worker in Mr. Hoover's organization, may throw some light on the question.

Last winter's cold storage egg deal was highly spectacular. Various gentlemen became notorious by reason of the money they made in eggs—or were supposed to have made.

Smarter under criticism, one of the "egg kings" retorted:

"You call me a speculator, and tell me what I have done is wicked. Then how about Joseph, in the Bible?" A leading question!

For speculation is rooted in the in the seasons of plenteousness, so that there will be sufficient when things are at minimum production. Somebody has to find the money to do this, and also cover the risks of price insurance. That somebody is usually called a speculator, and like the other big figure of the business world, described by as loose a term, "the middleman," there is hardly a time but somebody is energetically campaigning to eliminate him.

One of the first tasks of war, naturally, was to throw him overboard—even before the country woke to the menace of German agents, the speculator was cast into the belly of that great fish, the Food Law, there to remain until the war is over.

But is he really eliminated?

Some people believe that business under war conditions, free from speculation, will be so much better than anything we have ever known, that we shall never want to go back to the old conditions.

But elimination is a queer process.

Just the other day economists were pointing to Uncle Sam's life insurance for soldiers and sailors, showing how, by the elimination of the insurance solicitor, its cost had been brought down to seven or eight dollars a thousand. Yet, already the insurance solicitor has been found necessary to sell this protection to the fighting force. The Army itself contains officers who were formerly insurance men and they have taken pride in selling the full quota in their companies and regiments, while recently it was announced that an expert had been sent

to France to see that soldiers understood and took advantage of this cheap solicitorless insurance.

The most conspicuous suppression of speculation, of course, is that secured by the prohibition of trading in grain futures. The big grain exchanges of the country in normal times render a price insurance service. A country grain buyer contracts with farmers for wheat a month or more before the crop is harvested, offering a definite price. Or he buys wheat at the market price when farmers bring it in, holding it until he can make a large shipment. A drop of five cents a bushel in the price while he is waiting for grain, or holding it, would wipe out his profit and perhaps his business, which is conducted on slender margins. There must be some form of price insurance to protect



The above is the official Canadian Food Control emblem. Licensees under the Canadian Food Control are expected to use this emblem on their business stationery, advertising, shipping cases, etc.

him, and this he secures by selling an equal amount of grain on the nearest exchange at a price which will protect his investment, and yield him a reasonable profit. That is known as a "hedge." His sale is made to speculators—patrons of the grain exchange who believe their forecasts about the price of grain during the next few weeks warrant their betting a little money with a view to speculative profits. And these patrons, far from being the calculating city gamblers that popular fancy paints them, are very often farmers and country merchants. If the market goes against them they lose, but the grain buyer who hedged his purchases, is protected. Not one speculator in a hundred knows that he renders this service of insurance to the legitimate trade, yet it is a definite by-product of grain future operations.

The flour miller who contracts for deliveries that will keep his mill busy

for several months also uses the grain exchanges to hedge his raw materials, in normal times, buying instead of selling.

When Uncle Sam abolished trading in futures with the Food Law, he had to provide a substitute for this insurance. To-day we find Uncle Sam carrying what is probably the biggest grain hedge on record. With speculation gone, it was necessary to stabilize the price of wheat so that it should not fluctuate at any point or at any time during the crop year. A rate of \$2.20 per bushel was set upon the whole 1917 crop, based on No. 1 wheat, f.o.b. Chicago, and differentials for all grades at every big terminal market were carefully worked out, so that a bushel of wheat to-day in any part of the United States represents a value as absolute as the value of gold. Not only the grain trade had to be insured, but the grain grower. For we need large production, and that can only be secured by guaranteeing a good price. So Uncle Sam stands ready to pay \$2 a bushel at primary terminal markets for the whole 1918 crop.

Now, this insurance of the price next year is expected to give us a billion-bushel crop. If the war continues we will need all that wheat. But should the war end before Uncle Sam has a chance to close his gigantic 1918 wheat deal, world prices will undoubtedly drop. They may be cut squarely in two, for there will be fully a billion and a half bushels of wheat in other countries after the January harvests. If the world price falls to a peace time normal, and Uncle Sam cannot find a market for it, there will be a very great loss. Herbert Hoover estimates this possible loss to the Government at from \$300,000,000 to \$500,000,000 if peace comes before all the 1918 wheat is marketed—that is, until September, 1919.

In many other commodities the downright speculator—that is, the unmistakable gambler who bets surplus money on futures in commodities not ordinarily handled in his own business—furnishes the same by-product of price insurance. It is so in pig iron, cotton, coffee, provisions and other staples. Practically every commodity which lends itself to storage and standardization, and the creation of warehouse receipts for collateral, becomes material for speculation. Far from being an anti-social thing, such speculation broadens and stabilizes markets and builds up industries. Take the potato, for instance. Our 1917 crop was large and involved storage and finance problems. To give added stability, the Federal Reserve Board made potato storage receipts collateral for loans at banks. In the South, sweet potato production is being stimulated by establishing bonded warehouses in which this crop may be stored and financed with money borrowed from Federal Reserve

Banks. The pig iron market in this country suffered unreasonable price fluctuations which bore heavily upon producers until a speculative market in pig iron warrants was built up along lines followed for years in England.

To condemn the speculator in general and seek to eliminate him is easy enough so long as you do not attempt to define him, or select a definite operator in a definite trade for elimination. On the speculator in general, there is never any closed season—you are free to go gunning for him any time. But the moment you raise him out of a covert and point the gun, you will begin to have doubts and hesitate about pulling the trigger, and perhaps not pull it at all. For when he comes into plain view there are serious questions about him being the exact kind of game you originally went out to shoot.

Take the cold storage business as an illustration.

Here is an industry which practically the entire consuming public and many business men believe to be permeated with speculation, involving a real economic waste. It comes into prominence inevitably each winter when its butter and eggs, and cheese, and Christmas turkeys, are brought out for sale. We have a large city-dwelling population which does not seem to be able to understand that hens lay more eggs in summer than in winter, and that without cold storage there must be sharp fluctuations in price between those two seasons. Nor can it understand that there is a good deal of cost involved when you put eggs away for several months under artificial refrigeration and pay interest on the investment, and storage costs. But the cold storage men—or rather their customers who rent storage space—are really doing what Joseph did in Egypt. In April, when the earth brings forth by handfuls, they gather up and provide against the winter months of scarcity.

He Has a "Place in the Sun"

Decide for yourself whether this man is a speculator—he frankly says that he has his own doubts about it.

At present he is in Washington serving on the Food Administration as a volunteer, helping meet national problems in his own industry. All his life he has dealt in eggs and poultry. Over a large section of the Middle West he owns buying stations to which farmers' wives bring their eggs and chickens. Fully 90 per cent. of our egg supply comes from the average farmyard flock in such territory. If the farmer's wife found no buyers for eggs when she went to town, it would not pay to keep hens, and so production would fall off. There is no predicting what day she will come in with eggs, or what month she will decide to sell off her surplus chickens. If the experienced buyer in that field could set aside the

element of chance in both weather and farmers' wives, and purchase at certain favorable seasons of the year, when quality is best, closing up shop at other seasons, he would gladly do so. But he must be ready to purchase every day in the year, regardless of weather, and supply, and price, and furthermore, take everything the farmer's wife brings him, the tolerable eggs with the good ones, and the old hens and tough roosters in midsummer as well as the tender broilers during the cooler months. If he could count upon an exact adjustment between city demand and country supply that would help a lot, but no such adjustment is possible. Therefore, he must take the surplus of the fat months and put it away in cold storage for lean seasons. This requires money. He has to finance his holdings by borrowing at the banks, paying interest. There is no way in ordinary times of predicting what the future may bring forth in the shape of prices. One year his storage holdings will fetch a good profit and the next year a loss.

This man deals only in actual commodities, selling only to legitimate dealers who purchase to supply the consumer. Under the Food Law practically no change has been made in his methods of doing business. President Wilson defined the speculator as an operator in foodstuffs, not in any legitimate sense a producer, dealer or trader. This man is clearly a legitimate dealer, and his function is so useful and necessary in normal times that it has been continued in war. Yet there are seasons when the most straightforward conduct of his business involves something closely akin to speculation—that is, he has to put stuff away, finance his holdings, and take his chances on profits or loss on the fluctuations in price.

Speculators of Another Sort

But not all dealers in cold storage stuff are of this class. That industry has been made conspicuous the past two or three seasons by invasions of outside operators, men in other lines of business who are attracted by unusual price fluctuations in butter, eggs, poultry and cheese, and enter the market for what the English race track tout calls a "bit of a flutter." Having no trade connections to supply with these commodities, they nevertheless purchase them in blocks with a view to profit. This kind of operation is now prohibited by law. For it causes price advances, and unwarranted extortion from the consuming public, and also interferes with the legitimate distributing trade.

But even this interloper has a certain function in normal times. Under state laws cold storage warehousemen are prohibited from owning the goods that they carry in their coolers. That law was designed to protect the sanctity of the warehouse receipt, and make it good banking collateral. The warehousemen, under pressure of

competition to fill their coolers each season, must have a following of speculators who will buy the butter, and eggs, and dressed chickens as they come in, and carry them until they are sold. Very often the speculator is merely a convenience for the warehousemen, who without actually owning commodities themselves, enable their speculative patrons to carry the stuff by advances of credit as well as by offering liberal financial arrangements.

Upon such speculative patronage the cold storage industry has built itself up, and as in most other lines of business, growth and financial accommodation and facility have been secured along with certain trade evils which everyone in the business recognizes, but which the individual warehouseman has been powerless to correct. Bill Jones admits that extensions of credit to speculative operators are open to criticism. But Tom Smith and George Johnson have cold storage warehouses around the corner, and stand ready to welcome every speculative patron that Bill turns away.

War seems likely to eliminate speculation to this extent:

That recognized evils in many trades, borne individually because collective trade sentiment was not strong enough to abolish them, are now up for review in a national crisis, with a collective sentiment strong enough to overcome them. In every line business men recognize that these are unusual times, bringing precious opportunities for the correction of trade evils, and the legitimate and necessary operator in commodities means to part company with the illegitimate and unnecessary operator. In other words, Joseph is going to throw Jonah overboard.

But who is really a Jonah?

That is the question.

In all the mazes of the business structure, with the farmer and country storekeeper, who occasionally take a bit of a flutter on the Chicago Board of Trade, and the investors who buy pig iron warrants, and the dealers in perishable fruit and vegetables who turn surplus capital in quiet season to the financing of a block of cold storage eggs—where, in all this maze, of gamblers rendering a real financing and insurance service, and legitimate traders being forced at times to speculate in their own commodities—where is the line to be drawn?

The answer comes to be that the line cannot be drawn too definitely, except where Uncle Sam steps in and takes practically entire control, as with wheat.

That was an industry so large, and so vital in the war problem of both ourselves and our allies, that Uncle Sam could throw overboard both Jonah and Joseph.

Fort Frances. The fire started from an overheated furnace. The damage is estimated at \$35,000. There is \$20,000 insurance on the premises and stock.

Western Provinces

I. Mael, grocer, Edmonton, Alta., has sold out.

R. J. Emerson, grocer, Saskatoon, Sask., has sold out.

Bay Bros., Ltd., general store, Prelate, Sask., have sold out.

J. H. Morris, grocer, Edmonton, Alta., has been burnt out.

W. E. Bachmeir, general store, Prelate, Sask., has sold out.

H. N. LeBaron, general store, Barnwell, Alta., has sold out.

B. A. Shmelnitsky, general store, Dauphin, Man., has moved to Prelate, Man.

Freeman & Freeman, wholesale tobaccos, Winnipeg, Man., have suffered loss by fire.

Matthewson Bros., general store, Duval, Sask., have been succeeded by M. Essery & Co.

C. W. Simmonds, general store, Coalspur, Alta., has been succeeded by A. S. Maxwell.

Hammond & Hamilton, general store, Pense, Sask., have sold their stock to J. A. Robertson.

Wedin and Wilbrecht have dissolved partnership, A. Wedin continuing at Griffin, Sask., and F. Wilbrecht at Froude, Sask.

MONTREAL TEA IMPORTER DEAD

Peter Kearney, of the firm of Kearney Bros, tea importers, of Montreal, died at his Montreal home on Feb. 15th after an extended illness of several months. Mr. Kearney was born in County Louth, Ireland, and has been a resident of Montreal for the past 38 years. His long residence here served to permit of a wide acquaintance throughout the trade in Quebec, the New England States and Ontario.

Mr. Kearney was unmarried, Wm. Kearney, a brother, and Mrs. J. J. White, a sister, survive Mr. Kearney.

DEPARTMENTAL STORE STAGES GOOD ROADS' COMPETITION

The good roads competition for 1918 has been launched by the Robinson and MacBean departmental store, Moose Jaw, at a banquet held recently, when the reeves and councillors of municipalities surrounding Moose Jaw were in attendance. The banquet was presided over by W. F. MacBean.

OTTAWA R.M.A. ELECTS OFFICERS

Ottawa Retail Merchants' Association has unanimously elected L. N. Poulin as president, succeeding Henry Waters. Other officers elected were: first vice-president, S. McClenaghan; second vice-president, Clarke Cummings; treasurer, A. P. Johnston; secretary, B. G. Crabtree. The Association pledged its assistance to the Food Controller in the conservation of supplies.



Sergeant A. C. Manson, son of D. S. Manson, manager of the Scott Fruit Company, Ltd., Winnipeg, was recently mentioned in despatches for bravery in action. He went overseas with the 44th battalion. Sergeant Manson is one of three sons of D. S. Manson, all of whom are overseas.

WINNIPEG BUSINESS CONGRESS SUCCESSFUL

A business congress at which addresses were delivered by experts on retail problems, has been completed at Winnipeg. Frank Stockdale, the American retail merchandising expert, was one of the lecturers. G. Pryor Irwin delivered the

TO ALL OF US

"Each paper, book and magazine
Sprouts upward like a geyser
Recipes for saving things;
We're growing thin and wiser!
We salt down beans, dehydrate greens,
Store up foods like a miser;
We're going to preserve the world,
And also can the Kaiser."

closing lecture on "Cash, Credit, Collections, the Future of Your Trade." Members from outside points were guests of the McClary Mfg. Company to a theatre party. J. H. Curle, secretary of the Retail Merchants' Association, one of the promoters of the short course in merchandising, urged that the congress be made an annual event.

THE GOLDEN JUBILEE OF A WELL KNOWN HOUSE

Dupuis Freres, Ltee., the large Montreal departmental store, will celebrate its fiftieth anniversary this year, having been founded in March, 1868.

At the time of its establishment in 1868 the population of Montreal was 80,000; to-day it is nearly 700,000. Dupuis Freres was the first dry goods store to be established on St. Catherine Street, which was then sparsely inhabited. The original store barely occupied 2,000 square feet, while the present store covers over 136,000 square feet.

The celebration of its golden jubilee is naturally an event of considerable interest in commercial circles of the city.

The 700 employees of the house have subscribed a handsome sum towards the purchase of an artistic decorative fountain which will be their golden jubilee gift to the house and to Mr. J. N. Dupuis, its president.

SEVEN HOUR DAY FOR ST. THOMAS STORES

Leading merchants of St. Thomas, Ont., have agreed to open their stores

at 10 a.m. and close at 5 p.m., excepting Saturdays, when the closing hour will be 9 o'clock. This action is taken in order to conserve fuel and in carrying out the policy the merchants are asking for the co-operation of the public.

SASK. BAKERS HAVE TO CHANGE SIZE OF LOAF

The new order in council effective March 1, requiring bakers to hold licenses, necessitates Moose Jaw bakers once again changing the size of their loaves. Previous to the enforcement of the city by-law calling for one and a half pound loaves, consumers were able to obtain from 15 to 18 one pound loaves for a dollar. When the city by-law became effective the price was reduced to 12 one-pound loaves for a dollar, or 8 one and a half pound loaves. The bakers are meeting shortly to consider the new regulations.

LLOYDMINSTER, SASK., CO-OPERATIVE ASSOCIATION HOLDS ANNUAL MEETING

The annual meeting of the Lloydminster and District Agricultural Co-Operative Association was held on January 30. The merchandise department was reported to be growing rapidly, and it was announced that a new store was under consideration to be constructed in the Spring. The total turnover for the year amounted to \$248,000, the net profits being \$9,600. The association leads those in the province of Sask. in returns by about \$50,000. The sum of \$500 was voted to the Agricultural Relief of the Allies' Fund, and \$100 to the Lloydminster Red Cross Society.

LITTLE DAMAGE TO PEACH CROP

W. A. McCubbin, in charge of the field laboratory of plant pathology, at St. Catharines, Ont., after a thorough examination of conditions of the peach orchards in the Niagara district, reports that the damage from the extreme cold has been slight. "Buds," he states, "are fewer than normal, and not nearly as large or well developed. Whatever the remainder of the season may bring, the prospects so far are not at all discouraging."

New Goods Department

A new brand of cocoa is being introduced to the Canadian trade. It is known as the "Puritan" brand, and is sold in blue labelled tins, with an illustration of an early Puritan figure in the centre. The cocoa is a product of the Puritan Company, New York. The Canadian distributors are Stevens and Company, St. Nicholas Street, Montreal.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

INTEREST in the sugar situation continued to be an absorbing one during the week. Three refineries made no shipments at all during the week. A fourth refiner made light shipments, while a fifth refiner had sugar available for shipment from refineries in Ontario but railroad situation operated to keep supplies out of market. As soon as delivery can be made on sugars now being refined in Ontario relief will be given to the situation within the province.

Shipment of flour from Western Canada to Eastern points has improved slightly during the week but is still inadequate to meet the demand. There is a very active demand for cereals of all kinds but available supplies of corn and oats are not plentiful. Poor deliveries of corn from the United States and light shipments of oats from the Canadian West have operated to make available supplies of these grains lighter than needs of consumers.

Lard and shortening have been in firm market with advances recorded. Hams and bacon showed an upward tendency. Dairy butter was in strong market with considerable advances registered. Fresh-made creamery butter also showed an upward tendency. Storage eggs are pretty well cleaned out, while production of new-laid has not increased to the extent of causing lower prices. Both fish and eggs have been in excellent demand during the week on account of their suitability as a Lenten diet.

Advances have been fairly numerous during the week and comprise coffee essences, sauces, candles, clothes pegs, clothes lines, gum, soap powder, catsups, pickles. Lima beans continued in strong market. Business with wholesale houses was reported fairly good during the week.

ONTARIO MARKETS

TORONTO, Feb. 20.—The item of greatest interest at the present time is that of sugar. Very light supplies have reached the market during the week. There is an active inquiry for sugar on the part of retailers. Lima beans were also in very active market but the range of prices held steady. Price movements have all been in the upward direction and include such commodities as coffee essence, sauce, clothes-lines, candles, gum, catsups, pickles. The Food Controller has made the ruling that icing sugar in packages can no longer be put up for sale. Trade has been fairly good during the week.

Tonnage For Moving Raw Sugar Satisfactory

Toronto.

SUGAR.—Conditions for the moving of Cuban raw sugar from the island continue to be quite satisfactory. Harbor conditions at New York are improving, which will permit docking of ships. Up to Wednesday of last week the joint committee had moved or assigned tonnage for 470,000 tons of sugar and has secured the steamers necessary to bring

the total shipment from the island up to something more than 600,000 tons by the end of the present month. When these sugars are distributed a satisfactory condition should gradually be brought about and relieve the present tightness so far as supplies are concerned. There are now 192 centrals grinding on the Island of Cuba as compared with 182 last year, so that production is now pretty near the maximum. From this time forward it will simply be a question of getting the raw sugars distributed. Continued fine weather on the island is also favoring the planters in getting the cane crop harvested. Arrival of stocks in the local market were confined to light deliveries by one refiner. Supplies of sugar are reported on the way from Chatham but railway deliveries are operating to hold up delivery. As soon as the railways are able to move supplies of refined sugar in Ontario points there should be a measure of relief. Supplies of sugar in wholesalers' hands have been very light during the week. The Department of Food Controller has made the ruling that icing sugar in packages henceforth cannot be put up. This class of package sugar will accordingly disappear.

Atlantic, extra granulated	8 54
St. Lawrence, extra granulated	8 54
Acadia Sugar Refinery, extra granulated ..	8 54
Can. Sugar Refinery, extra granulated ..	8 54
Do., No. 1 yellow	8 14
Dom. Sugar Refinery, extra granulated ..	8 54
Icing sugar, barrels	8 74
Powdered, barrels	8 64

St. Lawrence and Canada Sugar differentials:—25-lb. sacks, 10c over 100-lb.; 20-lb., 15c advance; 10-lb. gunnies, 20c advance; 5-lb. gunnies, 40c advance; 5-lb. cartons, 25c advance; 2-lb. cartons, 30c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c 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.

Clothes Lines, Candles, Catsups, Pickles, Go Up

Toronto.

CLOTHESLINES, CANDLES, CATSUPS, PICKLES.—Advances have been made effective in price of cotton clothes-lines, new prices being as follows: 30-foot, \$2.15 per dozen; 40-foot, \$2.60; 48-foot, \$3.15; 60-foot, \$3.85; 72-foot, \$4.75; 100-foot, \$6.50. Dalton's coffee essence has been advanced to \$1 per dozen and 5½ oz. size to \$2.75 per dozen. H. P. sauce is now quoted at \$2.85 per dozen. Candles have been increased in price, 12's loose being quoted at 12½c to 13c per pound and in cartons at 13c to 14c per pound; 6's loose are quoted at 12c and in cartons at 12½c per pound. Clothes pegs have been advanced, being quoted at 85c per box of five gross. Spearmint and Doublemint is now quoted at 70c per box, an increase of 5c. Taylor's soap powder has been advanced to \$2.50 per case or \$2.45 in five-case lots. Catsups have been advanced as follows: Club House No. 1, \$1.80 dozen; Club House No. 2, \$2.75 dozen; Rex No. 2, \$1.40 dozen. Taylor & Pringle's pickles have been advanced in price, sour mixed 10-oz. now being quoted at \$2 per dozen, chow 10-oz. at \$2 and sweet mixed 10-oz. \$2.10 dozen. Kkovah health salts are being quoted in new sizes, No. 15 at \$17.40, No. 25 at \$27 per gross. Egg substitute is quoted at \$15 gross and Kkovah custard at \$15 per gross.

Cane Syrup Shows Lower Tendency

Toronto.

MOLASSES, SYRUPS.—There was a weaker market for cane syrup evidenced by the fact that one brand is being quoted down 70c per case. Crystal Diamond 2's are now being quoted at \$5.05 per case. This commodity is being manufactured in a lighter grade. Molasses market held steady but in firm

Better Potato Receipts; Grapes Much Higher

Montreal.

FRUITS AND VEGETABLES.—The trade is quiet this week and trading is more confined than it has been. Fruits are selling in fair quantities as there has been a freer movement of supplies from outside. Bitter oranges are in demand. Grapes are much higher and these have advanced from \$7 to \$9 in the heavy tinted variety and from \$6.50 to \$8.50 in the medium. In outside markets the prices of California navel oranges have advanced \$2 per box.

Table listing various fruits and vegetables with prices, including Bananas, Oranges, Lemons, Apples, Potatoes, and Cauliflower.

Jelly Powders, Clay Pipes And Canned Chicken Up

JELLY POWDERS, POTTED CHICKEN, Etc.—This week there have been some advances in the price of potted chicken. In cases of 48 tins the price is now \$20 against the former quotation of \$19. In dozen lots the price has advanced from \$4.85 to \$5.05. Pure Gold jelly powder is now \$1.25 per dozen against the former price of \$1.10. Clay pipes are advanced to \$1.40 from \$1.20

per gross. Ground oil cake is said to be very scarce. Chinese liquid glue has advanced 12½c per doz. to \$1.32½. Nosco onion salt is again on the market at \$1.80 per doz.

Sauces And Dressings And Salad Oils Higher

MEAT SAUCES, DRESSINGS.—The prices of several sauces and dressings have been advanced this week, and among these are American salad dressing. The large size has advanced from \$6.80 to \$8, the small from \$4.10 to \$4.50, and the picnic size from \$1.80 to \$2.50. Union salad oil, which sold at \$2.35 is now \$2.40, and Peterson's Sauce was advanced to \$1.50 from \$1.25. Castor oil is scarce, and the small-sized bottles have advanced to \$1.50 for the 2 oz., and the others about 10c per doz. all around. One jobber has advanced H. P. sauces from \$2.40 to \$2.85 per doz. Yacht Club salad dressing in the 10 oz. size is advanced from \$3.90 to \$4.30, and the picnic size from \$1.85 to \$2.10.

Advances Are Made In Kitchen Soap And Cleaner

SOAPS AND CLEANERS.—Advances have been made in the prices of Sapolio hand cleaner and of Sapolio kitchen soap. The same applies for both lines, and the former price of \$3.50 has been increased to \$3.65 per case. This follows in line with the recent advances made for soaps of other standard makes. And a very considerable advance of 50 per cent. has been made in the price of imported French castile soap, which is now selling at 34c to 37c per lb.

Dates Are Very Firm With Some New Prices

DRIED FRUITS.—There is fair movement of dried fruits. New dates are to hand and are being sold at advanced prices, from \$5.75 to \$6.50 per case. Figs are real scarce in bulk for the immediate present, although several carload lots are said to be on the way. The same might be said of bulk dates, the recent arrivals being of the package varieties. Evaporated apples are pretty scarce and the prices have firmed slightly. For the new crop of California figs one of the growers has issued prices, and these show a considerable advance over the opening prices of last year.

Table listing various dried fruits and their prices, including Currants, Dates, Figs, Prunes, and Apples.

Table listing prices for various items like 80-90s, 90-100s, Oregon, 80-40s, 40-50s, 50-60s, and notes on market shading.

Sugar Situation Tight With Some Raws Coming

SUGAR.—In some quarters it is stated that there is considerable difficulty in securing supplies of granulated, and that there is much shortage. Another quarter reports that there are fair supplies of raws coming and that customers are being supplied fairly well, all things considered.

Flour And Feed Sales Continue To Be Large

FLOUR AND FEED.—Demand for flour keeps good and there is also a continued strong demand for feeds from the country. There will be little of the patent flour anywhere, think the milling companies, after the first of the coming month, and with the average consumption that has obtained for so long this has been gauged in such a way, apparently as to prevent the accumulation of large stocks. The Graham and whole wheat grades have been moved into the list below, from the cereal list as they are selling at the same fixed price as the war standard flour. Feed oats are very scarce, and this is reflected in an advance of 2c per bushel over the prices of last week.

Table listing prices for various types of flour and feed, including War Standard, Graham and Whole Wheat Flours, and Feed oats.

DOES M. O. HOUSE BENEFIT THE COMMUNITY?

(Continued from page 19.) lized factories to manufacture them. These factories are brought into competition with smaller factories, and the latter largely eliminated. In this way the incentive of competition, which not only assures a reasonable price, but assures a quality product, is removed. 6. The local store can give as good value in most instances as the mail order house, which is evidenced by the fact that save in a few lines that are used as leaders, the average retailers' prices are on a par with those of the large institutions. For instance mail order catalogues frequently quote a low price on wall paper but make up a big profit on the border. 7. Local stores help to maintain schools, colleges and churches and other public institutions. Mail order houses do not do this except in the communities in which they are located, and consequently they do not bear their full share of the community charges. For this reason also the local store deserves patronage.

PRODUCE AND PROVISIONS

A Worth While Business Without Profit

That is How F. R. Dale, of Port Stanley, Ont., Values His Meat Department—Even if it Should Show no Profit, its Other Services Render it Worth While as a Business Builder—Increasing Sales With a Meat Cutter

IS a meat department an effective factor in building the general business of the store? "Well," replied F. R. Dale, Port Stanley, Ont., to whom the question was addressed, "if that department did not show me a cent of profit, I would still consider it a useful part of our business." Of course it does show a profit, though sometimes the profits are pared pretty fine in these days, but if it didn't it would still, I believe, return to the store services that would more than compensate for what it costs to operate.

You see it's a business builder. People may go somewhere else for their groceries, and barring the possibility of them becoming annoyed at the merchant they are dealing with, there is very little chance of you getting even a small share of that business. Now you have a meat department, those people who have never entered your store before drop in to buy meat. They may buy only meat for some time to come, but eventually they will order a few vegetables to go with it, and by degrees you are getting a portion at least of their trade. It's not so much what you make on the meat department, though that is an item, but what this department helps you to make on your grocery stocks.

Moreover the same equipment that provides for your meat department enables you to still better care for some of the lines naturally handled in the grocery store. In this way we have found it possible to improve our business in cooked and cured meats, butter, eggs, cheese, etc. You have your special department, and these things stand out. They naturally get an increased attention, and increased business results.

A Fifty Per Cent. Increase in a Year

Good equipment, too, helps to build business. For instance, about a year ago we installed one of the most modern makes of meat slicers. We had been doing what we considered a satisfactory business in these lines when we still clung to the old hand slicing methods, but since we installed that machine our business has actually increased 50 per cent. That fifty per cent. increase we figure does not cost us anything to get. What about the cost of the machine, you say? Well, look at it this way. We have experimented, and have found that with this machine one man can cut ten pounds of bacon in the time it would take another man to slice one pound by hand. Now, in these times a man's time is worth money. Moreover, that hand slicing fellow is going to slow up when he

gets toward the end of the side, and by the time he gets about an inch and a half from the end he has stopped going altogether and there is an end wasted, and the end at present prices is a sizable item. That is another item to set to the credit of the machine. Then there is the item of satisfaction. The old hand cutting method was a pretty slipshod affair, and people did not care for it much. Why, we have customers dropping in constantly during the summer months, especially when there is a large summer colony here, who know exactly the notch on the machine that gives them the thickness of meat they want. When you get people figuring things as close as that the chances are that if you do not give them the service they want that they will buy these goods elsewhere.

Well that's the way equipment helps. But to return to the reason why I believe that the butcher department is such a good investment.

No Better Advertisement Than a Crowd

People naturally like to deal at the place where others are dealing, and you can't get a better advertisement than a well filled store. Especially is that the case in a place like Port Stanley, where there is an exceedingly large summer trade. This trade, of course, as a rule,



This is the third of the series of stores owned and operated by Albert Cohen, Los Angeles, California, which are illustrated in this issue of Canadian Grocer. This store is particularly interesting because of the very strong emphasis that is laid on the meat and provision department. Instead of being relegated to some rear corner of the store, it is the outstanding feature and is given a place of utmost prominence. This department faces the customer on entering the store. The arrangement and refrigerating and display devices of this department make it possibly the most attractive spot in the whole store.

knows nothing whatever about the merchants of the town, and the first impressions that they get on their first trip to the town will probably decide where they are going to deal. With a well filled store, the natural assumption is that the store is well conducted and serves its patrons satisfactorily.

Yes a crowd is one of the best busi-

ness pullers that there is, and when you have two businesses pulling together there are apt to be some customers in your store. We had ten clerks handling the business last year in the summer time, and they were all busy.

If you can once get people into your store it is not so hard to sell them, and the meat department is certainly a most

The department has entered upon their distribution scheme under the following auspices:

They have not consulted the fishermen or fish producers, although there are close to 5,000 men and 2,000 boats involved and \$7,000,000 invested.

They have not consulted the wholesale dealers who have invested a further \$2,000,000.

They have not consulted the retail trade handling fish and numbering roughly 3,000.

They have arbitrarily fixed what is a reduced price without regard to higher and still rising costs of production, which in some cases amounts to confiscation. This is going to hamper or cut off certain production, as we have been bluntly informed by men who have sold us their fish in the past. Production, on the contrary, should be stimulated.

No survey has been made as to what charges or expenses are fair for the different branches of the trade and the services rendered.

It is proposed to duplicate existing plants which have always been and are still capable of handling the trade and thus burdening the consumer of fish with further overhead charges.

The scheme as applied to the retail store has put a premium on crooked dealing. The Department insists on their fish being sold at a certain price that allows an utterly inadequate profit. Consequently, the dealer agrees to comply, but only a small portion is sold at a regulation price and a much inflated profit taken on the balance. This is the secret of the unscrupulous dealer's anxiety to get the fish.

As this Province consumes fish produced in every part of Canada, the indirect disturbance caused is also very great.

Your administration has heretofore been regarded as fair and fearless, and we respectfully claim that before this expenditure is ratified that the whole matter should be thoroughly investigated and every branch of the fish trade represented.

As far as we know the present undertaking is violently opposed by producer, wholesaler and retailer, and we claim that they should be jointly consulted before any such radical steps are taken, which we do not believe are in the interest of the Province as a whole.

At the present time increased production is all-important, and we believe that there are several better solutions than the one proposed. We court a full enquiry into the situation.

A copy of this letter is being mailed to the Board of Trade, the Manufacturers' Association, Canadian Fishermen's Association, the Press of Toronto and the Leader of the Opposition.

THE F. T. JAMES CO., LIMITED."

Subsidizing of Ontario Fishing Scheme Criticized

Dealers Urge That They Are Being Faced with an Unjust Form of Competition, and That the Government Subsidy Results in an Unfair Presentation of the Case to the Public

THE information that the Hon. Finlay Macdiarmid, Minister of Public Works, was asking for \$200,000 to finance the Ontario Government's fish scheme has been anything but well received by the fish dealers. Not unnaturally, they feel that it is bad enough to be put into competition with the Government, without having that same government investing large sums of money to make the scheme go. There is an impression, too, that the government is hardly treating the public fairly in urging the great reduction they are making in the selling price of fish, when they are making up the deficit out of Provincial funds, an expense that must be born by the public. In other words, they feel that if this charge for operating expenses were added to the cost of procuring the fish, as it must of necessity be with the dealer, that their prices would not appear so disproportionate. The dealers feel that the methods adopted are hardly fair and equitable. The fishermen are being compelled to accept low prices for their fish, and the dealers to accept this fish on delivery, quite irrespective of its quality or condition, on pain of being refused supplies. Only a government department could adopt such high handed measures.

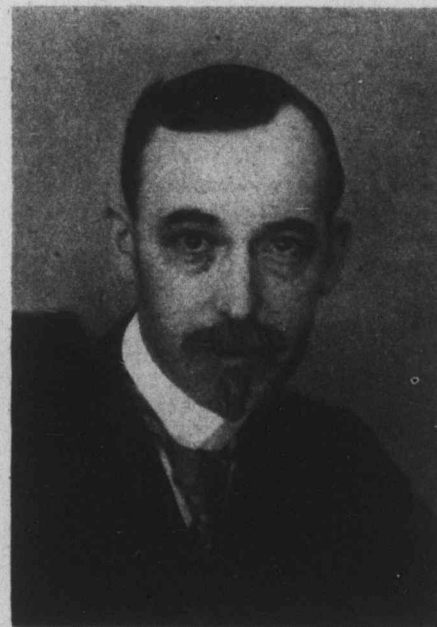
The dealers maintain that given the same favorable conditions they could procure and handle fish as economically as can the government, and the country would be spared the duplication of much of the machinery of handling.

The following letter from the F. T. James Company, Toronto, which has been addressed to Premier Hearst is a telling presentation of the case for the fish merchants.

"Dear Sir:—Quoting from the morning paper, we note that the Government are providing funds for operation of a fish distribution scheme. The Treasurer estimates a saving of five cents per pound to the people of the province on the fish consumed.

Such a grotesque and fantastic estimate forces us to defend our position and give actual figures covering our operations in the years 1913, 1914, 1915, 1916, 1917.

Average annual total expense handling 100 lbs. fish 98c



W. F. O'CONNOR

Who has been a stormy petrel to the provision trade for over a year. Mr. O'Connor's recent discoveries in eggs have not yet been verified.

Average annual total profit handling 100 lbs. fish	52c	\$1.50
Percentage of goods cost-plus-freight to sales	84%	
Percentage of income available for expense and profit	16%	100%

A casual study of these figures would indicate that we have not made exorbitant profits nor are we inefficient or wasteful, which would be quite as bad in so far as the public are concerned.

It is further noted in the press that \$31,000 are appropriated for salaries in connection with the scheme. To begin with, this item alone is one cent per pound on three million pounds of fish, and if interest on the investment in warehouse is added, it will mean one cent per pound on roughly four million pounds of fish. The salary item is grossly out of all proportion. If the other items of operating charges are in the same ratio, it will cost the people of the province far more than our costs and profit.



Jersey Farm Sausage

Dealers who aim to always push the sales of quality goods should feature this high quality sausage. It will please particular customers.

Maciver Bros. Co., Keating St., Toronto

Mince Meat

Fresh Green Apples, the Best of Dried Fruits and you have the Best Mince Meat on the Market. In these days of high prices recommend it to your customers.

F. W. FEARMAN CO.
LIMITED
HAMILTON

HELP WIN THE WAR

with
Freeman's Green Bone Cutter



By raising chickens and feeding them GREEN CUT BONE to make them lay eggs. The sale of GREEN CUT BONE is a paying proposition to thrifty merchants. The demand is large for these goods in city and country places.

BONE CUTTER ATTACHMENT fixed to a FREEMAN No. 40 CHOPPER A USEFUL store FIXTURE.

Write for Catalogue and Price List.

Manufactured by
The W. A. Freeman Co., Ltd.
Hamilton, Canada

Representatives: TORONTO 114 York St., near King D. H. H. Neill. MONTREAL 16 Notre Dame St. E.

A Satisfied Customer the Best Advertisement

We are pleased to inform you that we are simply delighted with your CANADIAN GROCER.

It is certainly most interesting, and your market reports are about as reliable as they can be. In fact, we do not see how we could do without it now, and the best proof we can give you that we really appreciate your paper is in subscribing to another one of your trade papers, HARDWARE AND METAL, which you will please send along with CANADIAN GROCER.

P. PAUL & CO.,
Duncan Station, Que.

“Products that build up and hold trade”

You, as a progressive merchant, anxious not only to *build up* trade in your locality, but to *hold it* in the face of competition, realize that the only sure way to do this is to sell goods in which you can place your confidence.

This is why so many dealers are selling **Davies Quality Products**. It's worth something to **know** that what you hand to your customers is absolutely good and reliable — and Davies Pure Food Products represent a standard of excellence which the Canadian housewife has learnt by experience she can rely upon.

That's why **Davies Products** are always good sellers. You can recommend them to your customers with confidence.

It's a pleasure to handle products of this kind—they make friends as well as customers.

Are you handling these Quality lines?

Davies Smoked Meats
Davies Sweet Pickled Meats
Davies Fresh, Smoked and Summer Sausage
Davies Pure Lard
Davies “Peerless” Shortening
Davies Fresh Meat
Davies Cooked and Roast Meats
Davies Pork and Beans
Davies Canned Meats
Davies “Peerless” Pickles
Davies Butter, Eggs and Cheese

THE **DAVIES** COMPANY
WILLIAM LIMITED

MONTREAL

TORONTO

WINNIPEG



Now Ready!

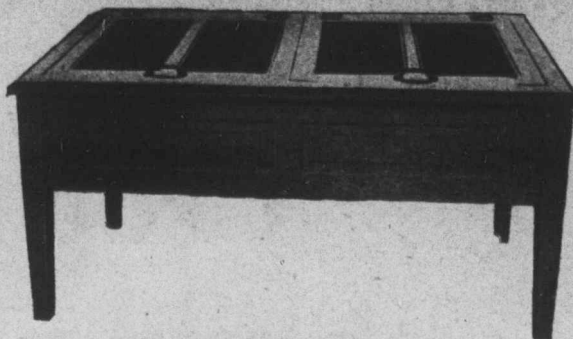
*Brunswick
Brand
Kippered
Herring*

New bright stock — the pick of the season's catch. A highly delicious line that it pays to display regularly.

Packed 4 doz. No. 1 tins to case. Order your supply to-day and replenish your stocks of the following Brunswick Brand lines. They are all very salable.

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

Connors Bros., Ltd.
BLACK'S HARBOR, N.B.



SELL MORE FISH

The demand for fish is growing.

Are you getting your proper share?

Better display will help you build your fish business—the better display that

The Arctic Fish Case

makes possible.

Let us show you what a profitable investment this Fish Case is. Ask us to send you full particulars and prices.

**JOHN HILLOCK & COMPANY,
Limited,
TORONTO**



**Every customer
will like
Indian Chief
Brand Clams**

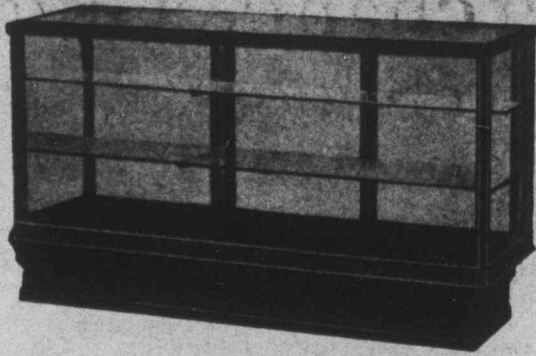
The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS
POCOLOGAN, N.B.

Do You Want to Sell It?



If so, do not hide it on a back shelf.

Get one of our Handsome Silent Salesmen which will show your goods to advantage, keep them free from dust or becoming shop soiled.

Profits you make from increased sales will pay for it in a short time.

LET US KNOW YOUR REQUIREMENTS IN STORE FIXTURES

We are at your service.

G. W. Murray Co., Limited
WINNIPEG



A First-Class Seller

is an article which sells and sells *repeatedly*, requiring the minimum of effort and time on the part of the salesman.

The best-known, the best-liked and consequently the best-selling brand of peanut butter in Canada to-day is "BOWES."

SELL IT—PROFIT BY IT.

Manufactured and Guaranteed by

THE BOWES CO., LIMITED
TORONTO

Extra Delicious and Certain to Satisfy EASTERN BRAND LOBSTERS



A line you can strongly recommend. Packed on the Magdalen Islands, in the company's sanitary factories. Attractively labelled and specially prepared for the high-class grocery trade.

Ask your wholesaler to supply you with EASTERN BRAND LOBSTER and a trial order of LOBSTER PASTE. Spreads like butter. Dandy for sandwiches.

Write for prices.

Eastern Canada Fisheries, Limited

Head Office: CORISTINE BLDG., MONTREAL

HIGH-GRADE SPECIALS IN OVERSEAS TRADE

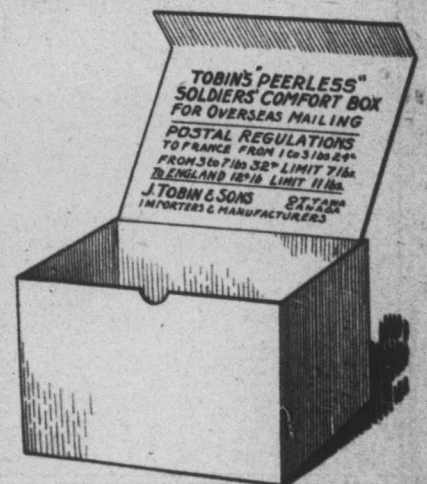
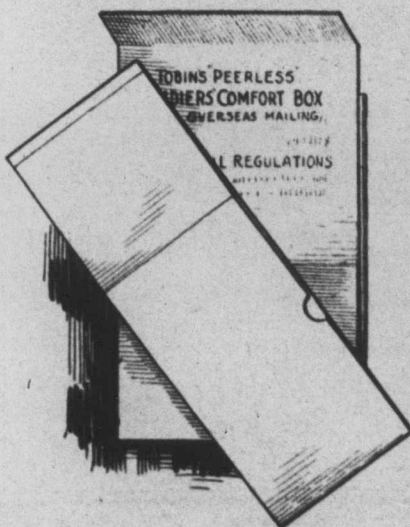
Tobin's "Peerless" Overseas Mailing Boxes, etc., etc.

FRIENDS and RELATIVES know these boxes so well that they buy them in thousands every day. They have stood the test so many times, and brought back scores of souvenirs of the battlefield, that they have become a by-word of excellence, and nothing else will do.

They are the best mailing boxes on the market. They are "TOUGH AS LEATHER — LIGHT AS A FEATHER." Strongly recommended by our postal authorities, because they are so easily packed and examined if necessary. AND — the boys get these boxes. 2 sizes, France and ENGLAND.

Are you getting any of this trade, Mr. Merchant. If not, GET BUSY and write J. TOBIN & SONS, OTTAWA, ONT. They are keenly alive to your wants or enquiries, whether by mail, phone or wire. Circular for the asking, with other trench specialties.

J. TOBIN & SONS, Ottawa, Ont.



Two General Merchants Give Three Guides To Success

Mr. General Merchant:—

In your grocery business, as you know, market news is important, and this paper you are reading—Canadian Grocer—is a valuable guide.

There's a business newspaper for your dry goods department every bit as good as you find Canadian Grocer for your grocery department. It is DRY GOODS REVIEW.

Here is a letter from a general merchant who reads Canadian Grocer as you do, and who was very glad indeed to discover DRY GOODS REVIEW.

St. Claude, Man., Jan. 16, 1918.

The MacLean Publishing Co.,
Toronto.

Gentlemen:—

I enclose herewith M.O. in payment of our year's subscription to CANADIAN GROCER and HARDWARE AND METAL, these two subscriptions having started some time ago. The other two dollars are to pay for one year's subscription to DRY GOODS REVIEW.

The fact is I have been looking for a paper of this kind for some time, but it is only a few days ago that I saw your advertisement in CANADIAN GROCER about it.

If this REVIEW is as good as the two papers above mentioned, let me tell you it is a corker. These two papers have helped me so much by the advice given in them, and also suggestions made, that the amount cannot be estimated in dollars.

M. JOBIN.

DRY GOODS REVIEW is as good as Canadian Grocer or Hardware and Metal. To the merchant buying and selling dry goods, DRY GOODS REVIEW is as valuable as Canadian Grocer is to the grocer, or Hardware and Metal to the hardwareman.

J. C. Nichol, General Merchant, Radisson, Sask., writes:

"I have been a subscriber to DRY GOODS REVIEW for over ten years and I look upon it as being absolutely essential to my business."

Your desire to see DRY GOODS REVIEW which so thoroughly meets the needs of these general merchants is your business instinct getting busy. Always act promptly on a money-making or a money-saving impulse. This one is both. Act upon it now. The lines on this coupon are your lines of action.

The Maclean Publishing Co.,
153 University Avenue, Toronto.

Send me The Dry Goods Review each month beginning with the current number. I will pay subscription price, \$2.00 per year, on receipt of bill.

Name

CG.-Feb. 22

Address

Mail in open envelope for 1c. stamp

Ford ONE-TON TRUCK

COUNTRY-WIDE interest and comment have followed the recent appearance on the market of the new Ford One-Ton truck.

It is now possible to get a serviceable commercial car of one-ton carrying capacity that also embodies the desirable qualities of Ford sturdy construction and low up-keep expense.

The Ford passenger car has proved itself the most economical and serviceable automobile in the world. And this latest Ford model differs from the standard Ford chassis only in being constructed for heavy-duty service.

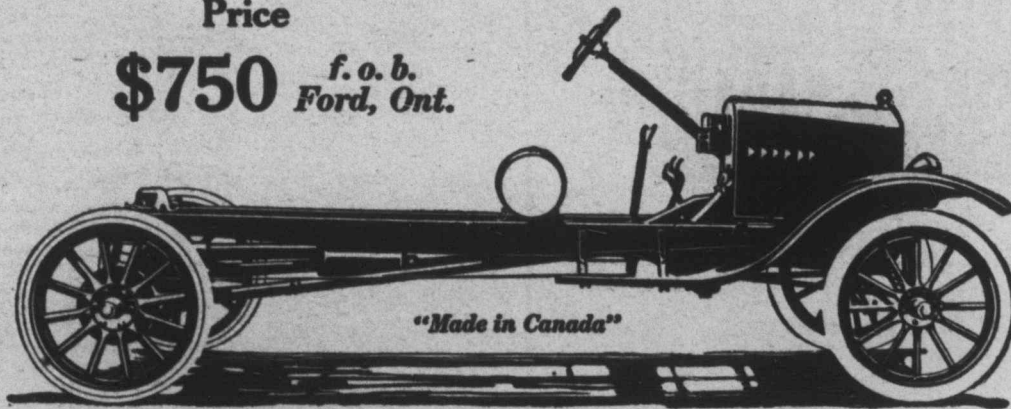
The frame is built of heavy steel, and the wheel base has been lengthened to 124 inches. A worm drive is used, and rear wheels are equipped with solid tires. Front tires are pneumatic. The standard Ford motor, transmission and ignition are embodied in the truck.

The Ford truck is supplied as a chassis only. This allows the purchaser to equip his car with any style of commercial body to suit the individual requirements of his business. It is an easy matter to get this equipment, for many of the leading body builders of Canada already have developed standard bodies of the various styles, made specially to fit the Ford truck.

Ford service has contributed in no small way to the reputation of the Ford car for day-in-and-day-out dependability. This same universally satisfactory service is available to owners of Ford trucks—an important thing to consider.

Realizing that a Ford model of the popular one-ton capacity would find immediate favor, this new truck is announced. Don't fail to see it on exhibit at the Ford service station in your town.

Price
\$750 *f. o. b.*
Ford, Ont.



See any Ford Dealer in Canada, or write for a catalog

Ford Motor Company of Canada, Limited
Ford, Ontario

Every Good Grocer

who appreciates an easy-selling, customer - pleasing product should make a point of constantly featuring our delicious

OLIVE BUTTER

When a customer once realizes the delicate, palate - tickling goodness of this line you can "bank on" selling her lots more of it. And you'll make a nice profit on every sale.

Also show our "Chicken a la King," "Chili Con Carne" and "Pure Tomato Paste." They're big sellers.

E. W. Jeffress, Limited
WALKERVILLE, ONT.



Good Housewives ask for it

Because they know from experience that "the soap in the neat red label" has no superior in wash-day cleansing service. Keep a display always before your customer's notice and profit by the "Wonderful" demand.

Try Our Crystal Soap Chips

Guelph Soap Co.
Guelph, Ontario

QUOTATIONS FOR PROPRIETARY ARTICLES
SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	\$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2 1/2-lb.	14 60
5-lb.	27 35

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

JAMS

DOMINION CANNERS, LTD.

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

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 95
Currant, Black	3 05
Plum	2 85
Pear	2 85
Peach	2 85
Raspberry, Red	3 15
Raspberry and Red Currant	2 75

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

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

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 35s, or with Sauce, 4 doz. to case	\$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1 1/2's (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2 1/2's Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.30 doz.; Family, Chili Sauce, \$2.30 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 63
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. 0 17 1/2
In cases 12-12 lb. boxes to case 0 17

COGOA AND CHOCOLATE THE COWAN CO., LTD. COCOA

Empire Breakfast Cocoa, 2 doz. in box, per doz.	\$2 45
Perfection, 1/2-lb. tins, doz.	2 45
Perfection, 1/4-lb. tins, doz.	1 85
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

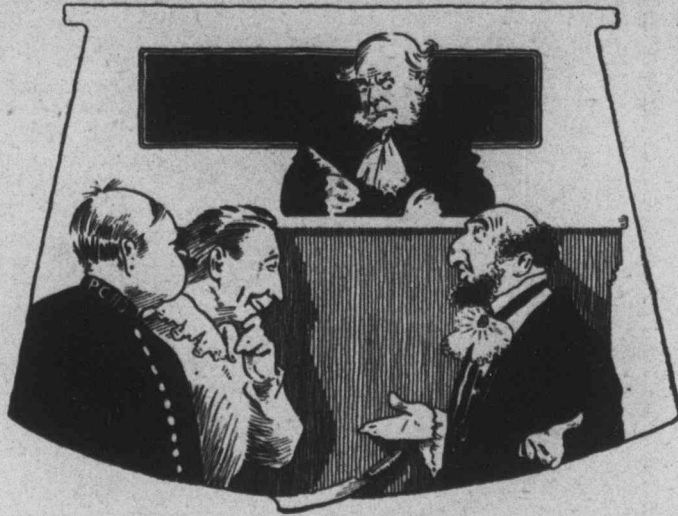
Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90

Sweet Chocolate—Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings 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 30

Chocolate Confections—Per doz.	
Maple Buds, 5-lb. boxes	\$0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates, 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 case	0 75
Almond nut bars, 24 bars, per box	0 95

Shylock lost out because

he couldn't guess
the correct
weight



*"Nay, if the Scale do turn
(but in the estimation of a
hair) thou diest, and all thy
goods are confiscate."*

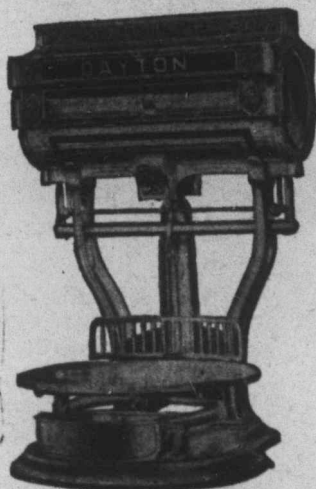
There is a lesson for all merchants in Portia's charge to Shylock. It is this—NO man can guess exactly the weight of anything.

When you attempt to cut a pound of cheese or butter or bacon, you are either going to get under or over your measure.

It's human nature for the customer to want to pay only for the 15½ ounces if the scale registers that much, but if the scale goes down sharply because of a quarter or half ounce overweight, the customer will not wish to pay for that extra weight—that is unless they *see* it registered before their eyes.

You can't get overweight so registered by an old-fashioned scale. But there is one that will do it with absolute accuracy, the

Dayton Automatic Scale



And it is the only scale you can afford to have on your counter.

People are demanding war[time] efficiency and economy; they want to pay for only the exact weight. YOU can't afford to give anything away either.

Write us to-day for our latest folders.

Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

LESLIE A. DAVIDSON, Sales Manager

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

WETHEY'S MINCE MEATS

WHETHER IN
Bulk or Cartons
ARE THE
**Best Values on the
Market**

Order from your jobber

What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

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

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

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

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

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

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

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

Delicious without milk—relieves fatigue and tired nerves.

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

CALIFORNIA FRUIT CANNERS ASSOCIATION CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can.....
No. 16 Jar.....
No. 4 Jar.....
No. 10 Can.....
YUBA BRAND
2½-quart Tall Cylinder Can...
No. 1 Pint Cylinder Can....
No. 10 Can.....
Picnic Can.....

BORDEN MILK CO., LTD.
CONDENSED MILK
Terms net 30 days
Eagle Brand, each 48 cans...\$8 75
Reindeer Brand, each 48 cans 8 45
Silver Cow, each 48 cans... 7 90
Gold Seal, Purity, each 48 cans 7 75
Mayflower Brand, each 48 cans 7 75
Challenge Clover Brand, each
48 cans 7 25

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

CONDENSED COFFEE
Reindeer Brand, "Large," each
24 cans 5 75
Reindeer Brand, "Small," each
48 cans 6 00
Regal Brand, each 24 cans... 5 40
Cocoa, Reindeer Brand, large,
each 24 cans 5 75
Reindeer Brand, small, 48 cans 6 00
**CARNATION MILK PRODUCTS
CO., LTD.**

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

EVAPORATED MILK

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

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 Gela- tine (2-qt. size), per doz... 1 85	

**W. CLARK, LIMITED
MONTREAL**

Assorted meats, 1s, *\$4.25.
Compressed Corn Beef—¼s, *\$2.90;
1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s,
*\$75.
Lunch Ham—1s, *\$4.25; 2s, \$8.
Ready Lunch Beef—1s, *\$4.25; 2s,
\$9.
English Brawn—¼s, \$2.50; 1s,
\$3.50; 2s, \$5.50.
Boneless Pigs' Feet—¼s, \$2.50; 1s,
\$3.50; 2s, \$5.50.
Roast Beef—¼s, \$2.90; 1s, \$4; 2s,
*\$8.85; 6s, \$34.75.
Boiled Beef—1s, \$4; 2s, \$8.85; 6s,
\$34.75.
Jellied Veal—¼s, \$2.90; 1s, \$4.25;
2s, \$9.
Corned Beef Hash—¼s, \$2; 1s,
\$3.50; 2s, \$5.50.
Beefsteak and Onions—¼s, \$2.90;
1s, \$4.25; 2s, \$5.50.
Cambridge Sausage, 1s, \$4; 2s, \$8.
Lamb's Tongues, ¼s.

Sliced Smoked Beef, tins, ¼s,
\$2.35; 1s, \$3.35; 6s, \$20.
Sliced Smoked Beef, glass, ¼s,
\$1.75; ½s, \$2.75; 1s, \$3.50.
Tongue, Ham and Veal Pate, ¼s,
\$1.95.

Ham and Veal Pate—¼s, \$1.95.
Potted and Devilled Meats, tins—
Beef Ham, Tongue, Veal, Game,
Beef, Meats Assorted, ¼s, 70c;
½s, \$1.35.

Potted Meats, Glass—Chicken, Ham,
Tongue, Venison, ¼s, \$2.
\$7.50; 1½s, \$12; 2s, \$15.50; 2½s,
\$17.50; 3s, \$19.00; 3½s, \$20.50;
6s, \$45.00.

Mince meat, in tins, 1s, \$2.70; 2s,
\$3.80; 5s, \$12.
In Pails, 5 lbs., 20c; 10 lbs.,
19½c; 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16½c lb.

Clark's Peanut Butter—Glass Jar,
¼, \$1.22; ½, \$1.70; 1, \$2.25.

Clark's Peanut Butter—Pails, 5
lbs., 27c; 12-lb. pails, 25c; 24-lb.
pails, 24c.

Clark's Tomato Ketchup, 3-oz.,
\$2.25; 12-oz., \$2.80; 16-oz., \$3.50.
Pork and Beans, Plain (pink label),
Talls, ind., 85c; 1s, \$1.15; 1½s,
\$1.60; 2s, \$1.75; 3s flats, \$2.45;
3c, talls, \$2.75.

Pork and Beans, Tomato Sauce,
blue label, Individuals, 95c doz.
1s, \$1.25; 1½s, \$1.85; 2s, \$2; 3s
talls, \$3.20; 3s flat, \$2.90.

Pork and Beans, Chili (red and gold
label), individuals, 95c; 1s, \$1.25;
1½s, \$1.85; 2s, tall, \$2; 3s, flat,
\$2.90.

Vegetarian Baked Beans, Tomato
Sauce, 2s, talls, \$2.

Clark's Chateau Chicken Soup,
\$1.75.

Clark's Chateau Concentrated Soups,
Vegetable, Mulligataway, Oxtail,
Scotch Broth, Mook Turtle, Con-
somme, Tomato, Mutton Broth,
Pea, Julienne, Vermicelli Tomato,
Green Pea, Celery, \$1.25.
No. 1 assorted, \$1.30; No. 2 as-
sorted, \$1.30.

Spaghetti with Tomato and Cheese,
¼s, \$1.30; 1s, \$1.75; 2s, \$2.90 doz.
Fluid Beef Cordials, 10-oz. bottles,
1 doz. per case, at \$10 per doz.;
10-oz. bottle, 55c.

Canadian Boiled Dinner, 1s, \$2.50;
2s, \$3.95.

English Plum Pudding—¼s, 1s, 2s.
Ready Lunch Veal Leaf—¼s, \$1.95;
1s, \$3.90.

Ready Lunch Beef Ham Leaf—¼s,
\$1.95; 1s, \$3.90.
Ready Lunch Beef Leaf—¼s, \$1.95;
1s, \$3.90.

Ready Lunch Assorted Leaves—¼s,
\$2.00; 1s, \$3.95.
Geneva Sausage—1s, \$4.25; 2s,
\$8.25.

Roast Mutton—1s, 2s, 6s.
Boiled Mutton—1s, 2s, 6s.

Cooked Tripe—1s, \$2.50; 2s, \$4.25.
Stewed Ox Tail—1s, \$2.50; 2s, \$4.50.
Stewed Kidney—1s, \$4.00; 2s, \$7.00.

Mixed Collops—¼s, \$2.00; 1s,
\$3.25; 2s, \$6.00.

Sausage Meat—1s, \$3.50; 2s, \$5.50.
Jellied Hocks—2s, \$2.00; 6s, \$35.00.
Irish Stew—1s, \$3.50; 2s, \$5.50.
Boneless Chicken—¼s, \$6.00; 1s,
\$9.00.

Boneless Turkey, ¼s, \$5.90; 1s,
\$8.95.

Lunch Tongue—¼s, 1s, 2s.
Tongue, Lunch—1s.

Ox Tongues, in tins, ¼s, \$3.75; 1s,
\$7.50; 1½s, \$12; 2s, \$15.50; 2½s,
\$17.50; 3s, \$19; 3½s, \$20.50; 6s,
\$45.

Chateau Brand Pork and Beans,
Tomato Sauce—Individual, \$1.10;
1s, \$1.60; 2s, \$2.30; 3s, \$3.50;
individual, 95c; 1s, \$1.50; 2s,
\$2.05; 3s, \$3.25; Plain Sauce.

Smoked Sausage, Vienna style—¼s,
\$1.95.

Pate de Foie—¼s, 65c; ½s, \$1.30.
Lunch Tongue, in glass, 1s.
Ox Tongues, glass, 1½s, \$14; 2s,
\$17.

Mince meat, in glass—1s, \$2.95.
Bricket Beef, in glass—1s.
Chicken Breasts, in glass—1s.

**COOLMAN'S OR KERN'S
MUSTARD**

	Per doz. tins
D. S. F., ¼-lb.	\$ 3 15
D. S. F., ½-lb.	4 30
D. S. F., 1-lb.	7 60
F. D., ¼-lb.	1 15

Per Jar
Durham, 1-lb. jar, each.... 6 50
Durham, 4-lb. jar, each.... 1 75

The time it takes to make a Gold Dust sale is the time it takes to reach the shelf and ring your register



MADE IN CANADA



THE H.K. FAIRBANK COMPANY LIMITED MONTREAL

Let the GOLD DUST TWINS do your work.

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont.

Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax
St. John
Quebec
Ottawa
Winnipeg
Edmonton
Lethbridge
Calgary
Fernie, B.C.
Moose Jaw
Saskatoon
Vancouver
Victoria

John Tobin & Co.
Baird & Peters.
J. B. Renaud & Co.
Provost & Allard.
The Codville Co., Ltd.
The A. Macdonald Co.
The A. Macdonald Co.
Simington Co., Ltd.
Western Canada Wholesale Co.
The Codville Co., Ltd.
The Codville Co., Ltd.
Kelly, Douglas & Co.
Kelly, Douglas & Co.



Push Marsh's!

the pure Concord Grape Juice that's growing more popular daily. It gives good profits.

The Marsh Grape Juice Company

Niagara Falls - Ontario.

MacLaren Imperial Cheese Co., Ltd.
Ontario Agents

Ross & Laflamme, Ltd.
Montreal, Que.

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

Charbonneau

*The name that stands for
Purity and Quality in
Biscuits
and
Confectionery*

Are you displaying
IMPERIAL
Maple Cream
Butter?

CHARBONNEAU LIMITED

330 Nicolet Street - MONTREAL

DISTRIBUTORS:—Ontario: C. Morris & Co., Toronto; Ottawa and District: H. D. Marshall, Ottawa; Winnipeg: The Robt. Gillespie Co., Winnipeg.

**65c. Saved on
Every Dozen Eggs**

By Using

**POPULAIRE'S
EGG POWDER**

Gives splendid results. In cakes, pudding, etc., the difference cannot be detected. Package equal to one dozen eggs costs 10c, larger sizes also.

Liberal Discounts

Imperial Co., Reg'd

645 St. Valier St. Quebec, P.Q.

JELL-O
GENESSEE PURE FOOD CO.

Assorted case, 4 dozen..	\$4 00	\$4 20
Lemon, 2 dozen	2 10	
Orange, 2 dozen	2 10	
Raspberry, 2 dozen	2 10	
Strawberry, 2 dozen	2 10	
Chocolate, 2 dozen	2 10	
Peach, 2 dozen	2 10	
Cherry, 2 dozen	2 10	
Vanilla, 2 dozen	2 10	
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.	

KLIM

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

THE CANADA STARCH CO. LTD. EDWARDSBURG BRANDS and

BRANTFORD BRANDS

Laundry Starches—	Cents
Boxes	
40 lbs. Canada Laundry....	.09½
40 lbs., 1 lb. pkg., White Gloss10
45 lbs., No. 1 White or Blue Starch, 3-lb. cartons.....	.10½
100-lb. kegs, No. 1 white..	.10
200-lb. bbls., No. 1 White..	.10
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs...	.11
48 lbs., Silver Gloss, in 6-lb. tin canisters12½
36 lbs. Silver Gloss, in 6-lb. draw lid boxes12½
100 lbs., kegs, Silver Gloss, large crystals10½
40 lbs., Benson's Enamel, (cold water), per case....	3.25
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.15
Celluloid, 45 cartons, case..	4.50
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared11
40 lbs. Canada Pure Corn..	.10
20-lb. Casco Refined Potato Flour, 1-lb. pkgs.18
(20 lb. boxes, ¼c higher, except potato flour)	

BRANTFORD STARCH
Ontario and Quebec.

Laundry Starches—	Canada Laundry	\$0 09½
Acme Gloss Starch—	1-lb. cartons, boxes of 40 lbs.	1 10
First Quality White Laundry—	3-lb. canisters, cs. of 48 lbs.	0 10½
	Barrels, 200 lbs.	0 10
	Kegs, 100 lbs.	0 10
Lily White Gloss—	1-lb. fancy carton cases, 30 lbs.	0 11
	8 in case.....	0 12½
	6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case.....	0 12½
	Kegs, extra large crystals, 100 lbs.	0 10½
Canadian Electric Starch—	Boxes containing 40 fancy pkgs., per case	3 25
Celluloid Starches—	Boxes containing 45 cartons, per case	4.50

Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. 0.10

SYRUP

THE CANADA STARCH CO. LTD. CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$4.25
2-lb. tins, 2 doz. in case....	4.65
5-lb. tins, 1 doz. in case....	5.20
10-lb. tins, ½ doz. in case..	4.95
20-lb. tins, ¼ doz. in case..	4.90

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.....	\$0.07
Half bbls., about 350 lbs....	0.07½
¼ bbls., about 175 lbs.....	0.07½
2-gal. wooden pails, 25 lbs.	2.15
3-gal. wooden pails, 28½ lbs.	3.25
5-gal. wooden pails, 65 lbs.	5.25

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case....	\$5.15
5-lb. tins, 1 doz. in case....	5.70
10-lb. tins, ½ doz. in case.	5.45
20-lb. tins, ¼ doz. in case.	5.40

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case....	\$5.05
Barrels, per 100 lbs.....	7 50
¾ barrels, per 100 lbs.....	7 75

INFANTS' FOOD

MAGOR, SON & CO. LTD.

Robinson's Patent Barley— Doz.
1 lb. \$4 00
½ lb. 2 00

Robinson's Patent Groats—
1 lb. \$4 00
½ lb. 2 00

NUGGET POLISHES Doz.

Polish, Black, Tan, Toney	
Red and Dark Brown.....	.90
Card Outfits, Black and Tan.	3.30
Metal Outfits, Black and Tan.	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED
EMPIRE BRANCH

Black Watch, 8¼s. lb.....	\$ 0 65
Bobs, ¼s	0 64
Currency, 8s	0 62
Stag Bar, 7½s, boxes 6 lbs.	0 61
Pay Roll, thick bars, 1-lb.	0 80
Pay Roll, plug, 10s and 6-lb. caddies	0 80
Shamrock 9s, ½ cads., 12 lbs., ¼ cads., 4 lbs.....	0 70
Great West Pouches, 10s, 3-lb. boxes, ½ and 1-lb. lunch boxes	0 80
Forest and Stream, tins, 12s, 2 lb. cartons	0 95
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 3 lb. cartons	0 80
Master Workman, bars, 6s, 2/3s, ½ butts, 9-lb. boxes, 3 lbs.	0 70
Derby 8¼s. ½ butts, 8¼-lb. boxes	0 70
Golden Rod, 8s.....	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Fig Leaf, 8s.....	0 64
Old Kentucky (bars), 6¼s. boxes, 6 lbs.....	0 80
Queen's Navy (bars), 6¼s. 5¼-lb. boxes	0 72
Walnut, 9c	0 70

ONIONS and CARROTS

The campaign for the greater consumption of the two above lines instituted by the Government to use up the surplus and prevent waste is having the effect of

Greater Consumption

Prices are about half last year's prices.

We have full stocks of both **Spanish** and **Domestic**.

Fresh Arrivals: Californian Cauliflowers, Celery, Boxed and Barreled Apples, Navel and Florida Oranges, Grape Fruit, etc.

WHITE & CO., LIMITED

Wholesale Distributors

Fruits and Fish

Toronto

Hamilton

Fish For Lent

Halibut, Qualla Salmon, Cohoe Salmon, Steak Cod, Herrings, Smelts, Labrador Salt Herrings, Haddies, Fillets, Ciscoes, etc.

Florida Pineapple Oranges

High Colored, Juicy, Delicious, Best Sizes.

California Celery

Extra Fancy Arriving in Fine Condition.

Apples

Rome Beauties, Spitzenberg, Winesaps, Extra Fancy Fruit in Boxes.

Starks, Baldwins, Ben Davis in Barrels.

DUNCANS LIMITED

North Bay, Sudbury, Cobalt, Timmins

FRESH ARRIVALS THIS WEEK

2 Cars Extra Fancy

Florida Oranges

1 CAR EACH

California Navels

California Celery

Florida Grape Fruit

Messina Lemons

ALL EXTRA FANCY QUALITY

HUGH WALKER & SON

GUELPH, ONTARIO

Established 1861

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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



Custard that Compels Custom

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

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

It will pay you well to display

FREEMAN'S DEVONSHIRE CUSTARD

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

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

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



INDEX TO ADVERTISERS

A		M	
Ackerman, H. W.	10	MacCallum, G. B.	11
Acadia Sugar Refining Co., Ltd.	12	Maciver Bros.	48
American Computing Co.		Mackay Co., Ltd., John	7
B		Magor, Son & Co., Ltd.	18
Bain, Donald H., Co.	9	Mann, C. A., & Co.	56
Baker, Walter, & Co.	60	Marsh Grape Juice Co.	57
Benedict, F. L.	56	Mathieu, J. L., Co.	11
Betts & Co.	Inside front cover	McCabe, J. J.	61
Borden Milk Co.	1	McCaskey Systems	16
Bowes & Co.	51	Millman, W. H., & Sons	10
J. Bowman Co.	18	Murray, Geo., & Co.	51
Bradstreets	10	N	
Bristol, Somerville & Co.	16	Nagle, H., Co.	64
Brooks Barley Food Co.	2	Norwegian Canneries	11
C		O	
Canada Maple Exchange, Ltd.	4	Onkeys	56
Canada Nut Co.	8	P	
Canadian Salt Co.	15	Paine, John B., Co.	7
Chamberlain Medicine Co.	15	Patrick, W. G., & Co.	3
Charbonneau	58	Pennock, H. P.	8
Chisholm Milling Co.	17	Perry, H. L., & Co.	8
Clark, W., Ltd.	3	Pullan, E.	56
Cockburn, F. D.	8	R	
Connors Bros.	50	Red Rose Tea Co.	17
D		Rock City Tobacco Co.	Inside back cover
Davies, Wm., Co.	49	Rose & Lafamme, Ltd.	11
Dayton Scale Co.	55	S	
Dominion Glass Co.	16	St. Lawrence Sugar Co.	Inside front cover
Duncans, Ltd.	61	Sarnia Barrel Works	56
E		Scott-Bathgate Co., Ltd.	8
Eastern Canada Fisheries	51	Shaw & Ellis	59
Eckardt, H. P., & Co.	59	Smith, E. D., & Sons	5
Edwards, W. C.	16	Spielmann Agencies	64
Elliot, W. F.	10	Spratts	Inside back cover
Egg-O Baking Powder Co.	6	Standard Lithographic Co. of Canada, Ltd.	7
El Roi-Tan Co.	10	T	
Escott, W. H., Co.	9	Tanguay, A. T., & Co.	11
F		Thompson, G. B., & Co.	9
Fairbank, N. K., Co., Ltd.	57	Tobin, J., & Co.	51
Fearman, F. W., Co.	48	Toronto Salt Works	64
Ford Motor Co.	53	Trent Mfg. Co.	56
Freeman & Shelly	11	Turton, J. E.	11
Freeman, The W. A., Co.	48	V	
Furnivall-New, Ltd.	4	Volpeek Mfg. Co.	64
G		W	
Genest, J. R.	11	Wagstaffes, Ltd.	13
Gillespie, Robert, & Co.	9	Walker, Hugh, & Son	61
Grant, C. H.	9	Washington, G. Coffee Sales.	56
Griffiths, Geo. W., & Co., Ltd.	9	Watford Mfg. Co.	62
Guelph Soap Co.	54	Watson & Truesdale	9
H		Welch Grape Juice Co.	Front cover
Hamblin-Brereton Co., Ltd.	10	Wethey, J. H., & Co.	56
Hargreaves, Canada, Ltd.	17	White & Co.	61
Heinz & Co.	57	White, F. J.	10
Hillock, John, & Co.	50	Woods, Walter, Co.	Inside back cover
Holbrooks, Ltd.	60	L	
Ho-Mayde Prod. Co.	64	Lake of the Woods Milling Co.	Back cover
I		Lalonde, A.	10
Imperial Co., Regd.	58	Lambe, W. G. A., & Co.	10
Imperial Extract Co.	2	Lemon Bros.	60
Imperial Rice Milling Co.	62	Litster Pure Food Co.	15
Independent Metal Co.	64	Loggie, Parsons	10
J			
Jeffries, E. W.	54		

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 remittances cannot be acknowledged.

BUSINESS FOR SALE

GOOD GROCERY AND MEAT BUSINESS: full stock; fine trade; splendid locality; store plate front; dwelling attached red brick; illness reasons for selling. W. A. Birdsall, 241 George St., Sarnia, Ont.

GENERAL STORE BUSINESS IN WESTERN Ontario. Good clean stock of \$6,000. Turnover last year \$20,000. Solid brick store and dwelling attached. Apply Box 280, Canadian Grocer.

FOR SALE—ESTABLISHED GROCERY BUSINESS of over forty years' standing, in good live town, population eight thousand; railway divisional point; annual turnover fifty thousand dollars; stock and fixtures seven thousand dollars; good opening for right man. Apply Box 279, Canadian Grocer, Toronto.

A GOOD GROCERY BUSINESS OF 24 YEARS' standing for sale. Stock about \$8,000; cash business last year \$24,800; dwelling in connection; stock clean and up-to-date; good country trade. Also for sale meat shop, stable and drive barn. Situated half mile from station on C.P.R. Good chance for a good live man as I am retiring. Box 282, Canadian Grocer.

GENERAL STORE BUSINESS FOR SALE— Stock about \$8,000.00. Annual cash turnover \$26,000.00. Store, storerooms, dwelling, stable, for sale \$3,000.00 or rent \$30.00 a month. Possession 1st April. A snap for someone. Box 23, Silverwater, Ont.

AGENTS WANTED

TRAVELLERS—GOOD SIDE LINE. SOLICIT from merchants accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

GOODS FOR SALE

FOR SALE AT BARGAIN—3,000 ROLLS wallpaper. Reason for selling, short of space. Good stock. Apply Box 281, Canadian Grocer.

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.

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.

HELP WANTED

WANTED — BUTCHER, MUST BE GOOD counter man and a first-class sausage maker. P. Harvey & Co., Windsor, Ont.

LINES WANTED

GROCERY TRAVELLER, WORKING EVERY store on Prince Edward Island monthly, wants side lines on commission. Apply Box 12, Charlottetown, P.E.I.

AGENCIES WANTED

WANTED AT ONCE, BY TRAVELLER WITH good connection, covering Maritime Provinces; one who can give results. Agencies on commission with reliable concerns. Box 278, Canadian Grocer, Toronto.

FIXTURES FOR SALE

A 640 ACCOUNT McCASKEY REGISTER, good as new; reasons for selling; doing cash business; will sell cheap. Dresden Hardware Co., Dresden, Ont.

FIXTURES FOR SALE COMPRISING LARGE size Eureka refrigerator, marble slab counters, grocery counters, shelves, three silent salesmen, large Christie biscuit stand, Cole electric coffee mill, tea bins, scales, etc., etc. Must be sold at once. Can be seen at Preston, Ont. Apply Metcalfe Candy Co., Kitchener, Ont.

MISCELLANEOUS

GROCERS — INCREASE YOUR PROFITS selling Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories; Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

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.

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

POSITION VACANT

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.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY,
SELECTED EGGS, OLEOMARGARINE,
CHOICE DAIRY BUTTER.

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.

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

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.

We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Western Agents
Ho-Mayde Products Co. G. & J. Jones
TORONTO WINNIPEG

SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO.
Agents Montreal

LARGEST CANADIAN DEALER

ADEL
760

WASTE
PAPER

E. PULLAN TORONTO

SPOT CASH

FOR
Tea LEAD

SHIP AT ONCE
INDEPENDENT METAL
COMPANY, Limited
175 King St. East
TORONTO
Long Distance Phone, Main 2378

OAKLEY'S KNIFE POLISH

JOHN OAKLEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:

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

Make Your Own Paper Money



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

PAPER Baler

Strongest, simplest, most efficient and easiest to operate - Full particulars from SPIELMANN AGENCIES RGD 65 St. Alexander St., Montreal.

WRITE TO-DAY

Your Questions Answered

Any information you desire on matters pertaining to the trade will be gladly furnished FREE upon application and will be answered through the columns of this paper. If you enclose a stamped, addressed envelope we will also reply direct to you. Don't hesitate to ask us. We will do our best.

CANADIAN GROCER
143-153 UNIVERSITY AVE.
TORONTO

VOL-PEEK

Mends holes in all kinds of Pots and Pans, Graniteware, Aluminum, Enamelledware, Tin, Iron, etc. Easily applied with the fingers; no tools required; article ready for use in two minutes.

A popular War Time Specialty that gives you a good profit, put up in attractive display stands.

From your wholesaler, or write us direct.

H. NAGLE & CO.
Box 2024, Montreal

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

KING GEORGE'S NAVY

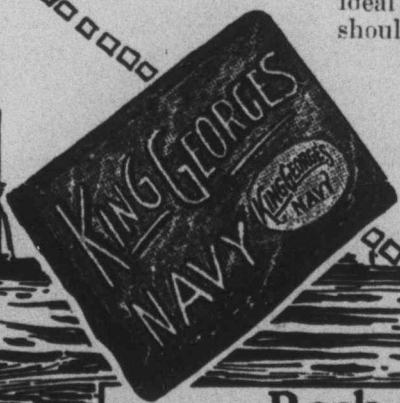
**CHEWING
TOBACCO**

wins favor from the first

The moment a man gets his tooth into a "chew" of King George's Navy he recognizes in it his ideal of what a real, good chewing tobacco should be.

That is why King George's Navy is such a sure repeater. The first purchase gives the satisfaction that brings many repeats.

Every good grocer should handle it.



Rock City Tobacco Co., Ltd.

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.

When in need of

**Wrapping Paper
Twines & Cordage**

Brooms
Brushes
Baskets

Grocers' Sundries

Walter Woods & Co.
Hamilton & Winnipeg

War Flour Good Flour

By CARO M. BROWN

Chemist—Lake of the Woods Milling, Company, Limited

IN THE interest of Food Conservation it has been proved most economical to insist upon a standard loaf of bread from all bake-shops and this is only possible when a Standard Flour is manufactured. In order to effect this standardization of flour all over Canada, the Government requires that the mills make not less than 74 per cent. flour from wheat, that is, 74 pounds of War Flour is to be made from 100 pounds of wheat. This is only very slightly more than most mills are already extracting.

Not "Graham" Flour

The slight increase of flour extracted is true flour, and not Bran or Shorts. Formerly this slight amount of flour had been allowed to go into the feeds for animal consumption, but when every grain of wheat counts as it does now, this is too extravagant a practice. There need be no apprehension as to the quality of Government Regulation flour. It is NOT "Graham," nor even so-called "Whole-wheat" flour, and it is NOT flour mixed with Bran or Shorts. It is simply pure flour as taken from the wheat berry, purified and sifted exactly as in the past; but, instead of several grades, such as FIVE ROSES, HARVEST QUEEN, LAKE-WOODS, etc., being separated, all the flour is now blended together and only one brand will be on the market.

Colour More Creamy

The War Flour has not quite the white colour of FIVE ROSES, but for all practical uses it will give identical results in baking. Flavour, texture, general appearance and nutritive value will not be impaired in any way.

Good Baking Results

Foreseeing that some regulation of this sort was imminent, we have been trying out in our laboratory recipes for Bread, Cakes and Pastry, using the new "War Flour," our idea being to ascertain if any modification of present methods should be adopted. There need be no fear that the new flour will make unpalatable bread, cake or pastry. We were more than pleased with the results, and found that for bread no variation seemed necessary.

Suggestions for Your Customers

In making pie crust and puff paste, we have obtained the best results by using slightly less water than with FIVE ROSES. The crust was flaky, crisp and well-flavored. For cake, we followed exactly the same recipe in using FIVE ROSES and the War Flour; the cake from the War Flour was equal to that from FIVE ROSES in lightness and texture, was excellent in flavour and of a rich, creamy colour.

The War Flour being rich in gluten, care should be taken in making baking-powder biscuit and pastry not to work or handle it any more than is absolutely necessary, as this toughens the gluten, resulting in a texture less tender and flaky.

LAKE OF THE WOODS MILLING COMPANY LIMITED

MONTREAL

Makers of FIVE ROSES Flour

WINNIPEG

FIVE ROSES IN KHAKI—To conserve wheat, so essential to the Allied Cause, your favorite brand is now being milled according to Government Regulation. But the name "FIVE ROSES" which, for over a quarter century, has been a positive assurance of quality, is still your protection. Users of "FIVE ROSES Government Grade" Flour are assured of the best available flour under all conditions. Fortunate possessors of the famous FIVE ROSES Cook Book can bake with the new FIVE ROSES with practically no change in their present recipes and in the certainty of excellent baking results.