

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

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No. 44

“Meatless Days are Oyster Days”

Meatless days have created an opportunity for the oyster which has been taken full advantage of by a few with results that have been very gratifying.

It is advantageous that the mind of the consumer be disabused of the idea that oysters can be served only as a stew or soup without a lot of fussing.

There has probably been no time that the power of suggestion has been afforded the latitude that it now enjoys, and suggestion, intelligently directed, has an impelling force that is difficult to calculate.

The housewife is at a loss to know what to turn to, that has a semblance of economy. Six fried oysters will satisfy the average person as their meat portion and they should run at least thirty-five to the pint.

In addition to their having a nutritive value, they are palatable and afford a pleasing change. Scalloped oysters, also, make an economical meal and are very tasty.

Do not overlook the power of suggestion.

The early season showed a considerable shrinkage in volume as compared with a year ago. Since October 15th there has been a substantial improvement to which meatless days have been a contributing factor. Quality and condition of stock are the first essentials, without these your efforts will largely represent a waste.

To obtain satisfactory results we must merit them.

Connecticut Oyster Company, Limited

“Canada’s Exclusive Oyster House”

50 Jarvis Street

- - -

TORONTO, CANADA

CANADIAN GROCER

Golden Yellows

Sometimes asked for as Soft or Brown Sugar, will for many purposes take the place of Granulated. Recommend your customers to buy our yellow sugar and help over the present difficult period in obtaining Granulated.

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



**“Most people
in your locality**

are familiar with the Borden quality reputation. Consistent Consumer Advertising has sown the seeds of heavy sales in the minds of your customers.

“An attractive window display of

**BORDEN MILK
PRODUCTS**

will help you reap bigger sales and better good-will.

“Ask your wholesaler to ship you a trial supply of Borden's. You'll like their selling qualities.”

Borden Milk Co., Limited

“Leaders of Quality”

MONTREAL

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

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

Makes Your Selling Easy



It is easy to say to the customer that an ordinary extract is "good — you better try it." But that is *not convincing*. It is far easier to state briefly the convincing facts about

Shirriff's True Vanilla

Just let them know that Shirriff's is 50% stronger than Government requirements, less is needed to give flavor; Shirriff's is made from the best vanilla bean the world produces, namely, the Mexican; the Shirriff process takes a whole year. Shirriff's has a quality reputation of more than thirty years to maintain. It is guaranteed.

You see it is easy to sell Shirriff's because the quality enables you to state convincing selling facts.

Why not order a case to-day?

Imperial Extract Co.
Toronto

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

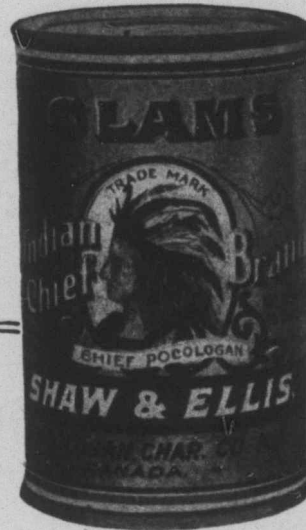
BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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



Every 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.

CLARK'S PORK & BEANS

are just as good as they ever were, and they are better to eat now because they are

ECONOMICAL



To You ,Mr. Grocer, they are also

PROFITABLE



They sell more rapidly than any other and you turn your money over oftener.

Quality and Reputation Count

W. CLARK LTD.

Clark's

MONTREAL

Your Business Prosperity is closely related to the Success of Canada's Victory Loan

YOUR business prospers because your customers,—farmers, mechanics, clerks, workmen and others—have plenty of money to spend. They have plenty of money to spend because business has been good.

And business has been good largely because of the millions upon millions of dollars spent by Great Britain for Canada's natural, agricultural and manufactured products.

But Great Britain needs credit, if she is to continue spending money in Canada. Otherwise she will buy where credit is available.

Canada's Victory Bonds are being sold to the people of Canada in order that the credits Great Britain requires may be established.

This money, loaned by the people of Canada, and re-loaned by Canada to Great Britain, will find its way back to the people of Canada.

The relation between your business prosperity and the success of Canada's Victory Loan is, therefore, very close indeed. In fact, your business cannot continue to prosper as it has been prospering, unless the issue of Canada's Victory Bonds is a complete success.

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

INVEST YOUR MONEY IN CANADA'S VICTORY BONDS

And take every opportunity to explain to your customers how necessary the success of Canada's Victory Loan is to their own, and their country's prosperity.

It is the part of wisdom to do so because of the reasons given. And it is a

patriotic duty because Canada needs money so that she may continue to provide her fighting forces with food, clothing and munitions necessary to keep on fighting shoulder to shoulder with Great Britain and the Allies until victorious peace is achieved.

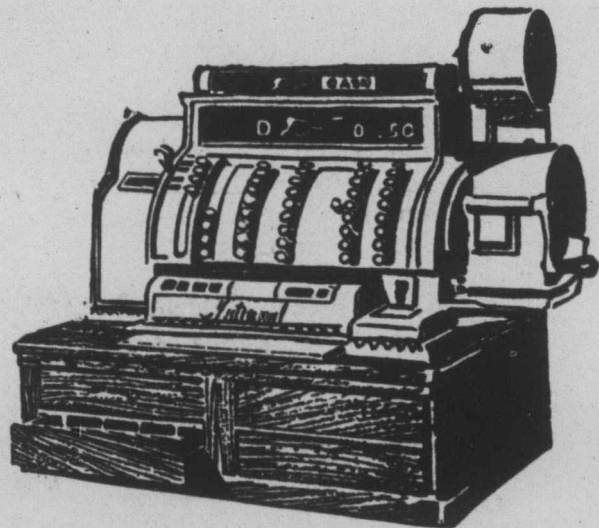
**Your Banker will help you to
BUY CANADA'S VICTORY BONDS
to the fullest possible extent.**

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

Full Profits

IN these days of narrow margins, a merchant must secure all his legitimate profits. Losses mean failure. Mistakes and carelessness cause losses. If a charge transaction of one dollar is lost or destroyed, the profit on a ten dollar sale is eaten up.

Safeguard profits. Install the National Cash Register system for protecting retail merchants. The electrically operated National Cash Register and the National Credit File are earning their way in thousands of stores to-day. Write us for full information. This request will place you under no obligation.



The National Cash Register Company

OF CANADA, LIMITED

Toronto

Ontario

Ask your wholesaler to ship
you a supply of

E. D. SMITH'S

Jams and Jellies

Share in the demand that their 100 per cent. purity and our consumer advertising have created from end to end of Canada.

E. D. S. Products are good—there are no better available. Show the following in your displays and watch them sell.

JAMS

Black Currant
Plum Peach
Gooseberry
Apricot
Blueberry



JELLIES

Red Raspberry
Red Currant
Black Currant
Crab Apple

*The E.D.S. label guarantees
100 Per Cent. Purity.*

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

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

Sun-Maid Raisins

True War-Time Food

All the great food authorities realize the food value of raisins and the fact that the use of raisins saves wheat. Millions of women have pledged themselves to food economy. They require high *food value* in dishes of all kinds. Raisins give *added* food value to every dish in which they are used. They give added flavor as well.

Suggest Sun-Maid Seedless Raisins

For Corn Bread
For Boiled Rice
For Bread Pudding
For Corn Meal Mush
For All War-time Dishes

Sun-Maid Raisins

There are three varieties of SUN-MAID RAISINS—Seeded, seedless and clusters—and you should have them all in stock. Prepare NOW to supply the demand which our advertising and the general movement toward food conservation are creating in every section of the country.

Sun-Maid Seedless Raisins

FREE—Sample packages of SUN-MAID Seedless raisins in every case. Let your patrons try these raisins with your compliments and find how good they are—and how valuable an addition to the daily fare. Raisins give zest to even the plainest dishes.

Get Ready for Big Demand

Our Powerful Advertising, in the leading magazines will be read by millions of women who are seeking wheat-saving suggestions. They will be impressed with the value of raisins. A raisin display JUST NOW will attract attention to your store. It will sell more raisins—increase your volume and profits.

Your jobber can supply you—right now.

California Associated Raisin Co.

Membership 8000 Growers
Fresno, Cal.



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.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING

CAR DISTRIBUTING

COLD STORAGE

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

KINDLY MENTION THIS
PAPER WHEN WRITING
ADVERTISERS



Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. East

WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

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

G. B. Thompson & Co.
Wholesale Commission Brokers and Commission Agents
We can handle a few more good lines. Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898

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

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.

Est. 1907. Write us.
Correspondence Solicited.

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

Trackage
Storage
Distri-
bution

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

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

If you have any
POTATOES

to offer in car lots, tele-
phone, wire or write me
full particulars re price,
quality and quantity.

FRED J. WHITE

Board of Trade
Fruit Broker and Distributor
Toronto, Ontario

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers
KITCHENER WINNIPEG CALGARY

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

**W. G. PATRICK & CO.
Limited**

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

**W. G. A. LAMBE & CO.
TORONTO**

Established 1885

SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

Special Offerings in
Raisins Teas
Beans Split Peas

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

More Lines Wanted

Commission agent located in the
North Country is open to look after
several good lines for manufactur-
ers and wholesalers.

I cover the territory from Sudbury
to Hearst and also the Porcupine
District.

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

TO
**Manufacturers'
Agents**

Manufacturers are
always looking for
aggressive brok-
ers to represent
them. Keep your
name and territory
covered to the
front, thus im-
pressing them with
your aggressive-
ness. This direc-
tory is the right
place to have your
card.

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

Canadian Grocer
143-153 University Ave.
TORONTO

**EL ROI-TAN PERFECT
CIGAR**

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,

MONTREAL TORONTO

OPEN FOR AGENCY FOR THE CITY OF MONTREAL

Complete Trade Connection.
Reference—Home Bank of Canada.

JOHN E. TURTON

55 St. Frs. Xavier St. Montreal
Phone Main 2628

ALFRED T. TANGUAY & CO.

17 St. James Street
QUEBEC CITY

Specialty, Beans and Corn

Commission, Grain, Etc.

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

Buyers and Sellers of

All Kinds of Grains and
Seeds

Denault Grain and Provision Co.
LIMITED

SHERBROOKE, P.Q.

We solicit correspondence
with

Manufacturers
Shippers
Packers
Producers

C. B. HART, Reg.

Wholesale Grocery & Merchandise
Brokers

489 St. Paul Street W., Montreal

BEANS AND PEAS

We buy and sell. References Bank of Montreal.

Universal Importing Co.
BROKERS

St. Nicholas Bld. Montreal

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.

Extra Money

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

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

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

The MacLean Publishing Co., Limited

143-153 University Avenue

Toronto, Canada

Growing in popularity

SIMCOE PORK and BEANS

The growing strength of the food conservation campaign is creating an added demand for SIMCOE PORK AND BEANS—the economical, nourishing substitute for high-priced meats.

*Get well stocked and suggest
SIMCOE BRAND to every
housewife.*



Dominion Cannery, Limited
HAMILTON, CANADA

Good Position for Experienced Grocery Buyer

We have an opening for an aggressive young man, familiar with the buying details of a grocery store. All the better if you have had ad-writing experience. Write, stating your experience and enclose samples of ad-writing to

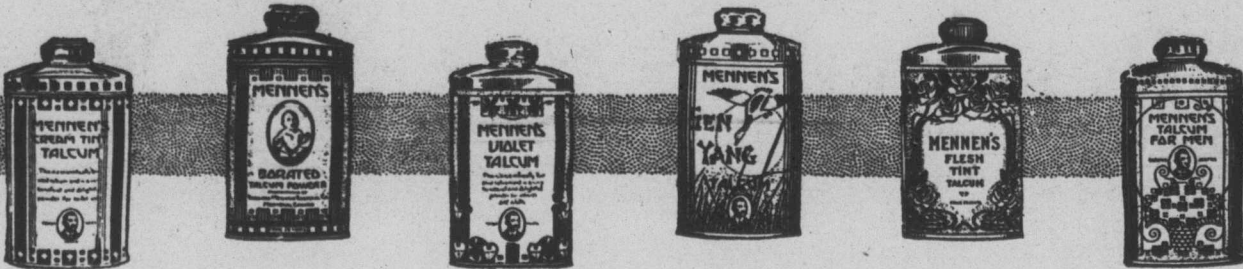
Box 261, Canadian Grocer

143-153 UNIVERSITY AVENUE

TORONTO, ONTARIO

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

The Winter Season also Means a Big Demand for Mennen's



The Mennen List is an all-the-year line—essential to comfort and appearance, Summer or Winter. No one wishes to feel or appear ill-kempt, whatever the season.

So this means more Mennen's—Talcums, Shaving Cream and so on. Do you realize this fact to your profit? There is no reason why *you* should not have this business. Keep your shelves well stocked—give some counter or window display—and mention



**SUGGEST
MENNEN'S TALCUMS
FOR
CHRISTMAS
PARCELS**

MENNEN'S

Its easy sale is partly due to the nation-wide advertising we are doing. It is putting trade right into your hands—all you have to do is to close on it! Then we have three very attractive window trims—Talcum Powder, Shaving Cream and a Combination. Any one or all will be shipped on request.

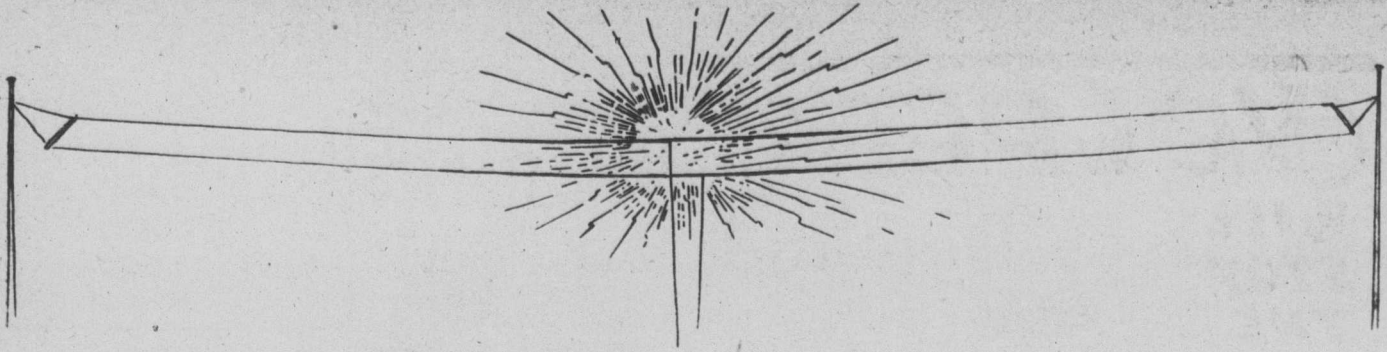
Write for New Mennen Price List. Abnormal conditions in raw material markets have made necessary a readjustment of the Mennen Price List. Write for the new one just issued.

Canadian Agents:

Harold F. Ritchie & Co., Limited
Toronto, Ontario

Mennen's Products are "Made in Canada" by
G. Mennen Chemical Company, Montreal, Que.

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



Responding to the call

IT is logical that the more select business men who read of your wants the greater chance you have of getting them supplied. Send out your S.O.S. call by a condensed ad in CANADIAN GROCER—the paper most interested in your business. It will be heard from the Atlantic to the Pacific.

THOUSANDS of the best grocers in Canada subscribe to and read CANADIAN GROCER every week. These grocers have PROGRESS as their motto, and they are living up to it. Consequently they must watch every avenue that is likely to contain opportunities for them, and the WANT AD PAGE is one of the avenues.

THIS Want Ad Page is open to you to voice your wants effectually and economically. Why not take advantage of it whenever you are in need of something?

The following list will perhaps suggest a few of your needs:

| | |
|--------------------------|--------------------------------|
| Position Wanted | Store Fixtures For Sale |
| Position Vacant | To Buy Store Fixtures |
| Business For Sale | Goods For Sale |
| To Buy Business | To Buy Goods |
| Agents Wanted | Salesman Wanted |
| Agencies Wanted | Miscellaneous |

You would like to know what it is going to cost. Well, here is how it figures out:

2c per word first insertion and 1c per word for each subsequent insertion. 5c extra if you wish your replies directed to a Box Number in our care. Payable in advance.

SEND IN YOUR WANT AD TO-DAY

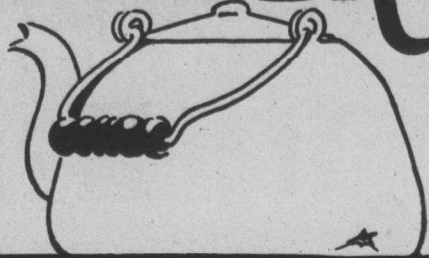
Canadian Grocer

143-153 University Avenue

Toronto

VOLPEEK

**WILL
STOP
THE
LEAK**



VOLPEEK is the most practical and economical method on the market to-day for mending holes in all kinds of pots and pans, graniteware, aluminum, tinware, etc., etc.

It is like a stiff putty. Easily applied with the fingers. Requires no tools. Repairs the article quickly, neatly, permanently, and is sanitary, as food cannot lodge under mend. Costs only 1/2c for each mend.

There is a good market in your town for VOLPEEK, One of our attractive 3-color stands; on your counter [will yield you] an extra profit each month that you have not been getting in the past. Take advantage of this to-day.

Price of Display Stand containing 44 packages \$3.60—Retails for \$6.60.

Display Stand containing 1 dozen packages cost \$1.20.

Send your order to-day to your wholesaler or direct to us.

VOLPEEK MANUFACTURING COMPANY
P.O. BOX 2024 - Montreal, Que.



Sell Babbitts

—The line of Quality and Quantity

Sizeable Tins —
Proven Quality —
that's the Babbitt
selling combination.

Show a stock of Babbitt's Cleanser always and you'll get quick money-making sales and well-pleased customers.

PREMIUMS FOR TRADE-MARKS.

General Representatives
for Canada

WM. H. DUNN, LTD.
MONTREAL

Dunn-Hortop, Limited, Special Agents, Toronto

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
Fernald, 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.

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**

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 & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.**



Increase your profits

by displaying and recommending the original Concord Grape Juice,

Marsh's

Marsh's always satisfies. Five-case lots or more prepaid to any point in Ontario or Quebec.

The Marsh Grape Juice Company

Niagara Falls - Ontario

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

Rose & Laflamme, Ltd.
Montreal, Que.

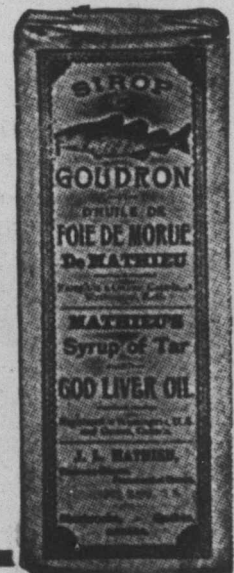


You will find these two well worth featuring


A little display of **MATHIEU'S NERVINE POWDERS** and **MATHIEU'S SYRUP OF TAR AND COD LIVER OIL** in your show case or on your counter will win you much additional profit. Both can be honestly recommended for guaranteed goodness and quick results.

J. L. Mathieu Co.

PROPRIETORS
SHERBROOKE - QUEBEC



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



**The Reliable
Salt**

The Salt that your customers know is always just right.

Fine, even grain—full of savour—and pure as purity itself.

This is why practically every home in Canada uses Windsor Table Salt. Of course, you sell

**Windsor
Table
Salt**
Made in Canada
THE CANADIAN SALT CO. LIMITED

BROKERS

We want live Brokers in every city in Canada to sell our line of

BISCUITS
CHOCOLATES
CONFECTIONERY

IMPERIAL
MAPLE CREAM
BUTTER

IMPERIAL and SUNSHINE
TABLE SYRUP

Charbonneau, Limited

Office and Factory:

330 Nicolet Street, MONTREAL

Telephones La Salle 2279-2788.

Let Canadian Grocer—the paper most interested in your business—help you in your Want Ad. Problems.

Its circulation is among Business Men, interested in the same way as you are. Consequently, any replies you received would be earnest enquiries after business. You would thus eliminate the curious.

Use the Want Ad. Page of Canadian Grocer frequently to fill your needs. It will pay you.

A Sales Getting Customer Reminder

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

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



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Mr. Grocer,

Are you satisfying your customers? Are you increasing your sales?

The up-to-date and thrifty housewife of to-day is demanding that all glass packages of food products be sealed with Anchor Caps.

The largest packers of high-class products are sealing their jars with Anchor Caps, because the contents are protected against mold and other contamination, because there are no leakers and because the appearance of the package far outclasses any other on the market.

Insist on all glass packages being sealed with Anchor Caps and watch your sales increase.

Anchor Cap & Closure Corporation
OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovercourt Road
TORONTO, ONTARIO

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, NOVEMBER 2, 1917

No. 44

Mr. Hanna Puts Faith in Housewife

Candidly States His Disbelief in the Evidence Adduced to Prove That Bulk Goods Are Available For All—Will Promise no Mitigations of the Operation of Order—Merchants Must Accept the Disturbed State of Affairs and be Satisfied, is His Dictum.

TIME and time again, Mr. Hanna reiterated the statement that he believed that bulk goods were not obtainable from the majority of merchants, because of the evidence he had obtained from this or that housewife, or this or that woman's club. Time and time again, he was faced with the direct statement of wholesaler and retailer and traveller, that the great majority of merchants actually did handle all these goods referred to in the order-in-council in bulk, always to meet it with the simple and direct statement that he didn't believe it. The evidence of the housewife to Mr. Hanna was evidently beyond a challenge or criticism, while the statement of those thoroughly conversant with the trade were scarcely honored with a courteous attention.

This at least would be the impression that most observers who were present on Saturday at the meeting between the Food Controller and the representatives of the manufacturers, wholesalers and retailers, interested in the cereal order-in-council in Toronto would have gained.

The Decision Already Fixed

Mr. Hanna came to the meeting evidently with his mind made up on the point and with a fixed decision to see only one side of the case. He left the meeting with that resolution apparently unshaken. Where any evidence was produced that would seem to run contrary to his preconceived theories, he met it with a terse denial.

Where Mr. Hanna Rests His Case

Early in the course of the meeting Mr. Hanna outlined his position.

"We have been preaching substitution," he said, "and the complaint of the women is, 'why talk such foolishness? You ask us to buy brown bread flour, and the grocer hasn't got it. He gives us a highly lithographed package, that costs more than the white flour we are asked to save.'

"Now this is the condition," said Mr.

Hanna, "and this is the condition we are going to remedy."

It was just at this juncture that Mr. Hanna turned aside from the matter under discussion to make the startling statements regarding sugar noted on another page of this issue.

When the discussion on the main question was resumed, Mr. McDonald, of the Quaker Oats Company, stated that it had always been optional with the consumer whether they purchased in package or in bulk. According to the experience of the firm he represented less than 5 per cent. of the trade did not carry these goods in bulk. The consumer had not made his case to the grocer he urged, when they stated that they could not get these goods in bulk. Pound for pound, his company sold more bulk rolled oats to the trade than package oats. True less cornmeal was sold that way, but it was in every case optional with the grocer.

H. C. Beckett then took up the case. "We are wholesalers he stated and we handle every cereal in bulk that is usually handled that way, and our experience with our customers is that they all keep goods in bulk and package as well."

"Probably you are right," interjected Mr. Hanna. "but it is not the general experience of the women."

Question the Value of the Evidence

"I doubt if the statements of these women could be substantiated," retorted Mr. Beckett. "Have you made any effort to do so?"

"Not personally," replied Mr. Hanna. "I have other things to do. We have made some investigations, though, and have found that the statements were correct. Naturally these investigations were made in the neighborhood of the capital."

"A good many of these foods cannot be sold in bulk," continued Mr. Beckett. "Corn flakes for instance will not keep unless put up in air tight packages. If your idea is to conserve wheat, then an order that prohibits the sale of corn

flakes in packages would have the very opposite effect. It would compel people to turn to something else. The consumption of corn meal is practically a negligible quantity, and if the idea is to conserve wheat then people should be induced to eat corn, in any form that they preferred, rather than have these goods prohibited.

"I might state here," interjected Mr. Hanna, "that I have appointed a committee on which there will be a representative of the manufacturing interests, and the wholesale interests, who will take up such cases as you mention and deal with them individually."

Will Not Unnecessarily Disturb Business

We are not out to knock or unnecessarily disturb business, but we are out to meet conditions that we find in the minds of people, that are detrimental to this idea of saving. There will be an interim that will be disturbing, that will be a matter of considerable anxiety. You will have to bear with that. But we hope that we will reach a satisfactory adjustment.

One merchant urged the extra expense that this change would mean to the retailers. "Yes," I believe you," replied Mr. Hanna, "but that is one of the things that cannot be helped."

Mr. McIntosh, of the Battle Creek Toasted Corn Flakes Company, urged that it was impossible to sell their product in bulk without a loss of 25 per cent. They had also large stores of corn that had to be processed, or become a waste. The public, he urged, were anxious to know what was going to be done, whether they were going to be permitted to manufacture or not.

"I can't tell you anything to-day," was Mr. Hanna's only response.

Dr. Jackson of the Roman Meal Company urged that merchants were refusing to receive their goods because they did not know if they would be permitted to sell them. "It's a vital question with the manufacturer," he urged.

"I don't doubt that what you say is correct, but I can give you no information on that point."

"We have forty thousand bushels of corn on hand," urged another manufacturer. "What are we to do with it?"

"I know where you can sell it," retorted Mr. Hanna.

"It is partially processed," was the reply.

"In that case I can't help you," said Mr. Hanna. "I can give you no information at this time on the point you raise."

No Intention of Closing Plants

"Is it the intention of the order to shut these plants?" asked Mr. Nettles, of the Postum Cereal Company.

"It is not," was the terse and emphatic response.

"What about our products?" asked Mr. Ruddy, of the Canada Starch Co. "You can't sell corn starch in bulk; it is too volatile; it would be everywhere. You can't sell corn syrup in bulk; we've tried it. It's too bulky, and a broken barrel in a car will ruin a whole carload of freight. It is mostly sold to the lumber camps, and the tin pail is the most satisfactory method. It is all manufactured from imported corn, too, so that to take action against these products is to force people to turn to other goods."

"Those are points that the committee will consider," replied Mr. Hanna. "Do you think we haven't considered these matters? They were all considered before the order was put in force."

Mr. Hanna Disagrees

D. W. Clark urged that very few customers were asking for bulk goods; 90 per cent. of the trade was asking for goods in packages.

"I don't believe that," retorted the Food Controller, "our investigations have proved otherwise."

"Yes, and some of the women who are writing to you are coming to us and asking for package goods."

"Remember," Mr. Hanna continued, "that I do not doubt that the condition you note may be true in your case, but I doubt that it is general. The evidence that I have is to the contrary."

Mr. McDonald suggested that an advertising campaign urging the use of bulk goods might be of service in bringing them to the consumer's attention.

"We have been advertising," replied the Food Controller, "but we have heard time and time again that these goods cannot be obtained in bulk. That is the reason for the order."

Mr. Dowson urged that he had endeavored to establish a demand for war bread among his customers, but had found it to be an impossibility.

"How often does this condition happen?" asked Mr. Hanna. "I tried to get brown flour from my grocer. I could get it, but it cost me more than white flour." Some retailers urged that there was a very limited sale of these goods, and that the margin between the price of this flour and the white was very little, and that it was reasonable that there should be little difference in price.

"In normal times," retorted Mr. Hanna, "I would have a good deal of sympathy

with that viewpoint, but these are not normal times, and it comes to the place where the merchant who buys for less must also sell for less and even push these goods."

Further argument of a somewhat similar nature failed to shake Mr. Hanna's steady policy of giving the trade no inkling of any situation that would enable them to continue business on the old basis.

Repeated requests for the definite setting of a time wherein manufacturers would be permitted to produce their goods under the old conditions, with a guarantee of being able to dispose of them, were ignored by the Food Controller. He stood by the letter of the Order-in-Council, and except for the statement that there was no attempt to put any manufacturer off the market, and that there was the possibility of manufacturers who could prove that their package entailed no extra costs against the product being licensed, he absolutely refused to commit himself. "If you will permit me," he said, "I will go away without saying anything. I would either say too little or too much. Rest assured, however, that there will be some business brains engaged in the consideration of these problems."

In the meeting that preceded this conference with the Food Controller there were a variety of points raised. Hugh Blain, the chairman of the meeting, after outlining the reasons for calling them together, threw the gathering open for a general discussion.

Mr. Smye thought that it was not helping the public to give them goods contaminated with all manner of dust and germs, and it ought to be possible to prove that there was no saving to be obtained.

Advertising Thrown Away

Mr. McDonald, of the Quaker Oats Co., stated that the British Government was urging them to give them all the package goods possible. The cost of the packages, he admitted, cannot be as cheap as the bulk goods, but to do away with the value of the advertising is to do away with the identity of the goods. Manufacturers cannot afford to advertise bulk goods, yet it is this very advertising, he urged, that had increased the sale of these goods and had helped to conserve other goods. To do away with this would be to bring about the opposite condition.

E. C. Nettles, of the Postum Cereal Co., presented the case of his company. They had established a Canadian factory seven years ago, he stated, at the instance of the Canadian. In all that time not a cent had been taken out of that enterprise, every dollar of profit that had been made had been put back into the business to improve the plant. It would be a very unfair deal, he thought, if in the face of this fact they were practically forced from the market. The cost of carton and waxed paper represented a cost of 7½c a dozen. That was not a waste. It was a protection for the goods. If the product were sold in bulk it would not be fit for use.

Mr. Beckett thought that it might be

well for Mr. Hanna before he issued orders of this kind to consult the trade, who are familiar with conditions, and who are as willing as he to do everything in their power to aid in any way.

Mr. Hanna's activities had been a long way from aiding the situation. He limited the sale of canned goods, and as a result there were higher prices, because the farmers in many instances broke their contracts with the canneries in order to get the fancy figures being paid for fresh goods.

In the case of sugar everything was going well until he made his statement that there was a shortage, then there followed a regular panic and the sugar situation actually did become serious.

Mr. Hartop thought that the Food Controller should assure the retailer that he would have an opportunity to dispose of his goods; at present they were refusing shipments of goods already contracted for. This left large supplies on the manufacturers' hands, and it would certainly result in no saving if these had to be dumped.

There are three million breakfasts supplied by package goods cereals, said another speaker. How could the bulk mills, who were already working about up to their capacity, meet this demand if these goods were forbidden?

To all of which questions, as will be seen by the foregoing account, the Food Controller actually answered nothing.

RETAILER'S RESPONSIBILITY Grocers Fined for Selling Canned Milk Which is Below Standard—Should a Grocer Open and Test Every Con- signment of Canned Milk He Handles?

The question of the retail grocer's responsibility to his customers and the laws of the land as regards foodstuffs is sharply emphasized by the case of two Montreal retail grocers who have found themselves liable to a fine of \$25.00 for having for sale and selling canned milk which has been found by the authorities to be only two per cent. below the standard proportion of butter fat content. One grocer who had stocked only a single case of the canned milk in question sold the two last cans to the food inspector without imagining that there was anything the matter with them. His surprise was great when he found himself fined for the defects of the milk which he had never seen, and could not have tested except by opening a can. The question comes up "Should grocers open and test every can of foodstuff they sell?" since they are held responsible for the contents.

SEPTEMBER EXCISE REVENUE

Income from inland revenue during September totalled \$2,385,820.17, as compared with \$2,237,619.95 during September of last year. Tobacco brought in \$1,094,572, and cigars \$64,499; spirits, \$920,168; malt liquor, \$4,753; malt, \$142,056. The total for excise alone was \$2,250,336.74.



The attractive Xmas display of Ruppel & Co., Elmira, Ontario, one of the contestants in the Window Dressing Contest. A simple but effective display featuring nuts in bulk, package raisins and dates, canned fruits, olives and candy. A general line of Christmas dainties. Note the price card.

Hanna Complicates Sugar Situation

Prophecies Very Serious Situation, and Hints at Fixed Prices—Claims There Has been no Raw Sugar Brought Into Canada Since Oct. 4—This Statement Hardly Borne Out by Facts—Something on the Actual Situation.

WHEN Mr. Hanna at a meeting called to discuss the cereal order-in-council, carried the war into Africa, by attacking the merchants assembled on the sugar question, he made a statement that not a ton of raw sugar had come into this country since October 4 and that there would not be any coming he was not quite speaking according to the facts. One large refinery, that had ceased producing because of shortage of raws, has again begun operating, and another, which had temporarily withdrawn from the market, is once more offering sugar for sale. These facts hardly square with the Food Controller's statement. It is known too that all the refineries have been and still are receiving supplies of raws. Early this last week one refinery made a purchase of 3,000 tons of raw sugar, still another refinery purchased 6,000 tons since the date mentioned. The situation is surely serious enough without erroneous statements being made to aggravate it.

In speaking to the merchants Mr. Hanna burst out into the following tirade,

when the question of sugar had not even been hinted at.

"I don't know how much or how little you know about the sugar situation, but if you are making the mistake of thinking that the situation is not a real situation, if you think that it is not all that you are warned against and more, then you are ill advised.

"The retailer who allows a customer more than 5 or 10 pounds of sugar is not well posted on the situation. Early January will see relief, but from now till then there is not enough sugar to go round. Not a ton of sugar has come into this country since October 4, and there will be none. Only the other day we had to cancel the shipment of 11 cars of sugar on their way to Newfoundland. We did not want to do so, but it was necessary.

"This does not mean an increase in price. The sugar has not cost you more. If then there is a move in that direction there will be a move by my department in another direction.

"We are up against a situation where

sugar is the first place where the lightning will strike, and it will probably strike before Christmas.

"It is necessary that this information should be put across, and you are the people who should be able to put it across, and make it unnecessary for the lightning to strike."

Some such statement was made by the Food Controller before a woman's club in Montreal some time ago, and induced such a panic of buying that it almost produced the very situation referred to. As a matter of fact, there is more sugar in the country than probably there has ever been before at this time; true it is cached by unscrupulous householders, but if it had not been for such statements as that quoted above, there would have been no hoarding, and no thought of any seriousness in the sugar situation. An instance was noted only a day or so ago of a professional man in Hamilton, who boasted proudly that he had twenty bags of sugar stored away. Enough sugar to do that family for two

years. That's why there is a fear of a scarcity.

As a matter of fact however the Food Controller has had less justification for the statement made above than for his former outburst on the subject. The actual situation in the sugar market is very considerably better than it was some few weeks ago. For one thing this year's beet sugar crop is just coming on the market. This crop of Canadian grown sugar will total this year at a conservative estimate 20,000,000 pounds, and will be available immediately. That is one factor. The other is a general easing of the situation in the United States. The deal whereby 200,000,000 pounds of Louisiana sugar has just been sold to the American Sugar Refining Company and will go to offset the expected shortage in the North-eastern States will have its effect. This large purchase will not directly affect Canada, because the whole amount was apportioned by International Committee to the United States. However inasmuch as it will supply this territory and prevent the growth of any feeling of panic from that source it will be an advantage to this country.

The fact that the situation is easing in the United States is shown by the modification of the embargo against the manufacture of confectionery. Instead of a hard and fast prohibition, these manu-

facturers are now permitted to operate up to 50 per cent. of their normal output.

In addition to these facts there are 35,000,000 pounds of refined sugar in storage in New York, the property of neutral governments which these governments have offered to turn over to the sugar commission at the purchase price 8½c. The commission is holding out for a lower price. This sugar however is available at any time, and would be in itself sufficient to meet any of the difficulties which are facing Canadian sugar interests to-day.

With regard to the Cuban situation, early indications are of a very favorable nature, and there are indications that if everything is favorable to the greatly increased crop, that there may be a total output of 4,000,000 tons for the coming season.

While all this is true, there is no intention of minimizing the seriousness of the situation. If the demand is kept within normal limits everything will be well, but if hoarding is permitted, and panicky buying is encouraged, then the situation will be serious indeed. It is a matter of curbing the demand, only so can matters be regulated to satisfactorily meet the situation. The refinery is in the same position as a bank, facing a run. They must both be able to meet the demands, if they are able to do so

confidence is sooner or later restored, but the inability, even a temporary inability, to meet the demands, mean only further demands.

Mr. Hanna was right, inasmuch as he laid the burden of saving the situation on the retail merchant. He is the only one who can meet the situation without unduly disturbing the public confidence. He can outline the actual situation, see that his customers buy only according to their regular needs, and can see that they buy a fair proportion of brown sugars, that are in more plentiful supply than the granulated grades.

In confirmation of the rather optimistic tone of the foregoing article, it might be noted that just as CANADIAN GROCER goes to press one large refinery announces a reduction of 10c a hundred on sugar, and promises further reductions from time to time. The officials of this company make the statement that there has been sufficient raw sugar contracted for to meet the normal requirements of Canada if hoarding and speculation are eliminated. This is the best answer that has yet been given to the Food Controller's excited statements.

However the trade may disagree with the general trend of Mr. Hanna's statement, they can agree with him that the men of the retail trade are the men who can "put the information across," and save the situation.

Opinions on Package Goods Embargo

Everyone Interested, and a Variety of Opinion—The Consensus of Opinion Favors the Belief That the Order is Ill Advised, and Will Mean no Saving of Goods, and no Conservation of Supplies.

IN raising the question of package goods, as opposed to bulk, the Food Controller has certainly got the attention of every merchant in the country. There are no neutrals, everyone favors one side or the other; but the bulk of opinion is most markedly in favor of the packaged article. During the past week CANADIAN GROCER has made some further enquiries regarding the matter. We quote below some of the opinions expressed:

J. L. Hewson, of Oakville, is an outstanding champion of the package method of selling. "This package law," he stated, "is a small spot to strike, when the people have been expecting something real, something helpful, something that they would actually feel in their pockets."

"This new rule will entail the greatest hardship on the grocer," thought B. H. Walsh, of Oakville. "It will entail the necessity of extra help, when help is scarce and the storekeeper already overworked. The packages," he continued, "are all a help to cleanliness and assure the customer that they will get a sanitary product."

J. B. Mitchell of Oakville, while he could see no particular objection to the elimination of packages in the case of oatmeal and similar goods, was convinced that it would be impossible to handle certain breakfast foods without cartons. **An Energetic Champion of Bulk Goods**

The bulk method of handling has a most outspoken champion in A. G. Bain, Hamilton.

"It is all nonsense," said Mr. Bain, "to say that these breakfast foods are a necessity at all. In a number of prominent instances the container costs more than the food contents, and in some cases it would be difficult to say just which has the greater actual weight—the package or the food. If people would weigh the breakfast food and calculate just how much they are paying per pound for these fancy pictures, they would be astonished. Customers come in here continually and pay thirty cents for a two pound package of a staple breakfast cereal, when I can supply them with an equally good and equally tasty article at three pounds for twenty-five cents. In fact, it is said that the proprietors of the package concerned do

not mill a pound of grain a year, simply taking bulk goods bought by the ton, and enclosing them in their patented package. The people would be better in health and richer in pocket if they would eat the old fashioned oatmeal porridge, rather than this new fangled stuff."

"But what about these oatmeal products? are they not sold in special packages which protect them from contamination, and make their handling more sanitary?" Mr. Bain was asked.

"Yes, I've heard that too," was the reply, "but there's a lot of nonsense in the claim. The grocery business has changed in the last twenty-five years, and oatmeal in sacks is not left standing about in a back room in close proximity to piles of codfish, barrels of coal-oil and molasses. Those old play grounds of rats and mice, and even more active forms of life are almost completely a thing of the past. The grocer can have a continuously fresh supply by a system of small orders delivered at short intervals. The buyer can, if he wishes, place an order for a large amount and have it delivered in small lots, thus insuring fresh goods from the mill for his customers. The

expensive package is eliminated, with all the heavy added cost of putting it up."

"But doesn't your paper bag and string cost you something? and don't you have a great deal of added labor in putting it up?"

"That is true, but our bag and string is a very small item, and you can buy a lot of them for the price of one of these pretty cartons, and as for the extra cost of help in packaging, we could meet that readily with the better profit on bulk goods."

"Do you mean to say that you, the retailer, besides selling the goods so much more cheaply to the consumer, and packaging them yourself, would make more money?"

"I most certainly do. There is so little profit to the retailer on these fad breakfast foods that we would be vastly better off the other way. The manufacturers fix the price at which these goods are to be sold to the public. They advertise their price far and wide and create a demand for the article. Then the retailer gets it from the jobber at a fixed price, leaving in many instances a margin between cost and selling which does not even cover the percentage which it costs to do business. You won't find any

grocer who can take holidays on the fancy profit they make out of fancy package cereals."

Danger of Loss To Retailer

R. H. Lamont, of Lamont & Steadman, Kentville, N.S., voices another objection to the order-in-council, viz., the wastage that will result from the fact that merchants will not be able to dispose of their goods within the limit of the time set, and, although the limit of time has now been advanced a month, this contention is none the less true. Mr. Lamont states "It is claimed that this is done in order eliminate waste and no doubt the department of food control is sincere in its claim. I must claim, however, that the opposite will result from such an order: I can perhaps best illustrate it by stating our own position in the matter.

"We have a retail business of about six thousand dollars per month. Our sales of package rolled oats amount to about four cases per month. In order to buy right we have been ordering about ten cases at a time. At present we have seven or eight on hand and ten cases en route, not anticipating this action on the part of the government, as above stated. If we are not allowed to sell after Dec.

1 we will probably have twelve or thirteen cases on hand, which after six months will be of no value for human food. Will not this be causing waste rather than eliminating it?

"Would it not be better to stop the manufacture and importation at a given date, allowing the wholesaler and retailer to dispose of stocks on hand, rather than have it grow old awaiting removal of the order?"

"Stopping manufacture and importation eventually must stop wholesale and retail sales because, when none are made or imported, none can be wholesaled or retailed.

"I have referred to one line of cereals only, while we handle dozens of the lines to which the same argument would apply."

Foolish and Futile Legislation

"Foolish and futile," is the way Jas. Dobson of Bronte described the new order in council. It was at best only doing a very small thing when there were many big things to be done.

Mr. Bamford, of Hicks and Bamford, Burlington, Ont., makes a strong protest against the law. It is sprung on the trade and public alike without warning.



A Timely Display for this Season of the Year.

he states. It will be of no practical help to the consumer, and will certainly impose a burden on the grocer. It is not likely, he believes either to assist in conservation or reduce the cost of the cereals to the public.

Spencer Smith of Burlington, while not opposed to the law, claims that the time for cleaning up the package goods is far too short. He believes that he can make more money on the bulk goods, and save his customer's money. This however does not apply to all varieties, as some of these goods he admits could not be sold in bulk.

The Hardship to the Necessarily Small Buyer

Girvin and Robinson, Queen Street West, Toronto, who are located in an apartment house section, outline some of the difficulties that would arise in serving such a trade.

Small packages of flour they have found to be the most desirable for their trade. Bags cost the miller even less than they do the grocer, so there is no saving to be gained in this direction. Customers in small houses or apartments, they urge, would not be able to use the 20-pound bag of flour the 3½ and 5-pound package were the attractive sizes for these buyers. While they could see no particular objection to doing away with oatmeal cartons, they urged the impossibility of handling many varieties of breakfast food in any other form.

Will Reduce the Sales of Flour

That doing away with the small package will reduce the sale of flour, is the

opinion of J. Anderson, Queen Street West, Toronto. Mr. Anderson thinks that the package way is the best way of handling these goods, but he considers that the packages are in many cases too expensive, and that the manufacturer should co-operate in reducing these prices. Breakfast foods, he believed, could not be handled economically in any other way than in packages.

W. R. McGaw stated that he had purchased a large supply of package goods, that could not be disposed of in the given period. What, he wished to know, would happen to them, and where would be the saving if he was forbidden to sell these goods, and they became a complete waste?

Wm. Forster, who has stores on both Roncesvalles Ave. and Queen Street, Toronto, believes that oats should be sold in 7 and 10 pound bags. He believes too that flour will be sold more easily and economically if put up in small packages at the mills. He does not believe that there will be any conservation achieved, or any actual saving to the consumer by permitting only bulk or 20 pound packages.

F. S. Burgess, Roncesvalles Ave., is quite contented with the change. He has no objection to handling flour or any other goods in bulk. Breakfast foods were a small trade with him, and did not influence his opinion.

Will Raise Cost to Consumer

That the new law will raise the cost to the consumer, is the contention of R. A. Dutton, Roncesvalles Ave. Labor

is hard to procure and high in price, packaging is now done by machinery at low cost. The Food Controller was the grocer's best friend according to Mr. Dutton, and the reason given was that whenever the Food Controller touched a product it advanced in price. That he claimed had been the invariable result so far.

Allan Snyder, Roncesvalles Ave., is strongly opposed to new law. It is especially bad, he believes, as regards flour. Loss of packages would make more work for already overworked grocer and cost to consumer will be higher. The grocer does big work for the community when he keeps a clean sanitary store and this at present means hard work with low profit.

Public Demands Packages

Mrs. K. Shier, Roncesvalles Ave.: Finds the public complaining of new rule. Great objection to bulk goods. People demand packages.

R. N. Dowsley, Roncesvalles Ave., has been in business 20 years and contends that he can sell goods now as in old days when packages were unknown and at a better living profit.

Donald Nicolson, Roncesvalles Ave., favors promoting sale of bulk goods but thinks it would be impossible to handle the modern breakfast foods in bulk.

No Saving to the Public

M. L. Charles, Roncesvalles Ave., believes that the new law will result in no saving to the public. Handling bulk goods in small packages made by grocer (Continued on page 34.)

CANADIAN GROCER,
153 University Avenue,
Toronto.

IS MR. HANNA RIGHT OR WRONG?

MR. HANNA states that grocers do not handle cereals in bulk. He claims that he has many letters to prove that when the housekeeper goes to the grocery store to buy Graham flour or cornmeal, she is told that the grocer does not carry it, or is handed a brightly lithographed package, that actually costs more than white flour. Mr. Grocer! Is this true? Will you help us to find out? Will you answer these questions? Tear off this coupon, and mail to us promptly. Let us know the truth in this matter.

Do you handle in bulk, White Flour?.....Graham Flour?..... Cornmeal?.....
Whole Wheat?..... Rolled Oats?..... Rice?.....

Do you handle these same goods in packages?.....

Do your customers demand goods in bulk or in packages?..... What proportion of each do you sell?.....

What is your opinion of the new regulation of the Food Controller with regard to package or bulk cereals?.....
.....
.....

Name.....
Address.....

Many Businesses Wrecked by Details

Meeting To-day's Competition—Frank Stockdale, Merchandising Authority, Tells of the Problems of the Retailer and of the Dangers From Without and Within His Business That Face Him—The All-importance of Management.

Frank Stockdale, Advisory Councillor of the United Advertising Clubs, and one of the foremost authorities on Retail Merchandizing Problems is at present delivering a series of four lectures in Toronto. The First of these Lectures with the General Problem of "How to Meet To-day's Competition" is reproduced in brief herewith, because we believe that some of the points raised are points of the most vital import to every merchant at all times, but especially under the trying conditions of the present time.—Editor's Note.

"ONE of the earliest and most important problems with which we are faced" stated Mr. Stockdale "is a problem that is known as 'rising costs', that is, the increased expense of conducting retail business as compared with conducting a business ten, fifteen, or twenty years ago." He stated that an investigation of 1560 stores revealed the fact that the expense of conducting retail business had in the course of twenty years increased until now it was approximately double.

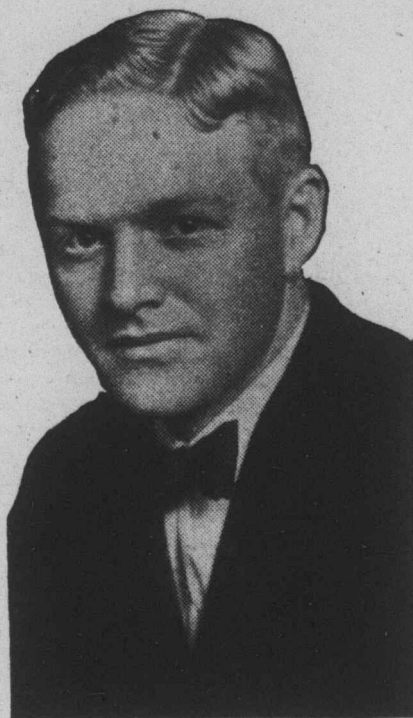
"In the last three or four years I don't know exactly where they have gone, but I know where they are going. Everyone knows what is happening now in the retail business and what is going to happen as long as conditions exist as they are. While the expenses of conducting retail business have doubled, I have yet to find one retailer who has been in business over a period that long, who has been able to increase his gross profit. If the expense of doing business twenty years ago was 12 per cent., to-day it is approximately 24 per cent. If the gross margin twenty years ago was 31 per cent., the man who could run his business on 12 per cent. had a net profit of 19 per cent. The same man to-day would have a gross profit of only 7 per cent. and in some cases the variation is wider. Some cases to-day there are in which only 3 per cent. profit is made where years ago it was 17 per cent. or 18 per cent. The net profit was six times as large 20 years ago as it is to-day.

"This is one of the fundamental points, and it has to be excavated carefully if the retailer hopes for success, consciously or unconsciously.

Cost of Doing Business Dependent on Cost of Living

"Do you realize that costs are rising more rapidly now than they have in the past?" said Mr. Stockdale, who stated as the reason that the cost of conducting a business in a retail store is parallel or based upon the cost of living.

"Whenever the cost of living goes up,



FRANK STOCKDALE.
The Noted Retail Merchandising Expert.

the expenses of conducting a retail store go up, just as sure as night and day follow each other," added Mr. Stockdale.

Another fundamental principle was the evolution in the kind of stores, which Mr. Stockdale enumerated as follows:

- (1) The crossroads general store which is vanishing rapidly with the advent of automobiles, parcel post and good roads movements.
- (2) Specialty stores such as grocery, hardware, etc.
- (3) Department store (collection of specialty stores).
- (4) Mail order house.
- (5) Chain store.

Management the Great Item

"The stores that exist to-day and are making headway are stores that are managed," said Mr. Stockdale, "and their progress is the result of the brain work which is being put into them.

"People in department and chain stores and the men at the head are more alive for information and experience than is the man in the specialty store who manages the whole business himself. Men who run department stores recognize that management is the great thing, and they also recognize that the problem in the department store is to manage managers and to make good managers of the managers who are managed.

"To-day we are face to face with the problem of management. The thing that is holding the margin of profit down is

the management of stores. My experience has taught me that management is the most acute of retail problems. A knowledge of how to sell, how to control, how to run a store in general, is the reason for the success and the growth of the various kinds of stores."

Mr. Stockdale pointed out that owing to abnormal circumstances an investigation of business should not be made on present conditions, but should be based on conditions which existed some time back. "If such an investigation is made" said Mr. Stockdale "you will get a clear vision that management is the real big factor in the market."

Three Types of Managers

Outlining three distinctive types of managers, Mr. Stockdale classed them as follows (1) The fearful manager, who is fearful that the man he is directing will not do the job right, and who therefore loads himself down with details. This kind of manager, he said, could not delegate authority and did not usually get very far. The second type was the domineering manager who, he said, was not wanted where brain power was required, though he was all right where he supervised men who worked with their muscles. The third type which was getting the farthest was the expectant manager, who sets a standard and lets others know that he is expecting them to come up to it, reward being given on the basis of results.

Mr. Stockdale added that the man who gave him the outline of the latter type of manager was a man who spent over one million dollars annually in advertising.

Referring to the pioneer method of laying roads along the calf paths through new country, Mr. Stockdale reminded the audience that to-day we have progressed beyond the calf path stage and had come to the scientifically laid roadway. This was true also in retail merchandizing, we had developed beyond the calf path stage.

"We must remember this" said Mr. Stockdale, "that we must eventually come to the civil engineer's stage, that the problems of retail merchandizing must be figured out with the precision of an engineer's pencil and the sooner we recognize this the better we will be off.

"Many retail merchants are of the 'fearful manager' type, and get lost in the details of their business. The same thing applies to managers in department and chain stores. They forget to look at things in the right aspect. They lose sight of profits and when they do that their chance of success is lost."

Mr. Stockdale aptly illustrated his point with a story to the effect that a

travelling salesman who had been calling upon a certain merchant for fifteen years stopped one day on entering the store and asked the merchant, standing with broom in hand, what he was doing at the same time fifteen years previous. The reminder that he had been doing the same operation for so many years brought a much needed awakening.

The Unwisdom of Doing the Work That Others Can Do As Well

"The same principle applies to all branches of business" said Mr. Stockdale. "Whenever you can hire a man to do a thing cheaper than you can do it yourself, and don't do it you are missing an opportunity for growth. There is no rule to allow a man to-day to do \$12 a week work and reap \$25 a week returns. It does not work out that way in this world.

"There is another thing every man in business must recognize. Unless he can delegate authority in these days of competition, he cannot hope to maintain his end of the competition struggle.

Driving home his point Mr. Stockdale bluntly put the question to the audience: "Are you the fireman or are you the engineer, the man who watches the signals or are you the man who shovels in the fuel and lets someone else do the directing?"

"Two things we must do in order to make our profits in spite of rising cost, in order to make our profits with the net profit so small, and one of the reasons why we must give so close attention is exemplified in the bigger stores. I know stores whose cost of doing business is 27 per cent. The net marking which is the gross profit is approximately 30 per cent. That store is making 3 per cent. net profit. In the old days there was 17 or 18 cents profit—the merchant could lose 6 cents and still have 12 cents, but what happens if the merchant to-day lost 6 cents? His 3 cents is on the other side of the ledger and whenever profits get small then we have to figure close.

The Dangers of Waste and Lost Motion

"Two main things to look after are waste and lost motion. Waste which does not consist of any motion at all is the thing in business to-day. Waste in stores to-day is in the clerks that are doing nothing and that is small to the waste that is in the merchandise that is doing nothing. It is an easier problem to get the maximum efficiency from merchandise than from the clerk.

"The average merchandise stays on the shelf six months in the United States," said Mr. Stockdale, "which means two turns a year, taking stores of all sizes and kinds, and there we have one of the big and vital problems in merchandising.

"When net profits get down to 3 per cent., and lots of specialty stores run on 3 per cent., we are up against the real proposition in handling figures. The vital question is 'What is the profit on merchandising?' If I know where my profits are, I know where to put my efforts, and I know where my losses are. If I know how to compute my profit on an article, I know how to conduct that busi-

ness. I know enough about that business to conduct it profitably. I can put my finger on the sore spots."

In conclusion, Mr. Stockdale pointed out that the foundation of all retail business is a knowledge of profits.

Asked to link up the main points of his line of argument as to how the retail merchant can meet competition to-day, Mr. Stockdale stated that the first thing laid down is that "we must get down past the stage of theories and get down to principles. In the second place, the rising cost of doing business is complicated and made so intricate that we must give special attention to figures. In the face of this competition we must recognize that management, real management that studies all phases of retail distribution, must have more of our time, no matter what size store we are running. We must get down to these two principles, i.e., to eliminate all waste in goods and help, and get away from guesswork and have absolute knowledge."

Answering a question in regard to the retailers' influence upon the "high cost of living," Mr. Stockdale replied that the retail merchant was least to blame for the high cost of living of any person in the world.

A merchant, who found a competitor selling the same line of goods cheaper than he could afford to mark them owing to a lack of knowledge of the cost of doing business, queried Mr. Stockdale as to his procedure in such a case. The reply was that "if the competition was so great that I could not make any profit I would decide that I should be in some other business. Competition based on ignorance is the hardest to meet," added Mr. Stockdale, "and the merchants who are making the real success do not allow any person to set prices for them."

Mr. Stockdale set grocers as a class by themselves owing to the fact that so many entered the business with small capital and many left it in short time. On the other hand, he stated that some of the keenest merchants are retail grocers, but added that he did not know how to cure the merchant who is not aware of where his business stands. "This practice," said Mr. Stockdale, "is bad for himself and his competitors, and is bad for his customers, too, in the end."

A merchant in the audience, who had had previous experience with the same difficulty, made answer that in one case a number of merchants troubled with such a competitor paid him a personal visit and showed him the mistake he was making in selling at such a figure that it was plainly evident he lacked a knowledge of the cost of running his business.

"What in your opinion is the chief cause for failure among retail merchants?" was next asked.

Mr. Stockdale laid emphasis on management in making his reply. "The greatest source of failure to keep books, to know about the business, to look after the buying and the market, is because a man tries to do too many small details." Mr. Stockdale added that only one thing was worse than the failure of a man to

have at hand figure facts about his business, and that was to have figure facts that were not truthful.

In replying to a question re cutting prices on advertised and non-advertised lines, Mr. Stockdale stated that "the man who cut prices on advertised lines is a pretty wide-awake merchant."

"How about the man starting in business who has not reached the stage where he can live on 3 per cent. net profit?" was asked.

Mr. Stockdale's reply was that 50 per cent. of the retail merchants in the country were getting along without any net profit, their salary being included before a net profit is struck.

Mr. Stockdale was, in conclusion, asked to define profit. His answer was that profit "is the reward a merchant gets for doing an exceedingly difficult job a little better than the other fellow can do it."



MORE CO-OPERATION NEEDED

Frank Stockdale Urges This as One of the Most Important Needs of the Present—Wasteful Systems That Help No One

Frank Stockdale, head of the retailing branch of the Advertising Clubs of the World, spoke before the Toronto Advertising Club at their noon-day luncheon on Tuesday. In the course of his remarks he stated that his merchandising investigations included stores of all classes in 44 of the United States, and found one of the most pressing needs was a closer co-operation between the manufacturer and dealer, and that there was no understanding of each other's conditions by either retailer or manufacturer.

The so-called "dealer-help" that the manufacturer is spending so much money on is, he claimed, missing the mark in most cases. Thousands of dollars are being wasted in flooding the merchant with all kinds of cut-outs, show cards, booklets, etc.

In fact, the dealer was not taken into the manufacturer's confidence and made a partner, so to speak, for the benefit of both.

He believed that the solution of some of the problems of business is in bringing the two classes together by education along broader lines.



J. B. SNIDER DEAD

One of the most prominent citizens and former business man of Waterloo County, Ontario, died recently in the person of John B. Snider at the advanced age of 77 years. Early in his career he was called upon to take over his father's extensive milling and other interests in St. Jacobs. Some years later he disposed of the mills and removed to Waterloo, where he went into partnership with the late John Shuh in a general store which they successfully conducted for 30 years. Later he purchased the plant of the Graybill Mfg. Co., which he operated for about twenty years.

Extending Credit

The Legal Pitfalls That Beset Way of the Unwary—Hints on When a Guarantee of Payment is Good in Law—Some Instances That Are of Common Occurrence.

By Walter E. Lear, Barrister-at-Law, etc

JOHAN SMITH kept a general store; and, like others who extend credit, had often been "stung." One of his first experiences was as follows: William Brown moved into town, started to work in the canning factory, and then applied to Smith for credit. Smith asked Brown the usual questions in order to ascertain the likelihood of being paid, and, on being informed that Brown was working in the canning factory, Smith called the manager on the phone. Hiram Coygne, the manager, told Smith to "let Brown have what goods he wanted and if he didn't pay him he would." This satisfied Smith, and Brown was given what goods he wanted. The bill ran along for a time, and then Brown moved out of town leaving Smith in the hole. Smith asked Coygne to "come over," but Coygne refused, saying that Brown had quit his employment and he had no more chance of collecting from Brown than had Smith. Smith sued Brown on his guarantee, but all he got out of that action was the information that, way back in King Charles the Second's reign, an Act of Parliament was passed, known as the Statute of Frauds, which enacted that, "No action shall be brought to charge any person to answer the debt, default, or miscarriage of another unless the agreement, or some memorandum or note thereof, be in writing signed by the party to be charged." Smith's first lesson in law was pretty dear; he lost his goods and had to pay the costs of the court.

No Personal Acceptance of Liability

Some time afterwards Mr. Harris moved into town and applied to Smith for credit, producing a note from a well to do farmer which read: "Mr. Harris is all right, give him what he wants." (Signed). "James Hay." Smith thinks to himself: "Well, Hay is good and I have his note in writing and I can make him pay if Harris don't." Smith extended Harris credit, but Harris failed to pay. Smith sued Hay, and produced the written note to the Court, but the Judge informed him that while he had a note in writing and signed by the party to be charged, still there was nothing in the note to show that Hay ever intended to be personally liable for Harris's debt. The note was only a personal opinion of Hay that Harris would pay, and personal opinions do not create personal liability. By this time Smith began to realize that he was gaining a knowledge of law, but was paying too high a price for the knowledge gained.

Attempted Sharp Practice that Failed

George Sharpe, having heard the Hay case in court, sent Horace Wood, his brother-in-law, in to Smith with a note saying; "The bearer Horace Wood owns a good farm in Murray township and he will pay you for any goods he may require." Signed, "George Sharpe." Smith by this time was a sadder but wiser man, so he told Mr. Wood that he would wait on him in a few minutes, but he had to first take this parcel across the street as Mrs. Jenkins was waiting for it. Smith slipped into his solicitor's office, showed him the note, and was informed that it was safe to supply the goods. Smith went back and filled the order and as time went on a considerable bill was run. Wood failed to pay, and Smith sued Sharpe. Sharpe pleaded that there was nothing in the note to show that he ever intended to be liable for Wood's debt. Smith's solicitor informed the Court that Wood married Sharpe's sister, that Wood never owned a farm, that the farm belonged to Wood's wife, that Sharpe knew perfectly well that the farm belonged to his sister as it had been willed to her by her father, and further that the whole thing was a scheme to defraud Smith. The Judge informed Sharpe and Wood that Smith might lay a charge against them for conspiracy to defraud and the best thing that Sharpe could do was to pay up. He then gave Smith judgment with costs.

Smith was elated with his success, and related his earlier experience to his solicitor, who informed him that there was no necessity to get any written note at all from the person who was to guarantee an account. All Smith had to do was to inform the person who offered to go security that he would be pleased to supply the goods and charge them to the surety. If the surety agreed, then he was not agreeing to answer the debt, default or miscarriage of another, but was letting another pledge his credit, and such authority need not be in writing. The person who got the goods became the agent of the surety and the surety was liable in the same way as a man is liable when his wife, child, or servant goes to the store and pledges his credit.

The bench warmers of the court room, the checker players and other leading lights of the town are now sitting around Smith's stove eating peanuts and talking about how the Judge changes his mind every time he holds court. Smith laughs to himself, for he now knows his business. He has found out

like many other progressive merchants that it pays to invest a couple of dollars now and then in getting advice from his solicitor. Smith knows that his solicitor spends far more money in his store in a year than he pays for advice. Smith says that it pays him to carry a little "Dead-Beat Insurance" far better than so much "Fire Insurance." His business may never burn but he has dead-beats after his goods every day.

FOOD SUPPLIES FROM OUTSIDE 50-MILE RADIUS OF TORONTO

At a recent meeting of the Trades and Labor Council in Toronto, the president, Mr. John Hunter, representing a group of farmers outside a radius of fifty miles from Toronto stated that farmers within a radius of fifty miles of the city were controlled by the monopolies, and the producer had very little to do with the fixing of the retail price. A number of farmers, organized to fight the monopolists, commission men, and middlemen were prepared to sell their crops at the following prices:

Corn, 10c per doz.; berries, 5c to 6c per quart; peaches, 35c to 40c per basket; tomatoes 35 cents per bushel, potatoes 60 per bag; milk, 7c to 8c per quart; cheese, 21c per pound.

Mr. Hunter suggested that other commodities could be supplied on a similar scale of reduction, and suggested that the consumer in the city organize and provide a place that could be used as a receiving and distributing centre.

STARCH WORKS MAY CLOSE

Corn importers who recently met in Montreal state that the situation resultant from the United States embargo on corn is so serious that, unless some relief is forthcoming soon, the supply of corn in Canada for manufacturing purposes will be exhausted, and starch and other manufactories using corn in their products will have to close down. The embargo went into effect on October 1, and it is stated there are large accumulations of corn at Chicago and at points along the border awaiting official permission to enter Canada. It was decided at the meeting of importers that a conference should be arranged with the authorities at Washington with a view to having the embargo lifted.

HOUSEWIVES ORDER BUTTER

The Supreme Council of the Quebec Housewives' League is calling for tenders for between 30 and 40 tons of butter for its members. It is expected a number of tenders will be made by Ontario dairies.

Curtailed Fish Supply in Winter

Acting Deputy Minister of Game and Fisheries Expects Decrease in Volume of Fish Shipments in Winter Months—Scheme Yet in "Baby Stage"—Irish Trade Imperilled—New Fish on U.S. Menus.

WITH eight inches of snow on the ground at Lake Nepigon and freezing conditions prevailing at the other sources of supply, the Ontario fish distribution scheme is sustaining its first difficulties. It is not expected that these difficulties will be reflected in the quantity of fish being shipped to Ontario points for two or three weeks yet, according to the statement of Mr. D. Macdonald, Acting Deputy Minister of Game and Fisheries, as made to CANADIAN GROCER, but it is expected by the department officials that the supply will be greatly curtailed during the winter months. The fish are caught by means of gill nets through the ice, and owing to the fact that the territory covered is not as extensive as would be the case in summer, the fish catch obviously is not as large. Higher prices have to be paid by the Government for the fish, but it is not expected that any increase will be made in the price to the retailers or consumers.

When asked regarding plans for the future development of the fish scheme, Mr. Macdonald stated that it was "a mere baby as yet" and that there would be little to be said until next spring when the Government planned to increase the scope of the fish distribution.

Mr. S. L. Squire, Government Distributor, stated to the CANADIAN GROCER that the fish situation was unchanged, which may be taken to mean that shipments of fish are being made in the same quantity or in slightly increased quantity. An increase might be expected for the few weeks before the inland lakes become frozen over.

Government Fish for Bridgeburg, Ont.

Local patriotic societies are endeavoring to secure shipments of Government fish twice weekly for Bridgeburg. Fish will be supplied to any centre asking for it according to the Government scheme, and on this basis Bridgeburg societies are in touch with the Food Controller.

Lake Winnipeg Whitefish

The demand for Lake Winnipeg whitefish, acknowledged to be the finest in the world, is increasing and, with the added demand for fish of all varieties, it is expected that this delicacy will be found in all the principal markets before long. The regulation by the Food Controller is being observed throughout Manitoba and the fuller introduction of fish into the menu of all the leading cafes, clubs and hotels in Winnipeg is noticeable.

Canadian Scheme Imperils Irish Fish Trade

It is stated on good authority, that

Canada has added another grievance to Ireland by the development of the Canadian frozen fish trade. It is feared that Ireland's export trade of half a million pounds yearly will be endangered. Better pier, harbor and boat accommodation is being asked for in order that Ireland may meet the new competition.

"Fish" Activity in United States

Judging from the amount of newspaper space being devoted to fishing activities in the United States it is evident that the introduction of fish to the daily menu is being regarded with equal importance in the States as in Canada. The United States Bureau of Fisheries is introducing some new types of fish which have not been included in the fish distribution scheme in Canada as yet.

Planked whale steak is one of the dishes served at a leading New York hotel now, and it has been well received by even the most exacting tastes. It is said to resemble young pig in texture and taste. Several hundred pounds of whale meat were later reported to have been shipped to the hotel in order to satisfy the demands of the guests.

"Eat the carp" is the caption of an attractive poster issued by the U. S. Bureau of Fisheries in connection with a campaign to popularize the eating of carp in regions in which it occurs, as an abundant food fish. Squids have also been suggested as a fish article of diet. Squid meat digests more slowly than some other meats such as herring, mackerel and boiled egg white, but the slow digestibility does not indicate any inferiority in food value, but suggests that it would properly be a part of the heavy meal of the day.

Curing Shark Meat

Although the meat of some sharks, prepared in various ways, has been eaten, a particular prejudice has been held against certain kinds of sharks, especially the sand shark which has been claimed to be absolutely unfit to eat. Recent experiments by the U. S. Bureau of Fisheries have proved that the meat of sand sharks has been found especially pleasing in flavor and texture and it is declared by some to be equal to swordfish.

While it is said to be probable that shark meat when once thoroughly introduced to the market, will, like swordfish, be so quickly sold that there may be little or no necessity for the application of curing or other preserving methods, nevertheless attention has been given to the proper means of smoking and salting. It has been found that shark meat

is best salted dry since in any wet process it has a tendency to develop a disagreeable ammonia smell. The fish is split and the backbone removed in such a way as to leave no parts over 2 inches in thickness, in order that the salt may strike through quickly. Shark meat, not having a great amount of oil, is not an ideal meat for smoking. Yet a light smoke, applied gradually for about three days, makes an agreeable product which so far has kept well. It is no less true of smoked shark than of salted shark that it must be kept in a dry condition. The texture of shark meat, either salted or smoked, lends itself particularly well to the preparation of shredded meat.

LARGE CEREAL SHIPMENT TO FRANCE

The purchase abroad and transportation of about 122,000,000 bushels of wheat and other cereals is one of the problems of France for the campaign of 1918.

Four hundred thousand tons of shipping per month will be required for the importation of supplies the country must get on the outside.

The realization of this problem will be partly accomplished through the unified allies' purchasing board, eliminating more and more private trade with the country; the development of a Ministerial Department of Supply will eliminate commissary department buyers, while increasing stringent measures regarding shipping will increase the tonnage available for this object.

WHOLESALE SHOPS SHOULD NOT MAKE OVER 11 PER CENT.

The Canadian Food Controller announces that in his opinion the spread of gross profits allowed to wholesalers in apples throughout Ontario east of Port Arthur and Fort William and in Quebec, New Brunswick, Nova Scotia and Prince Edward Island during such accounting periods as are prescribed by the Food Controller should not exceed eleven per cent. on the average selling price thereof until Dec. 31, 1917.

The Food Controller will also authorize the Fruit and Vegetable Committee or members thereof, to act as commissioners to hold public investigations into the profits of the wholesale fruit or vegetable dealers, and if necessary, to fix the gross profit allowed on any fruit or vegetables after Dec. 31, 1917, in accordance with the findings of such commission.

Margarine Manufacture in Canada

Uncertainty of Continuance of Permission to Manufacture Restrains Manufacturers From Taking Immediate Action—Question of Duty on Oleo and Cottonseed Oils Also a Factor—As the Law Stands at Present it is Cheaper to Import Than to Manufacture.

THE order-in-council withdrawing the prohibition against the importation and manufacture of margarine in Canada is published herewith, and shows how carefully the public health is safeguarded in the regulations to maintain the high standard of the product. The danger of its substitution for butter is carefully guarded against by the regulation for the proper marking of the package.

The problem now arises as to whether the product will be actually manufactured in this country, or whether it will merely be imported from the United States. The great argument raised by the large packing houses and produce handlers, who would be the natural manufacturers of this product, is that the order-in-council sets aside the legislation against margarine only "for the duration of the war." This is a very indefinite period, and is hardly likely to offer any great inducement for a manu-

facturer to enter upon the heavy expenses that the erection of a margarine plant would entail, with the possibility that its usefulness would be terminated in six months or a year.

Then, too, there is the point of the duty on margarine products. The duty has been entirely removed on the manufactured product, even the war tax, and already shipments of the product have been received and are on sale. There has been no statement, however, that oleo-oil and cottonseed oil, two of the principle components of margarine, will be admitted duty free. In the event of the duty on these products not being withdrawn, it would, of course, cost less to purchase the product across the line than to manufacture it in this country.

If these two points can be settled, there are a number of firms who have signified their intention of entering upon the business.

The permitting of the use and manufacture of margarine received wide approval throughout the country. Members of grocery trade differ in their opinions as to probable extent of the sale of margarine. Some grocery stores, the trade

believes, will sell a lot of it, but other stores will sell very little. It has been pointed out that the well financially situated customers will probably continue to give butter the preference even if the price goes higher. All of the grocery stores however will likely handle margarine. The actual order-in-council is as follows:—

WHEREAS attention is drawn to the abnormal demand for butter due to war conditions and to the very great probability that such abnormal demand and consequent high prices will prevail for this product for some time to come:

And whereas it is in the public interest, under the special conditions above named, that other fats should be available in Canada under strict and reasonable conditions as a substitute for butter.

Therefore His Excellency the Governor General in Council, under and in virtue of the provisions of The War Measures Act, 1914, is pleased to make and enact and doth hereby make and enact the following regulations providing for the importation to Canada and the permitting of the manufacture, sale and possession within Canada of oleo-margarine and establishing the conditions of such importation, manufacture, sale and possession, such regulations to (Continued on page 34.)

Buy Canned Goods Now

ONCE more we are permitted by the Food Controller to sell Canned Goods.

Quantities are limited. Perhaps we ought not to be encouraging you to stock up now.

However, we put it up to you to be foresighted.

We're not offering you bargains. No need to do that.

Also, some lines are scarce.

We quote you as follows:

| | |
|-------|-----|
| | .00 |
| | .00 |
| | .00 |
| | .00 |
| | .00 |
| | .00 |
| | .00 |
| | .00 |

To avoid disappointment later on, you are advised to use the present opportunity.

Phone us—Main 666.

Brown's, Purveyors
100 High Street

FISH--MORE OF THEM

SHIPMENT will arrive Thursday.

Get what you want by ordering ahead. It's the only way to make sure.

The fish are good—and the price is right.

Also, fish certainly is a welcome change.

Furthermore, the Food Controller asks that you eat less meat, and fish helps you do it.

Varieties and prices as follows:

| | Per lb. | Steaks |
|-------|-----------|--------|
| | Whitefish | |
| | | |
| | | |
| | | |

Phone us—at once, Main 666.

Brown's, Purveyors
100 High Street

BROWN SUGAR

BROWN sugar is more plentiful than granulated. You'll have to come to it sooner or later—and later, perhaps, it will be just as difficult to get as is granulated now.

We're giving you the facts. If you want to conserve granulated, and if you want to protect your own future supply, buy brown sugar when you can. This is our message to you next week. Read what we have to say to you—and act.

Phone us your orders. Main 666.

Brown's, Purveyors
100 High Street

Specimen advertisements which retail grocers everywhere can adapt. They may be used for larger spaces if the grocer wishes to give bold display to his announcements.

Something New for the Cardwriter

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

By R. T. D. Edwards

LESSON NO. 7.

Air Brush Work

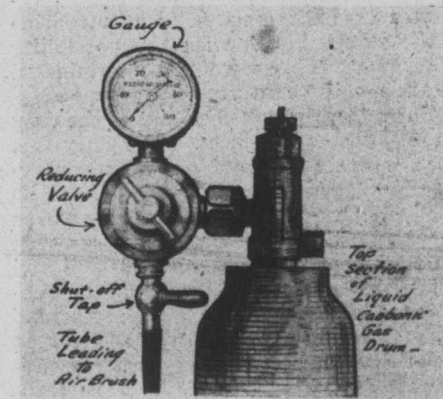
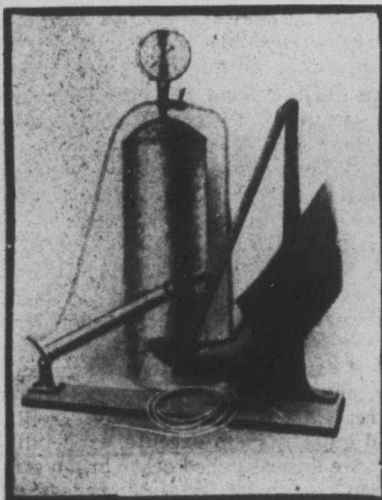
THIS lesson begins a new phase of cardwriting which has never, to our knowledge, been taken up so thoroughly and minutely by any trade journal in the Dominion.

Beginning with this lesson, we give a detailed account of the many uses of the air brush for making better show cards, together with full instructions regarding its operation, and what material to use to get the best results..

While the majority of you are probably strangers to the use of the air brush, there may be those among you who are familiar with its uses and possibly even own one of your own. A careful study of this lesson will not only initiate the novice in the mysteries of the art, but will put the old hand in the way of becoming an adept in this branch of the work.

Before going into the many uses of the air brush it will be interesting to know something of its history and its make up. To start with, the air brush was not originally intended for show card decorating. It was invented and made for the purpose of enabling the artist to get shaded and clouded effects more rapidly than could be done by any other means. It proved such a success that air brush work was gradually made use of in various forms of advertising.. Then latterly, when this instrument was manufactured at a more moderate price, it was easily seen what a big advantage it would be to the cardwriter, and it has proved itself an invaluable asset ever since.

The air brush, like all new inventions, was far from being perfect when first brought out, but as one improvement has been added to another, we have to-day an almost perfect instrument for spraying



ink. It can spray anything from a hair line to a wide, misty cloud, and can change from one to the other in an instant.

The air brush itself is not any thicker than a fountain pen, and not quite so long. Most of the metal parts are turned out of brass and nickel-plated. Each part fits perfectly, being measured to the thousandth part of an inch.

Of course, various makes have various styles, but all work on practically the same principle. Some have ink cups on the side; others glass jars underneath for holding the ink. The lever which regulates the supply of compressed air and ink is situated on the top, and is operated by the fore finger. The principle on which it works is this: The compressed air being released, is forced through and out of the point of the brush, the operation sucking the ink from the ink container and breaking it up into a fine spray as it passes through the point.

On the under side of the air brush is an inlet with a valve placed in it. To this is attached the tubing which conveys the compressed air from the tank. This valve is opened and closed by the lever on top, which also regulates the flow of ink.

Air Pressure

Many are the methods for producing the compressed air, and it is up to you to pick out that which is most suitable for your particular requirements. An electrically-driven pump for use of person needing compressed air continuously is too expensive a method for one having only a few cards to decorate daily. A water motor pump, which can be attached to the city waterworks, is also unnecessarily expensive for the store cardwriter. One of the most practical and handy pressure outfits is the carbonic liquid gas outfit. This is excellent if you can obtain the gas drums. These are the same as those used to operate soda fountain. Only the contents of the drum are

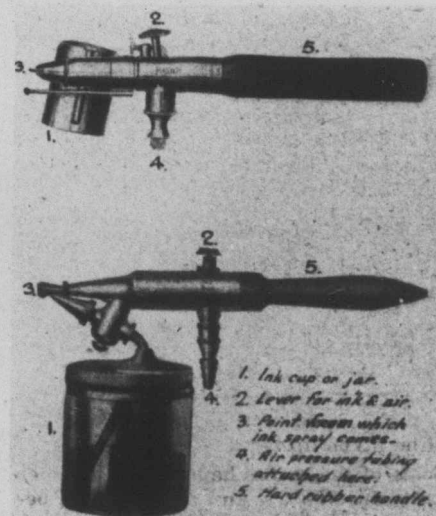
sold, the drum being returnable when empty. What you have to obtain is the reducing valve and gauge, as shown in Fig. 2. This is screwed on, as shown in illustration. The tap underneath regulates the supply of gas coming through the gauge and the tap at the outlet turns the gas off and on as required. This is an outfit recommended because there is no pumping to be done.

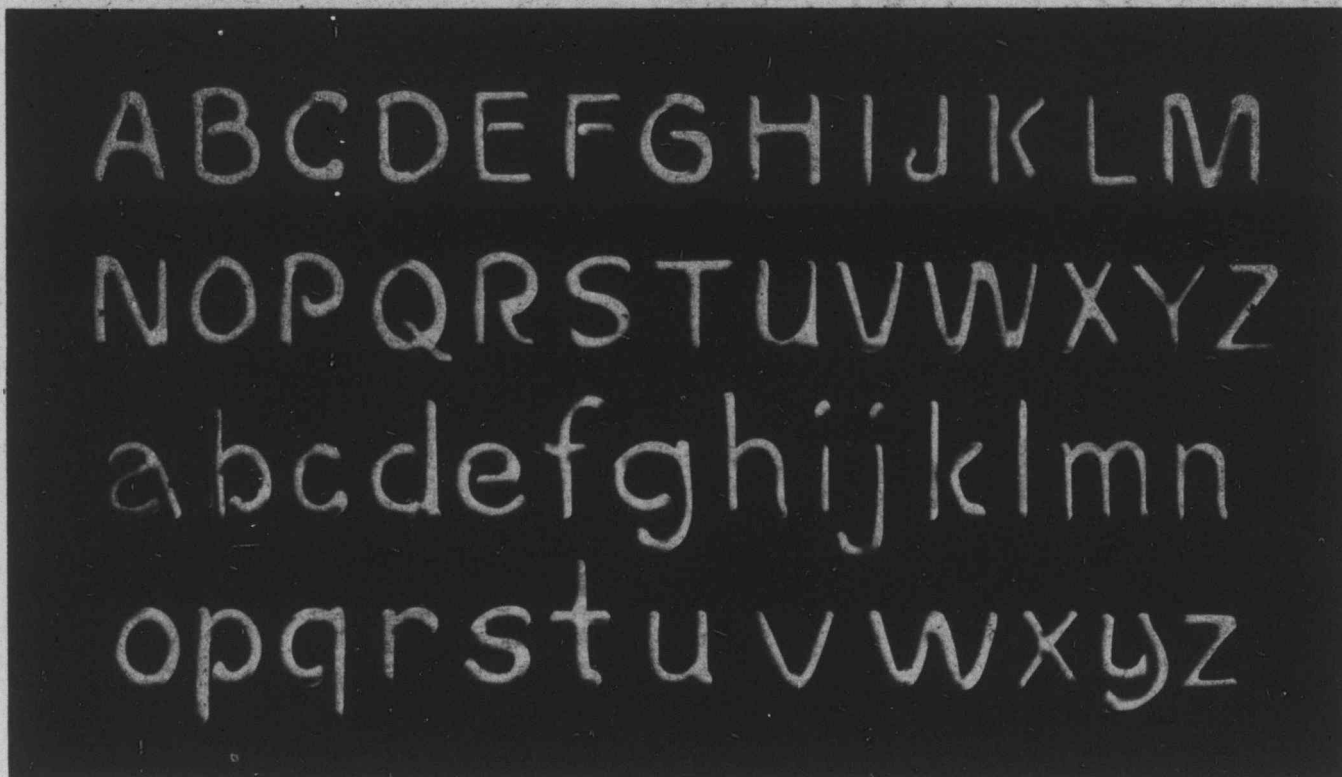
If you are so placed that you cannot obtain these tanks, don't buy this outfit. You will have to revert to the hand or foot pressure outfits. The hand pressure will do the work, but is not as easily operated as the one pumped up by the foot.

The foot pump outfit consists of four distinct parts—(see Fig. 3)—the swing for the foot to rest in and the pump (both of which are on one board), the air tank and the gauge on top of it. This outfit is a very handy one, and can be moved from place to place much more readily than can the gas outfit.

Air Brushes

Many are the varieties of air brushes manufactured and used by artists and cardwriters, and the majority of them give perfect satisfaction. Some are made expressly for art work, and of late years less expensive ones have been made expressly for show card work. Show card writers' supply houses can give full information as to the best one for your particular work. Fig. 1 shows two models which have been selected from the catalogues of different makers. This is just to illustrate what the brushes are like, and does not mean that these particular models are any better than others. This illustration is self-explanatory. Of course, it just gives you a general idea, but you will find experience is the best teacher.





Air Brush Cleanliness

Experience will teach you a great deal more about the handling of the air brush than you can ever learn from text books, but a few words about the care of this delicate instrument may save you many dollars in repair bills. First of all, treat it as you would your watch. Its mechanism is very accurate, and must remain that way, so keep the brush clean at all times. That is, when you are through with it, do not allow any ink to remain at all, or it will corrode, thus causing the small passage way to clog.

First of all, empty the ink out of the ink container, and run clean water through the brush until all traces of it have disappeared. Then run through a small quantity of wood alcohol. This will cut all traces of foreign matter and leave the brush nice and clean for the next time. All threaded joints of the air brush, which are frequently taken apart, should be rubbed with a little vaseline once in a while. This will keep the joints from sticking. You are given a holder with the outfit for the brush. Be sure and use it. Don't leave the brush lying on the desk. It is a bad policy, and is liable to do harm to the brush.

Ink to Use

Cardwriting supply houses or art stores have special inks for air brush use. These come in all standard colors, and by mixing these colors you can obtain any neutral shade you desire. Black ink for this work should be waterproof, because it is used for shadow script work, which will be taken up later.

Some of the outfits have an ink strainer with them. This is an excellent idea, because dust is liable to get into the ink

and block up the passage. Keep your ink strained therefore, and you will have less air brush trouble. Several thicknesses of cheese cloth will also strain the foreign matter out of the ink.

Don't start any complicated work. Keep to the simplest forms until you have mastered the handling of the air brush. One of these is shading on the surface of letters to give them a round appearance. This is mostly done on a rather bold faced form of lettering so as to give it the rounded effect. The Roman lettering does not stand out so well treated in this manner.

First of all you want to know what



colored letters on what colored cardboard make the most effective combination for this shaded work. A black card with a white letter, the latter rounded up with green or black ink, makes a good combination. White letters on a dark grey card rounded up with black ink is another good one. White letters on a brown card air brushed with brown or black ink also show up well. A white card with a red letter shaded with dark green or black ink makes a striking combination. There are many others that can be worked up, but these are a few of the standard combinations which should be enough to start.

A close study of the chart will give you a good idea of how the letters should appear when completed.

You will notice that the heavier spray is put on the lower and left hand side of the letter. This is what makes it stand out and give it the rounded appearance.

Work with the brush about an inch away from the letter. Hold the brush lightly, but steadily in the hand so that the spray can be put on evenly.

The finished card illustrates air brush work when completed. You will notice that very few words are used on this card. This gives you more chance to make a bold-faced letter which can be rounded up to better advantage and more easily than the smaller variety.

The alphabet illustrated and used on the completed card, is especially adapted for air brush work. It is made with the brush stroke method and the ends of the strokes you will notice are rounded instead of square. This is a new type for my readers to practice, and will be found quite easy to execute, especially if you have accomplished other brush stroke lettering as shown in previous lessons.

CANADIAN GROCER

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ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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H. T. HUNTER - - - - - Vice-President
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Vol. XXXI. TORONTO, NOVEMBER 2, 1917 No. 44

EDITORIAL BRIEFS

"THE consumer who pays his bill every sixty days and insists on delivery four or five times a day, is going to feel and probably complain of the high cost of living. He has, of course, put the market up on himself."

FELLOW merchants, let us take our hats off to J. Ogden Armour, who voiced the words quoted above, and say a heartfelt Amen!

* * *

THE sugar question is once more to the fore, brought there by the indefatigable Mr. Hanna. The best argument against the excited conditions induced is the statement appearing in the newspapers announcing the decision of one large sugar refinery to reduce the price of sugar. Once unprecedented buying is stopped, there will be no danger of a famine, and this is about the most effective way of stopping it.

* * *

THE Toronto milk producers were asked to postpone their demand for an increase in price in order to give the Food Controller's committee time to look into the matter. The time asked for has expired, and the milk committee is as mum as the proverbial oyster. There will be an increase to 14 cents a quart for milk. All these food control committees seem to be very long on deliberations, but very short on actual results.

* * *

AFTER all it does not seem that we are going to get potatoes for nothing this year. The New Brunswick growers report a very heavy falling off in the crop, and in those parts where no such condition exists

there does not seem to be any inclination to sell the potato for the modest sum that was so confidently expected early in the spring.

* * *

"THE Cabinet has decided to extend the increased barrelage of 33 1-3 per cent. of beer permitted during the summer months to the ensuing quarter. The extension has been granted on a recommendation made by Lord Rhondda after most careful inquiries as to whether, having regard to the food situation, grain could be released for the purpose."—*The Times*.

One of those little items that keep us from being too enthusiastic about eating brown bread when we prefer white, in order that the wheat may be saved for our allies.

COMPETITION THAT ENHANCES PRICES

GENERALLY speaking everyone is willing to admit that competition tends to reduce prices. Therefore the neighborhood is rather inclined to rejoice and prophecy better things when they see the growing crowd of small stores growing up mushroom-like in the neighborhood. There is a reasonable basis for the competition idea. But the competition must be legitimate competition. One of the things that the retailer most urgently needs in these days is some protection from the fly-by-night type of merchant who comes into the neighborhood and cuts a wide swath for a time and departs to make room for another of his kind. These nomads of the trade actually boost prices by reducing the volume of business that is done by the individual store. Too much competition is just as harmful as too little, and, as surely as average competition will tend to keep prices at a true level, just as surely will too much competition force prices beyond their rightful limit.

HIGH PRICES BUT NOT NECESSARILY EXPENSIVE

THERE is a nice distinction between the high-priced article and the article that is actually expensive. The high-priced article is one that is high in price and yet returns to the purchaser in some form or another a full and bountifully full value for the outlay made. It has been suggested that this is one of the viewpoints on the package goods discussion that has as yet been left untouched. It has been a pretty general contention that the cost of the packaged article is very much higher than that of the bulk goods. Let that point be granted, there yet remains the fact that under certain conditions these goods may actually be an economical purchase even for the poorer classes. Take the case of the poor family, both of the parents working to make a livelihood. What they need is a prepared food with a good food value rather than a food that takes a good deal of preparation. The value in this instance lies in the facility with which the goods

may be used, yet it is a real value. This is only one suggestion. There are a thousand and one ways in which actual value can be reckoned. The price is never the only consideration in such a question.

CANADIAN GROCER'S 30 YEARS OF SERVICE

WITH this month the CANADIAN GROCER has completed the thirtieth year of its active existence. Age does not of necessity prove anything. But when a trade newspaper has thirty years of service to its credit, it is a sure proof that it has advanced beyond the experimental stage, and has actually become a real factor in business. Thirty years ago the grocery trade was far different from what it is to-day. Circumscribed within narrow lines, the goods that crossed the counters of the grocery store were only a small fraction of the many lines handled to-day. Certainly within the course of the last thirty years the grocery trade has developed from small things into one of the most important businesses of the country. The modern store, equipped for the expeditious and sanitary handling of large stocks of goods, is unquestionably a product of this period. In this story of development it is possible to say with all modesty that CANADIAN GROCER has played its part.

Ever since its inception, the idea behind this paper has always been one of service to the reader, an ever-growing service, that should aid the grocer in the better understanding and the better management of his business, that should provide him with an incentive to better things. With its growing strength, and its ever widening field, it has been enabled not only to get a wider outlook on the situation, but to spread its influence over a far broader field. In this way its service to the reader and to the advertiser has been a real, a lasting, and an ever enlarging service.

In the next thirty years developments, whatever form these developments may take, it is confidently expected that CANADIAN GROCER, by reason of its larger scope, will be enabled to be of still greater service to all those agencies whose interests are those of the grocery trade.

AUTO BETTERS COMMUNITY LIFE

LATEST figures available indicate that the farmer is the one who is buying the automobile to-day. The prosperity of the farmer is going to be a splendid thing for the community at large. Just what does it mean?

It means better roads. It means better community life, it will help the "Back to the Land" movement as perhaps no other agency would. It has not been the work on the farm which has influenced the movement of the young people towards the cities—it has been the lack of entertainment, the feeling that they were stranded where there was no outlook but work, work, work, from morning to night.

Now the auto has changed all this. After the day's work, a few minutes' ride in the car brings them to town and a picture show, or they can enjoy a trip through the country visiting their neighbors.

The auto will prove of great educational value in many ways to the farmer. He will be enabled to go distances of 20 or 40 miles to see special tractor demonstrations or special stock exhibits—trips he wouldn't undertake with a horse and buggy and perhaps couldn't arrange for by train. There is no doubt that travel broadens the outlook and the farmer may not think so badly of his home town when he sees some of the others.

This is where an organization of the retail merchants in each town could do a great deal of good for themselves and the surrounding country. Make your town attractive, welcome the farmers, eliminate the corporation limits, and make it a pleasure for the people in the surrounding country to come to your town to do business. It means dollars and cents to you apart from the real joy that you will derive in doing something for somebody else.

THE WAR AND MAN POWER

DISCUSSING the effect on labor which the enforcement of the Military Service Act will have, *The Financial Post* says, editorially:

There can be no doubt but that the enforcement of conscription—the taking of at least another hundred thousand of Canada's ablest men—is a menace to the country's productive capacity. But there is no general murmur on that score. If the application of the measure is made fair and equitable and the exemption boards display a real knowledge of the country, there will be no complaint.

But there are other points in the labor situation which are worthy of cool thought. The taking of another hundred thousand men will aggravate a labor problem already very acute. Seeds of unrest are being sown with the working classes by a near-socialistic press. With the club which will be supplied by the taking of the first draft, labor will be in a position to make even stronger demands.

We note in the conscription announcements that no man will be allowed to take a lower wage to secure exemption, or no employer permitted to reduce wages because of influence used in behalf of a draftee. Such provisions are wise, even though they would only apply to very exceptional cases. We believe that under the circumstances and considering the high cost of living that employers should not only maintain wages, but increase them if possible. But there is more liable to be a crisis in the other direction. With the demand for labor continuing, the reduced ranks are likely to take advantage of their position to enforce higher wage standards than conditions warrant. There are problems in the making here for an energetic and capable Minister of Labor.

OPINIONS ON PACKAGE GOODS

(Continued from page 22.)

is bound to raise cost to consumer. Cartons are the logical outcome of advance in sanitary and pure food education.

R. M. Canfield inclined to accept the inevitable. The Food Controller, he believed, will soon make a situation which will require readjustment from both sides.

E. Davey: New law O.K. as regards rolled oats, but breakfast patent foods cannot be sold in bulk in a way to make for economy or conservation.

Duncan Bell, Bank Street, Ottawa, was of the opinion that the abolition of the packages would be a serious retrograde step. It would in no way help to conserve food, and would make for waste as well as impurity of foods. By this action he believed that the campaign for cleanliness and wholesomeness had been given a serious set-back.

J. Bambrick believed it would be impossible to handle the fancy breakfast foods, flakes, biscuits, etc., in bulk. He always carries Graham and whole wheat flours in bulk. Rye flours were not easily obtainable from the miller.

Mr. Allard, of Provost & Allard, thought conservation would not be promoted. Packages should, he thought, be continued, but net weight should be stamped on packages, subject to law. The waste from vermin, etc., would much more than make up for any saving in bulk handling. Their firm were not excited over the ruling, as they believe the Food Controller's good sense will show him the futility of enforcement.

Believes Would Increase Price of Bulk Cereals

L. N. Bate, of Bate & Co., Sparks Street, strongly favors the new law. He states that he would always prefer to sell in bulk, but the public absolutely demands the packages. Some small fancy foods, biscuits, etc., sell at a price quite out of keeping with any food value. He admits, however, that sale of bulk goods will increase the price of bulk foods owing to necessity of added labor, which is hard to obtain.

J. A. Walsh, manager of grocery department, Bryson-Graham, insists that new law does not mean conservation. The grocer cannot get 100 lbs. of small packages out of a 100-lb. barrel or sack. Loss of weight means added cost. Breakfast foods, etc., would be impossible to handle in bulk. The public demands the package, even knowing that the cost is higher. Public health is a serious item for consideration.

J. A. Kelly, O'Connor Street, Ottawa, believes that the new law would simply drive certain lines from the market. The law is involved all round. Corn starch and patent foods are impossible to handle in bulk. The order he believes is a serious move backward. The grocery store will go back to conditions of 20 years ago.

T. S. Nagle, Elgin Street, Ottawa, is also seriously opposed to new order. It would mean that people would simply stop using many cereals, etc., as they

could not take them in bulk or 20-lb. containers. Sanitary conditions of meal, etc., not to be guaranteed under new rule.

The scope of these enquiries has been naturally limited. It is urged however that every merchant should interest himself in the matter. The CANADIAN GROCER is anxious to know exactly the actual state of affairs in regard to bulk and package goods. For that reason the following coupon is attached. Will you assist by filling in the coupon and returning it with your opinion on this vitally important question?



MARGARINE MANUFACTURED IN CANADA

(Continued from page 29.)

be in force and to have effect for the period during which the present abnormal conditions continue, the conclusion of such period to be determined by His Excellency the Governor General in Council, as provided in the said regulations, and as a war measure only:

REGULATIONS.

- 1—On and after the first day of November, 1917, and until the Governor-in-Council has by order declared that the present abnormal conditions have ceased, paragraph (a) of section 5 of the Dairy and Industry Act, 1914. Statutes of 1914, chapter seven, shall be suspended insofar as it provides that no person shall manufacture, import into Canada, or offer, sell or have in his possession for sale any oleomargarine, as hereinafter defined, and the importation, manufacture, offering for sale, and having in possession for sale of any such oleomargarine shall be permitted, subject, however, to the rules and regulations hereinafter set out.
- 2—For the purpose of these regulations "oleomargarine" shall mean and include oleomargarine, margarine, butterine, or any other substitute for butter which is manufactured wholly or in part from any fat other than that from milk and cream, which contains no foreign coloring matter, and which does not contain more than sixteen per cent. of water.
- 3—No person shall import or manufacture oleomargarine without having first obtained a license from the Food Controller for Canada, such license may at any time be cancelled by the Food Controller for the violation of any of the provisions of these regulations or of any other regulation made by His Excellency the Governor-General-in-Council, or by the Food Controller.
- 4—No oleomargarine shall be manufactured in Canada unless it has been manufactured under the supervision of the Minister of Agriculture of Canada, and no oleomargarine shall be imported into Canada unless it has been manufactured under Government supervision in the country of production and is accompanied by satisfactory evidence of such supervision.
- 5—Oleomargarine shall not be manufactured in any premises used as or connected with a butter factory, and no butter manufacturer or any person who handles butter for the purpose of reworking or mixing it shall be given a license to import or to manufacture oleomargarine.
- 6—No preservative shall be used for or in oleomargarine, except salt, without the written permission of the Food Controller.
- 7—No person other than a manufacturer of oleomargarine shall mix oleomargarine and butter.
- 8—Every person who either imports or manufactures oleomargarine shall keep a book, in which is entered the date of each importation, purchase, sale and shipment of oleomargarine, and the quantity so imported, sold or shipped, the person from or to whom it has been purchased, sold or shipped; the place from, in or to which it was imported, sold or shipped, and the name of the railway or steamship company by which such oleomargarine was transported; and such book shall be at all times open for inspection by the Food Controller or any person authorized by the Food Controller to examine the same.
- 9—The Food Controller shall have power from time to time to regulate the price of all oleomargarine sold in Canada, and may de-

termine the price with respect not only to the quality of the oleomargarine but also to the place in which it is sold.

- 10—Every package, open or closed, and containing oleomargarine, must be durably and clearly marked "Oleomargarine" on the top, bottom and sides of the package itself in printed letters not less than three-quarters of an inch square, and if such oleomargarine is exposed for sale by retail there must be attached to each parcel thereof, exposed, in such manner as to be clearly visible to purchasers, a label marked "Oleomargarine" in printed capital letters not less than one-half inch square.
- (2)—Every person selling oleomargarine by retail in packages other than packages so marked shall in every case deliver the same to the purchaser in a paper wrapper on which is printed in capital block letters not less than half an inch long and distinctly legible, the word "Oleomargarine." No other printed matter shall appear on the label.
- (3)—In all hotels, restaurants and public eating houses where oleomargarine is served there shall be prominently displayed in some conspicuous place a placard containing the words "Oleomargarine served here," in capital block letters not less than one and one-half inches long.
- (4)—No label, placard or brand shall be used until it has been approved of by the Food Controller.
- 11—There shall be no customs duty charged on the importation of any oleomargarine into Canada that complies with the above regulations.
- 12—Any person violating any of the above regulations shall be guilty of an offence and shall be liable, on summary conviction, to a fine not exceeding five hundred dollars, or to imprisonment for a term not exceeding six months, or to both fine and imprisonment.



WHEAT BREAD WITHOUT GRINDING

The Italians are credited with having invented a method of making bread from wheat without grinding it. After being well washed the wheat is soaked in warm water for three days, by which time it has become quite soft. The grain can then be kneaded in the ordinary way, made into loaves and baked after being allowed to rise. Bread made in this way has a much higher food value than the ordinary article as even the husk has useful dietetic qualities. The wheat should be of good quality for this process and, of course, should be free from dirt, seeds or other grain. Hence, though no grinding is needed, the processes which precede this operation must be carried out. In view of the shortage of labor and fuel this process of making bread should be particularly worthy of adoption at the present time.



COCOA CROP OF GUADELOUPE

There is, reports Consul Henry T. Wilcox, French West Indies, every indication that with continued good weather the coming crop of cocoa, the harvesting of which will probably commence early in November, will be very good. The trees and pods being in splendid condition, it is hoped that the present hurricane season—August, September, and October—will pass without the severe losses that a few hours of heavy wind will cause.

Two effects of the war, the scarcity of labor and of tonnage, will probably be felt to some extent by the cocoa planters, but in spite of these drawbacks a profitable harvest is expected.

The markets of France always take the entire output of the colony, which annually amounts to more than 2,000,000 pounds.

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

Plans are being made already to stimulate food production in New Brunswick next year.

Fish were scarce in St. John this week, high winds and stormy weather having limited fishing operations.

The grocery section of the Retail Merchants' Association of St. John met this week but decided to postpone the election of officers until their next meeting.

Joseph MacMillan of New Mills, N.B., who has conducted a general store in that place for the last thirty years, is dead at the age of sixty-six years.

Joseph L. McKenney has purchased the stock of H. L. Alexander, retail grocer, Waterloo Street, St. John, who recently assigned for the benefit of his creditors, and will continue the business.

Joseph Semple, formerly with the Willet Fruit Company, St. John, who was officially reported missing at the front, is now reported in an English hospital only slightly wounded.

Owing to the increasing scarcity of moose, which has resulted in higher prices for the meat in the city markets this year, the government is planning to shorten the season to protect the game.

Lieutenant-Governor W. F. Ganong, president of Ganong Brothers, Ltd., confectionery manufacturers, St. Stephen, who has been ill for the last week, still is in a critical condition. Montreal specialists have been in consultation with the local physicians.

Steeves Brothers, of Riverside, Albert county, have purchased the grocery business formerly conducted by J. Fred. Shaw, which has been operated for several years by the executors of his estate. They will continue the business at the same stand in Waterloo Street, St. John.

Quebec

O. Trudeau, grocer, Montreal, is selling out.

L. A. Bouvier, grocer, Montreal, is selling out.

F. E. Eager, grocer, etc., Dorval, Que., has sold stock.

Stanley & Co., fish dealers, Montreal, have dissolved.

L. A. Bouvier, grocer, Montreal, is selling assets.

Hardie & Co., general store, Brownsburg, Que., has sold stock.

The National Coffee & Spice Co., Montreal, have dissolved. C. B. St. Aubin and J. A. Dufour registered.

Desjardins & Frere, wholesale tea, coffee, etc., Montreal, have dissolved. J. L'Heureux continues in his own name.

The Fruit Producers' Company, of Beamsville, Ont., has been incorporated with a capital of \$40,000 to carry on wholesale and retail business in fruit.

Just returned from a visit to New York, E. J. Quinn, retail grocer, Greene Avenue and St. Catherine Street, Montreal, tells of exciting experiences during the great Liberty Bond campaign. Mr. Quinn was an enthusiastic spectator of all the big events of the day, and was aboard the captured German submarine which was re-named from U.C. 5 to "U Buy a Bond." He saw the British battle-tank come crawling along at the head of the procession, and the hundred and one handsome floats taking part. He got wedged into throngs thousands upon thousands strong, for there were 20,000 people in the parade, and every street leading to Central Park was congested so that no wheel traffic could pass for hours. Mr. Quinn had a memorable experience which he greatly enjoyed.

Ontario

Wm. Joyce, grocer, Toronto, has sold out.

Wm. Wallingford, grocer, Ottawa, has sold assets.

G. N. McLaren, general store, Brussels, is dead.

S. Dengler, grocer, Cobalt, has discontinued.

Wm. Kassirer, grocer, Port Colborne, has sold out.

J. J. McQuarrie, Hamilton, has suffered fire loss.

J. W. McCullough, grocer, Toronto, is succeeded by T. Hill.

N. C. Shook, grocer, Smith's Falls, is succeeded by S. O'Hara.

P. McDonald, Glen Robertson, Ont., general merchant, is dead.

Mrs. E. Tittensor, grocer, etc., Cobalt, is retiring from business.

Zaharie & Kosmuck, grocers, Hamilton, are selling out stock.

D. Dubois, general store, Superior Junction, Ont., has suffered fire loss.

F. J. Rocheleau, Lukerville, Ont., has sold his property and general store business to O. W. Atkin who will carry on the business.

Private Harold Fawthrop, the son of J. Fawthrop, of Fawthrop Brothers, Cornwall, Ont., has been invalided home from France. Private Fawthrop was

wounded in September, 1916, in the fighting at the Somme. He is now convalescing at the Kingston Hospital.

Burger's Limited, confectioners, has been incorporated at Toronto with a capital of \$40,000 to manufacture, sell, and deal in candy and confectionery.

Crescent Creamery Company, Ltd., has been licensed to deal in dairy products and operate factories for the manufacture of ice cream, cheese, etc., within the province of Ontario.

Fort William grocers have made a ruling that no goods ordered after 6 p.m. on Saturday will be delivered. Delivery men of the city have published this notice "for the convenience of customers."

The B. J. Johnson Soap Co. are erecting a large factory on Natalie St., Toronto, at a cost of \$110,000. The new structure will be 200 ft. long and 82 ft. wide, with a floor space of 48,000 square feet. It is proposed to erect two stories and basement now and to add four additional storeys later.

Algoma Fish, Oyster and Trading Company, Ltd., has been incorporated at Sault Ste. Marie, Ont., with a capital of \$40,000 to carry on business of fishing, treating, and dealing in fish and oysters. W. A. Smith and J. Greek, of Sault Ste. Marie, are among the incorporators.

Western Provinces

Wm. Wakelin, grocer, Edmonton, is discontinuing.

A. Knelman, Balsam Bay, Man., general store, has been burnt out.

A. E. Martin, general store, Elrose, Sask., has sold to W. Ferguson.

A. F. Thomas, general store, Mulock, Sask., is succeeded by P. Palamaryk.

Brown Bros., general store, Penhold, Alta., is succeeded by Walker & Wood.

R. A. Gaudry, general store, Toutes Aides, Man., is succeeded by J. L. Gaudry.

Schildmeyer Bros., general store, Estherhazy, Sask., has sold to F. A. Clements.

Yeoman & Herridge, general store, Islay, Alta., has been succeeded by R. S. Rudd.

Standard Grocery (Smeaton & Riach), Edmonton, has dissolved, each continuing separately.

Hudson's Bay Co., general store, Ft. Qu'Appelle, Sask., has been succeeded by Pioneer General Stores, Ltd.

P. F. Ingram, Tofield, Alberta, has sold his business to Richardson and Rudd, under which name the business will be conducted in the future.

MIDLAND FIRM CHANGES NAME

The Preston, Playfair Company, Ltd., of Midland, Ont., has been recently incorporated under the name of W. E. Preston, Ltd. The new company is incorporated under a Dominion charter with a capitalization of \$250,000. The directors of the new company are W. E. Preston, T. A. Sharp, Jas. Playfair, J. W. Benson, W. Warnica. The store started in a general store business about twenty years ago and the change is the result of the growing activities of the store.

MARITIME BRANCH OF C.M.A. CONVENTION

Upwards of forty manufacturers from the Maritime Provinces gathered in Sydney, N.S., recently to attend the fall convention of the Maritime branch of the Canadian Manufacturers' Association. The sessions were opened to all manufacturers whether members of the association or not, and the convention lasted two days. S. R. Parsons, president of the association, with other prominent manufacturers and public men addressed the convention. D. H. MacDougall of the Dominion Iron and Steel Corporation, with Deputy Mayor McIntyre, delivered the address of welcome, and R. J. Young, general manager Export Association of Canada, discussed export trade before the convention.

A CORRECTION

In the advertisement of Volpeek Mfg. Co. in the Annual Fall Number of CANADIAN GROCER the price for their counter display stand containing forty-four packages was given as \$6.00 through a typographical error. We call attention to the fact that this price should have appeared as \$6.60.

OTTAWA MERCHANTS DISCUSS PACKAGE GOODS ORDER

Not As Whole-hearted Sympathy With the Food Controller as Newspaper Reports Would Suggest.

The newspaper reports of the opinion of the Ottawa Retail Merchants regarding the package goods order-in-council as expressed at a recent meeting of the Association, hardly gave the whole-hearted endorsement to the Food Controller, that the newspaper reports would seem to indicate. It is true that at this meeting some merchants did express themselves as favorably disposed toward the move, but there were equally strong arguments on the other side of the case. A CANADIAN GROCER representative in calling upon some of the trade was distinctly given to understand that an endorsement of the order was not the spirit of the meeting. The speeches of A. Prevost, H. Watters, and G. Fitzgerald counselling against a hasty or unjudged opposition to the order were evidently mistaken by the reporters for the newspapers, as a statement of hearty ap-

proval of all the activities of the Food Controller. The meeting was distinctly divided on that point, but wise counsel pointed out the inadvisability of doing other than fall in with the order that had actually become law.

TORONTO MERCHANTS GIVE CHEQUE TO RED CROSS

At a recent meeting of the Toronto branch of the Retail Merchants' Association the final report of the picnic committee was received which showed that a cheque for \$500 had been turned in to the Red Cross Fund, as the proceeds of that affair.

A resolution was passed calling upon Mr. Hanna to clarify the situation regarding potatoes, so that the merchant should be in a position to know how to buy his winter requirements.

There was also a discussion on the matter of early closing.

FT. WILLIAM RETAILERS' ANNUAL MEETING

The following officers were elected at the recent annual meeting of the Fort William Retail Merchants' Association: President, E. E. Nugent; 1st Vice-President, E. R. Gavin; 2nd Vice-President, J. B. Evans; Sec.-Treasurer, C. Wilson; Auditor, R. L. Cook. The Executive Committee consists of the following: C. H. Jackson, R. L. Cook, R. B. Maybee, A. H. Griffis, J. G. Macdonald, R. E. Walker, past president E. E. Nugent, E. R. Gavin and J. B. Evans.

C. H. Jackson gave an interesting talk on the history of retail merchandizing, followed by an interesting talk on the honor, uprightness, and integrity of the retail merchant by G. H. Sills, who emphasized the obligations thrust upon the retailer. Mr. Sills contended that the retailer owed it to the community to see that his obligations were fulfilled and not abused. The annual report of the out-going president, Mr. R. E. Walker, was read by the secretary, owing to Mr. Walker's absence.

PEPPER MOST ADULTERATED

Of 345 samples of black pepper recently collected by the Dominion analyst, 258 samples were found to meet legal requirements, 30 were doubtful in character, 48 were "legally adulterated," and nine "collected in error." The report states that pepper, and especially black pepper, continues to be the most generally adulterated spice offered for sale.

STOP FAKE ADVERTISING

Ottawa Retail Merchants To Meet Publishers—Dealers Placed in Bad Light

At a recent meeting of the General Executive Board of the Retail Merchants' Association held in Ottawa, plans were made for the holding of a general meeting of the association in the Russell Hotel on November 12 at which prominent speakers will be heard. A commit-

tee was appointed to approach newspaper publishers with a view to arriving at some means of stopping false advertising. It was pointed that newspapers are not in as favorable a position as retail merchants to establish what is truthful advertising and what is not. Preparations are also under way for the holding some time in December of a meeting in the Chateau Laurier, Ottawa, to which all commercial travellers in the eastern district will be invited. The Association has appointed a committee to commence a publicity campaign and also a committee to bring about a closer cooperation between the newspapers and retail merchants.

"MADE-IN-CANADA" EXHIBITION

As a step toward preparing Canada for the trade rivalry that is expected to follow the world war, a mammoth "made-Canada" exhibition was opened in the Montreal arena last week to be continued for a week. The exhibition consisted of a comprehensive showing of Canadian manufactures of all descriptions and was given under the auspices of the provincial governments and numerous commercial organizations.

FROST DAMAGES GRAPES

Growers in Niagara Falls section report that many grapes have been frozen, the frosts of last week coming on suddenly and destroying most of their output. As a result, many vineyards in this section may be seen unharvested, the fruit made useless by frost.

RECORD RAISIN CROP

The California Raisin Crop this year will total 150,000 tons, it is stated, providing the present favorable weather conditions continue. The crop in 1913 amounted to about 70,000 tons and has steadily increased until this year it is more than double. The entire 1917 crop is now on the trays and the quality this year is exceptionally good.

SERVICE DEPARTMENT**Where To Look for Government Fish**

Will you kindly give us information relative to securing Government fish for sale or give our name to the proper parties?—Young and Brown, Ridgeway, Ont.

Answer.—The distributor of fish for the Ontario Government is S. L. Squire. Would advise that you make your requirements known to him direct. Address him at the Parliament Buildings, Queen's Park, Toronto.

Car Loads Potatoes For Sale

Where will I place a car or two of potatoes to good advantage?—A. Kirkpatrick, Lefroy, Ont.

Answer.—Any merchant interested in buying car lot potatoes might get into touch with this paper, or with Mr. Kirkpatrick direct.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

AN outstanding feature in the grocery market during the week was the issue by the Government of regulations respecting the sale of margarine. This information is ready for distribution. There was an easier tendency in butter during the week as a result of the possible advent on the Canadian market in the near future of this commodity. There is a good demand for butter for export, but transportation space is scarce, and amount being shipped abroad is correspondingly curtailed. Eggs were in weaker tone due to lack of shipping space and to the prevalence of heavy storage stocks on this continent. In poultry lines live chickens were in better supply during the week and prices were slightly lower in consequence. Honey is scarce in the Ontario market and prices have been increased as a result. Live hogs were quoted lower during the week and this is working out toward a weaker tendency for meat products. Compound lard and shortening are in firmer position due to the advancing market for cottonseed oil.

Advances in other grocery lines have again been quite numerous and include jams, condensed milk, baking powder, cream of tartar, baking soda, cotton twine, cotton clothes lines, sardines, condensed coffee, and cocoa. The sugar situation is still a topic of engrossing interest. Refiners are spreading their stocks among their customers to best advantage, and wholesalers are in turn endeavoring to treat their customers in like manner. It is in the hands of the retailer to see that his stocks are let out in a judicious manner. Package cereals is another commodity of very great interest in view of the stand taken by the Food Controller that they shall be prohibited from sale after specified dates. Potatoes are inclining to higher levels, as indeed all vegetables are. Farmers are showing a disposition to hold their stocks for higher prices. Domestic fruits are in shortened supply and foreign fruits are again coming in more plentifully. Business is reported fairly good in the face of uncertainties that prevail with respect to price regulation.

QUEBEC MARKETS

MONTREAL, Oct. 30.—There is much of interest in this week's markets, there being a number of changes. While these are not so numerous, there is every indication of changes that may come soon as the result of new causes. The shortage of cars is serious in connection with the movement of the dried fruit crop. Owing to the recognized food value, there is an increasing demand for corn products, such as corn starch and corn syrup. Salt is moving more freely, and there are some receipts from the States. The demand is as brisk as ever for sugar, with a decreased supply available. Molasses has risen 3c per gallon. Rice will likely be quoted higher. Self-rising flour has advanced. The demand for package cereals continues brisk as ever. There is some feeling that the extension of time in

which these may be sold is much too short, and that the time should rather have been extended until March or April.

Salt Supply Better; Evaporated Milk Up 5%

Montreal.
VARIOUS LINES.—There has been a stiffening tendency in evaporated milk equal to 5 per cent., and affecting St. Charles and Borden's product. Cotton rope has been soaring, and is now quoted at 50c and 51c per pound. Ground oil cake is in an advanced market, with a 30c increase to \$3.20 and \$3.30 per hundredweight. More salt is available than was the case recently, and the condition of shortage is gradually improving. A good deal of United States salt has been marketed of late.

Sugar Declines With One Refiner

Montreal.
SUGAR.—Last week we said that the sugar market was affected very largely through the excitement manifested by a considerable element of the consuming public. This continues to be a factor in a very short market, and nearly all wholesalers are now selling in quantities of only five bags and less to a dealer. If the public could be educated into buying its immediate future needs only, the situation would be much relieved. There are no quantities on hand, and retailers are experiencing much trouble in supplying their patrons. There should be some solace in the fact that, generally speaking, the new crop is good. An interesting feature of the market this week was the reduction of 10c per 100 lbs. by the Atlantic Sugar Refinery. This may have the effect of checking undue demand.

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

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Short; Demand Is Good

Montreal.
CANNED GOODS.—It is doubtful if the canned goods market was ever before in its present unsatisfactory state in so far as supply relates to demand. The latter is good; the supply increasingly shorter. Where the goods will come from is of interest to all, from the producer to the consumer. Supplies may find their way here from the South later. There have been no increases in price for the past week, and all lines remain very firm.

| | |
|------------------------------|------|
| Salmon Sockeye— | |
| "Clover Leaf," 1/2-lb. flats | 2 45 |
| 1 lb. flat | 4 00 |

| | |
|---|-------|
| 1 lb. talls, cases 4 doz., per doz. | 3 75 |
| ½ flats, cases 8 doz., per doz. | 1 50 |
| Chums, 1-lb. talls | 1 80 |
| Pinks, 1-lb. talls | 2 40 |
| Cohoes, 1-lb. talls | 2 65 |
| Red Springs, 1-lb. talls | 2 70 |
| Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz. | 2 25 |
| Canadian sardines (case) | 6 75 |
| Norwegian sardines, per case of 100 "¼s" | 7 00 |
| Norwegian sardines, per case of 100 "¼s" | 20 00 |
| Canned Vegetables— | |
| Tomatoes, 3s | 2 67½ |
| Tomatoes, U.S. pack (2s) | 2 12½ |
| Tomatoes, 2½s | 2 50 |
| Peas, standards | 1 75 |
| Peas, Early June | 1 90 |
| Beans, golden wax | 1 85 |
| Beans, Refugees | 1 85 |
| Corn, 2s, doz. | 2 35 |
| Spinach (U.S.), 3s | 3 00 |
| Do., (U.S.), gallons | 10 00 |
| Corn (on cob, gal. cans), doz. | 8 50 |
| Red raspberries, 2s | 2 90 |
| Simcoes | 2 75 |
| Red cherries, 2s | 2 60 |
| Strawberries, 2s | 3 00 |
| Blueberries, 2s, doz. | 1 35 |
| Pumpkins, 2½s | 1 60 |
| Pumpkins, 3s | 1 75 |
| Pumpkins (gallon), doz. | 6 00 |
| Apples (gallons) | 5 00 |
| Peaches, 2s (heavy syrup) | 2 10 |
| Pears, 3s (heavy syrup) | 2 45 |
| Pineapples, 1½s | 2 25 |
| Greengage plums (light syrup) | 1 90 |
| Lombard plums (heavy syrup), 2s | 1 70 |

Dried Fruits Quiet; Supplies Deficient

Montreal.
DRIED FRUITS.—A most interesting phase of the dried fruit trade is represented in the fact that there is a serious shortage of cars on a big scale, which now confronts the California growers. Dates, loose, are quoted at 18½c. The new crop of Greek currants will be quoted much higher. With a present shortage at San Jose, California, of 300 cars, it will be readily seen that the congestion there is causing great concern to the growers and shippers alike, and with no storage facilities and no relief in sight it makes a unique situation for them and a most difficult one.

Raisins—

| | |
|---|-------|
| Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown | 4 00 |
| Muscateles, loose, 2 crown | 0 11 |
| Muscateles, loose, 3-crown, lb. | 0 11½ |
| Muscateles, 4-crown, lb. | 0 12 |
| Cal. seedless, 16 oz. | 0 14 |
| Fancy seeded, 16 oz. pkgs. | 0 13 |
| Choice seeded, 16 oz. pkgs. | 0 12 |
| Valencias, selected | 0 11 |
| Valencias, 4-crown layers | 0 11½ |
| Currants, old | 0 24 |
| Do., new | 0 32 |

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

Molasses Uncertain; Tendency Upward

Montreal.
MOLASSES.—This week's advance of 3c per gallon in molasses is interesting, and at this there is a firm tendency, which is likely to continue. Corn syrup is in active demand in a firm market. The Far West uses the larger 20-lb. package in quantities. The firmness of market in molasses has been consistently pointed out in CANADIAN GROCER, and the week's advance fully bears out predictions previously made in these pages for the present season.

| | |
|----------------------------|--------------------|
| Barbadoes Molasses— | Prices for |
| Puncheons | Fancy, Choice, |
| Barrels | Island of Montreal |
| Half barrels | 0 86 |
| | 0 89 |
| | 0 91 |

For outside territories prices range about 3c lower.
 Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.
Cane Syrup (Crystal) Diamond—
 2-lb. tins, 2 doz. in case, per case.....
 Barrels, per 100 lbs.
 Half barrels, per 100 lbs.

New Nuts Are In; Prices Rule Higher

Montreal.
NUTS.—Some movement is noted in connection with the new crop, but this is limited. A carload of fresh cracked shelled walnuts has been received by one wholesale house, and these are quoted at an advanced price. Grenoble walnuts are quoted at 23c, 2c above last week's price. There is every indication that the supply for the holiday trade will not be ample to meet the needs throughout the country. We name the following prices for this week:

| | | |
|---|-------|-------|
| Almonds (Tara), per lb. | 0 20 | 0 21 |
| Almonds (shelled) | 0 42 | 0 43 |
| Almonds (Jordan) | 0 70 | |
| Brazil nuts (new) | 0 14 | 0 18 |
| Filberts (Sicily), per lb. | 0 20 | 0 22 |
| Hickory nuts large an small, lb. | 0 10 | 0 15 |
| Peanuts, Bon Ton | 0 15½ | 0 16½ |
| Peanuts, "Diamond G" | 0 13½ | 0 14½ |
| Peanuts (coon), per lb. | 0 12½ | 0 13½ |
| Peanuts (Jumbo), per lb. | 0 16 | 0 17 |
| Pecans (new Jumbo), per lb. | 0 21 | 0 21 |
| Pecans, New Orleans, No. 2 | 0 21 | 0 24 |
| Pecans "paper shell," extra large Jumbo | 0 40 | |
| Pecans (shelled) | 0 80 | |
| Walnuts (Grenoble) | 0 23 | |
| Walnuts (shelled) | 0 54 | 0 56 |
| Walnuts (Marbots), in bags | 0 19 | 0 20 |
| Walnuts (California), No. 1 | 0 24 | |

Beans In Quiet Tone And In Light Demand

Montreal.
BEANS.—There is nothing of an interesting nature this week in connection with the bean market. Some small demand of a sorting nature exists and prices are unchanged. It will be a little time—two or three weeks—before supplies of new crop are forthcoming, and the market may then require some re-adjustment. In so far as the Quebec crop is concerned the supply is better than that of last year and the quality is good. This will at least help the local market later.

Beans—

| | |
|------------------------------------|-------|
| Canadian, hand-picked | 10 50 |
| Canadian, 3-lb. pickers, per bu. | 9 50 |
| Canadian, 5-lb. pickers | 7 40 |
| Michigan, 3-lb. pickers | 10 00 |
| Michigan, hand-picked | 10 50 |
| Yellow Eyes, per lb. | 0 14 |
| Rangoon beans, per bush. | 7 50 |
| Lima, per lb. | 0 20 |
| Chilean beans, per lb. | 0 14½ |
| Manchurian white beans, lb. | 0 15 |
| South American | 5 20 |
| Peas, white soup, per bush. | 5 00 |
| Peas, split, new crop, bag 98 lbs. | 11 00 |
| Barley (pot), per bag 98 lbs. | 6 25 |
| Barley, pearl, per bag 98 lbs. | 7 50 |

Rice Prices May Be Still Firmer

Montreal.
RICE.—There is a strong likelihood of

an advance in rice. No supply of consequence from Siam is in sight, and dealers will be safe in securing their immediate future wants early. There are no new prices named for the week, but these may be reported shortly. In this, as with other lines, there is a good demand and orders are being filled freely. It may also transpire that the difficulty will be accentuated to some extent through the shortage of freighters to carry crop.

| | | |
|--------------------------------|------|------|
| "Texas" Carolina, per 100 lbs. | 9 50 | 9 90 |
| Patna (good) | | 9 40 |
| Siam, No. 3 | 7 25 | 9 15 |
| Siam (fancy) | | 8 40 |
| Rangoon "B" | | 7 88 |
| Rangoon CC | | 7 60 |
| Pickling rice | | 7 70 |
| Tapioca, per lb. | 0 15 | 0 16 |
| Tapioca (Pearl) | 0 15 | 0 16 |

Tea Market Keeps Steadily Firm

Montreal.
TEA.—There is still uncertainty as to the tea situation, but firmness remains the market tone. With knowledge that large quantities of tea are available for export from the primary sources of supply, the markets of the American continent and Canada are still facing expected shortages, and a condition of high prices. There is no word of lower prices, and very little likelihood in opinion of tea merchants in a large way of business, that quotations will be lower. Meanwhile supplies sufficient for ordinary demand are available in Canada, and occasional consignments of teas are reaching the country but slowly and irregularly. There is a decided shortage of China teas, also of fannings and siftings. Quotations remain as previously:

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

Freight Situation May Affect Coffee

Montreal.
COFFEE.—Events in the coffee market are quiet and unaltered as to quotations. But there are suggestions heard from primary markets that the shortage of ships will react upon this comparatively undisturbed market so as to advance prices by restricting supplies. This is a view which is not allowed to assume much importance as yet in the minds of coffee merchants, but with the certainty that large numbers of ships will be in use for war purposes during the months ahead, there may be more firmness coming for coffee in spite of optimism. As to cocoa the principal concern is the shortage of sugar as it may affect the bulk sweet cocoas. There is no alteration in prices of pure cocoas, but packing materials become more and more of a serious factor in the market for cocoa in packages, and this market is firmer in tone in consequence.

Coffee, Roasted—

| | | |
|---------------|-------|------|
| Bogotas, lb. | 0 28 | 0 32 |
| Jamaica, lb. | 0 23 | 0 25 |
| Java, lb. | 0 33 | 0 40 |
| Maracibo, lb. | 0 23 | 0 24 |
| Mexican, lb. | 0 23 | 0 29 |
| Mocha, lb. | 0 34 | 0 37 |
| Rio, lb. | 0 19½ | 0 20 |

| | | |
|---------------------------|------|------|
| Santos, Bourbon, lb. | 0 24 | 0 25 |
| Santos, lb. | 0 23 | 0 24 |
| Cocoa— | | |
| Bulk cocoa (pure) | 0 30 | 0 35 |
| Bulk cocoa (sweet) | | 0 25 |

Spice Market Is Causing Concern

Montreal.
SPICES.—Uncertainty characterises the spice market, uncertainty coupled with firmness in many departments. Steady and active demand both for domestic and export needs is reported as regards spices in hands of the large distributors in New York. Scarcity of ship space at sources of spice supply in the primary sense exercises importers. White pepper is in short supply and little pepper is expected from primary markets. Red pepper is also dwindling in supply. Cloves are going from high to higher levels still. There is great uncertainty as regards ginger. The seeds and herbs are also showing much scarcity and are likely to reveal advancing tendencies even though supplies in wholesalers' hands are sufficient for the time being, and changes in price have not yet been made.

| | 5 and 10-lb. boxes | |
|------------------------------------|--------------------|------|
| Allspice | 0 16 | 0 18 |
| Cassia | 0 25 | 0 30 |
| Cayenne pepper | 0 23 | 0 35 |
| Cloves | 0 40 | 0 45 |
| Cream of tartar | | 0 65 |
| Ginger, pure | 0 25 | 0 35 |
| Ginger, Cochin | | 0 25 |
| Ginger, Jamaica | 0 30 | 0 35 |
| Mace | 0 80 | 1 00 |
| Nutmegs | 0 40 | 0 60 |
| Peppers, black | 0 35 | 0 38 |
| Peppers, white | 0 38 | 0 40 |
| Pickling spice | 0 22 | 0 25 |
| Tumeric | 0 21 | 0 23 |
| Cardamon seed, per lb., bulk | | 2 00 |
| Carraway, Dutch, nominal | | 0 75 |
| Cinnamon, China, lb. | 0 22 | 0 25 |
| Cinnamon, per lb. | | 0 35 |
| Mustard seed, bulk | | 0 25 |
| Celery seed, bulk | | 0 46 |
| Shredded cocanut, in pails | 0 21 | 0 23 |
| Pimento, whole | 0 12 | 0 14 |

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

American Greens More Prominent

Montreal.
FRUIT AND VEGETABLES.—Fewer changes are found in the market for fruit and vegetables this week. Supplies of all kinds of Canadian and local produce are smaller now. The American market begins again to bulk larger as a producer, and Boston lettuce has appeared. These are quoted at \$1 a dozen. Boston cucumbers are lower in price this week. Potatoes are unchanged, but probabilities are that more supplies will be available during the months ahead and the prices may not continue to advance as they have been doing of late. Apples will undoubtedly be scarcer and higher priced. The crop is distinctly disappointing. Sweet potatoes have advanced this week. They are now quoted at \$2.25 per hamper. Demand for the various vegetable lines is still sufficiently brisk, and the effects of meatless days upon this market are noticeable.

| | | |
|----------------------------------|------|-------|
| Bananas (fancy large), bunch... | 2 75 | 3 50 |
| Oranges, Valencia (lates)..... | 4 00 | 5 00 |
| Oranges, Calif. (Sunkist)..... | 4 25 | 4 50 |
| Grape fruit | 4 75 | 5 00 |
| Lemons | 3 75 | 4 00 |
| Pineapples, Cuban, grate | | 5 00 |
| Apples, new (in bbls.)— | | |
| Wealthy, No. 1 | 6 50 | 7 00 |
| St. Lawrence | | 8 00 |
| Fameuse | | 8 00 |
| McIntosh Red | | 8 00 |
| Alexander | | 6 50 |
| Gravensteins | | 6 50 |
| Cauliflower, per doz. bunches... | 1 25 | 2 75 |
| Celery, Canadian, per doz..... | 0 50 | 1 00 |
| Celery crates, 7 doz. | | 6 00 |
| Onions, Canadian, bag | 2 00 | 2 50 |
| Spanish onions, large crate..... | | 5 50 |
| Spanish onions (small crate).... | | 2 00 |
| Potatoes, new, bag | 2 00 | 2 45 |
| Potatoes (sweet), per hamper.... | | 2 25 |
| Carrots, bag | 0 90 | 1 00 |
| Beets, bag | | 1 00 |
| Parsnips | | 1 50 |
| Turnips (Quebec), bag | | 1 00 |
| Turnips (Montreal), bag | 0 75 | 0 90 |
| Tokay grapes, crate | | 2 75 |
| Lettuce, curly, per doz. | | 0 30 |
| Lettuce, head, doz. | 0 75 | 1 00 |
| Lettuce, Boston, doz. | | 1 00 |
| Tomatoes, box | | 2 50 |
| Horse radish, per lb. | | 0 25 |
| Cabbage (Montreal), doz. | 0 60 | 0 75 |
| Beans, wax, bag, U.S. | | 3 50 |
| Beans, green, bag, U.S. | | 3 50 |
| Leeks, per doz. bunches..... | 1 00 | 3 00 |
| Parsley, doz. | 0 20 | 0 25 |
| Mint, doz. | 0 20 | 0 25 |
| Watercress, doz. | | 0 40 |
| Spinach (Canadian), box | 0 75 | 1 50 |
| Eggplant, per doz. | | 0 25 |
| Garlic (Canadian), lb. | 0 20 | 0 25 |
| Endive (Canadian), lb. | | 0 25 |
| Dried thyme | | 1 00 |
| Dried Savory box | | 1 00 |
| Dried marjoram | | 1 00 |
| Cucumbers (Montreal), doz. | 1 00 | 1 75 |
| Cucumbers, Boston, doz. | 1 00 | 1 75 |
| Cucumbers, preserving, doz. | 0 50 | 0 60 |
| California plums, box | 2 85 | 3 20 |
| Do., peaches, box | | 1 75 |
| Peaches (Can.), basket..... | | 1 00 |
| Pears, box | | 1 25 |
| Plums | | 1 50 |
| Peppers, per bkt. | 0 50 | 0 60 |
| Marrows, per doz. | | 1 25 |
| Hauber squash, doz. | | 2 50 |
| Cranberries, per bbl. | | 14 00 |

All Kinds Fish in Active Market

Montreal.
FISH.—There is an increasing demand in every way for fish. This is and will be occasioned in some measure through the advent of a "fish day" this week and with an extra fast day the sale of fish will be stimulated, both in fresh water and salt varieties. Arrivals of pickled fish, usually to hand here, have not come in. Supplies are sold and delivered with little delay. Labrador salmon will be 40% higher than it was a year ago, and this quality of herring will be sold

on an advanced list. Labrador codfish has been a good catch and will sell actively. Shell and bulk oysters are in active demand to an extent but there might be an improved demand for these. As with other lines there will be an increase in price this year of around 30%.

| SMOKED FISH | | |
|---|------|------|
| Haddies | 0 11 | 0 12 |
| Haddies, fillet | 0 16 | 0 17 |
| Digby herring, bundle of 5 boxes | | 0 90 |
| Smoked boneless herring, 10-lb. box. | | 2 00 |
| Smoked eels | | 0 12 |
| Smoked herrings (med.), 100-lb. box | | 0 18 |
| Bloaters, per box 60/100 | | 1 75 |
| Kippers, per box 40/50 | | 2 40 |

| SALTED AND PICKLED FISH | | |
|--|---------|-------|
| Herring (Labrador), per bbl..... | \$11 00 | |
| Salmon (Labrador), per bbl..... | 23 00 | |
| Salmon (B.C. Red) | 25 00 | |
| Sea Trout, red and pale, per bbl..... | 18 00 | |
| Green Cod, No. 1, per bbl..... | 14 00 | 10 00 |
| Mackerel, No. 1, per bbl..... | 21 00 | |
| Codfish (Skinless), 100-lb. box | 11 00 | |
| Codfish (Skinless), blks. "Ivory" Brd., lb. | 0 15 | |
| Codfish, Shredded, 12-lb. box | | 2 00 |

| SHRIMPS, LOBSTERS | | |
|--------------------------------------|------|--|
| Lobsters, medium and large, lb. | 0 45 | |
| Prawns, Imperial gal. | 3 00 | |
| Shrimps, Imperial gal. | 2 50 | |
| Scallops | 3 50 | |

| FRESH FROZEN SEA FISH. | | |
|----------------------------|----|----|
| Halibut | 20 | 22 |
| Haddock, lb. | 7 | 8 |
| Mackerel | | 12 |
| Cod steak, fancy, lb. | | 10 |
| Salmon, Western | 15 | 18 |
| Salmon, Gaspe | | 25 |

| FRESH FROZEN LAKE FISH. | | |
|-------------------------------------|------|-------|
| Pike, lb. | 0 10 | 0 12 |
| Perch | | 0 13 |
| Whitefish, lb. | | 0 15 |
| Lake trout | 0 14 | 0 15 |
| Eels, lb. | | 0 10 |
| Dore | 0 14 | 0 15 |
| Smelts, No. 1 | | 0 15 |
| Smelts, No. 1 large | | 0 20 |
| Oysters— | | |
| Ordinary, gal. | | 2 25 |
| Malpeque oysters, choice, bbl. | | 13 00 |
| Malpeque oysters (med.), bbl. | | 12 00 |
| Cape Cod shell oysters, bbl. | | 13 00 |
| Clams (med.), per bbl. | | 9 00 |

| FRESH FISH | | |
|-------------------------------|-------|-------|
| Haddock | 0 08 | 0 08½ |
| Steak Cod | 0 09 | 0 10 |
| Market Cod | 0 06½ | 0 07 |
| Carp | 0 12 | 0 13 |
| Dore | 0 15 | 0 16 |
| Lake trout | 0 17 | 0 18 |
| Pike | 0 11 | 0 12 |
| B. C. Salmon | 0 22 | 0 24 |
| Gaspereaux, each | | 0 05 |
| Western Halibut | 0 23 | 0 25 |
| Eastern Halibut | 0 25 | 0 26 |
| Flounders | | 0 10 |
| Perch | | 0 09 |
| Bullheads | | 0 12 |
| Whitefish | 0 15 | 0 17 |
| Eels | | 0 10 |
| Mackerel (large), each | | 0 20 |
| Mackerel (medium), each | | 0 18 |

ONTARIO MARKETS

TORONTO, Oct. 31.—Higher prices prevailed in quite a number of commodities pertaining to the grocery trade during the week. Condensed milk, baking powder, cream of tartar, baking soda, jams, jellies, twine, clothes lines, and sardines are advanced. Sugar continued to be the commodity in which greatest interest was centred during the week owing to the demand and to the fact that supplies are light. Package cereals were also in the limelight due to the conference between the Food Controller and the wholesalers and manufacturers. Business in the grocery

trade continues to be of a hand-to-mouth nature, with good volume being transacted.

One Refiner Drops Price Of Sugar 10c

Toronto.
SUGAR.—There is an apparent better situation in sugar so far as the getting of supplies is concerned. After having been closed down for some weeks, the Acadia Sugar Refining Company again started to refine sugar during the latter part of last week. The Atlantic Sugar Refining Company, after having been

out of the market for some days, again returned and are making deliveries sparingly. On Wednesday, they announced a decline of 10c per hundred to \$9.04. Canada Sugar Refining Company and St. Lawrence Sugar Refining Company have been making deliveries regularly, although letting sugar into trade channels sparingly and with the idea of conserving stocks to the best advantage. Dominion Sugar Refining Company has been in the market throughout and has now some of new-crop beet sugar for sale. From these facts it will be seen that all of the five Eastern Canadian refiners are again in operation. The fact that they are in operation indicates that they have been getting supplies of raw sugar from somewhere. There is every prospect that the situation will be carried safely through a period of shortage without actual want occurring. In the United States reports of purchase of Louisiana raw cane sugar to the extent of 200,000,000 pounds gave some hope that the situation in that quarter would be relieved to a certain extent. Delivery of this sugar was expected to start about the first week in November. Later developments, however, would seem to indicate that all of the Louisiana planters are not in accord and that some of them have repudiated the action of their committee in making the sale. One Canadian refiner is limiting wholesale customers to one-third the supplies ordered in normal times and is expecting the wholesaler to conserve his stocks with the retailer in the same manner. The retailer would do well to conserve his stocks as much as possible and let his sugar out in small quantities for the benefit of his customers. By so conserving stocks there may be enough to tide the situation over until sugar is more plentiful. Quotations remained unchanged and there is no likelihood of higher prices prevailing.

| | |
|---|------|
| Atlantic extra granulated | 9 04 |
| St. Lawrence, extra granulated | 9 14 |
| Acadia Sugar Refinery, extra granulated | 9 14 |
| Can. Sugar Refinery, extra granulated | 9 14 |
| Dom. Sugar Refinery, extra granulated | 9 14 |
| Yellow, No. 1 | 8 74 |
| Special icing, barrel | 9 34 |
| Powdered, barrels | 9 24 |
| Paris lumps, barrels | 9 84 |
| Assorted tea cubes, boxes | 9 84 |

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Baking Powder, Sardines And Condensed Milk Up

Toronto.

BAKING POWDER, CREAM OF TARTAR, MILK.—Higher prices were recorded in Magic baking powder during the week for the small tins, 2-oz. now being sold at 70c per dozen and 4-oz. at \$1.05 per dozen. On the 8-oz. size there has been a reduction of 15c per dozen, making the selling price now \$1.75. Gillet's cream of tartar has been

advanced, quarter pound packages now selling at \$2.45 per dozen, half pound packages at \$4.75 dozen and half-pound tins at \$5.45 per dozen. Magic baking soda has been advanced to \$3.95 per case. Twine has again advanced 2c per pound and 3-ply is now quoted from 52c to 54c per pound with 4-ply at 56c to 58c per pound. Brunswick sardines have advanced 50c per case, and are now quoted from \$6.50 to \$6.75. Higher prices to the extent of 25c to 50c per case have been made effective on Borden's condensed milk, coffee and cocoa. Following are prices which now prevail: Eagle, \$8.75 case; Reindeer, \$8.45; Silver Cow, \$7.90; Gold Seal Purity, \$7.75; Mayflower, \$7.25; Challenge, \$7.25 St. Charles, hotel, \$6.40; St. Charles, tall, \$6.50; St. Charles, family, \$5.50, St. Charles, small, \$2.60. Reindeer coffee, large, is quoted at \$5.75 and small size at \$6 per case. Regal brand coffee is quoted at \$5.40, while cocoa large is quoted at \$5.75 and cocoa small size is quoted at \$6 per case. Small sizes of Reindeer coffee and cocoa have been withdrawn from the market until some time in December. Cotton clothes lines have also been advanced about 10 per cent., the selling price for 30-foot now being from \$1.80 to \$1.85 per dozen.

West India Molasses In Very Firm Market

Toronto.

MOLASSES, SYRUP.—There is a very strong position in molasses at present due to an advance of 3c per gallon that has been announced by importers of West India grade. In the local market dealers have not advanced their prices but would have to do so on the basis of present market costs were they to enter the market for stocks at the present time. Fancy Barbadoes molasses is in a very firm position and price quotations by importers are nominal owing to the difficulty of getting supplies. Available supplies in wholesalers' hands are firmly held. There has been no further advance in case goods.

| | |
|---|----------|
| Corn Syrup— | |
| Barrels, per lb. | 0 07 1/2 |
| Cases, 2-lb. tins, 2 doz. in case | 5 15 |
| Cases, 5-lb. tins, 1 doz. in case | 5 50 |
| Cases, 10-lb. tins, 1/2 doz. to cs. | 5 25 |
| Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls. | |
| Cane Syrups— | |
| Barrels, first grade | 0 06 1/2 |
| Barrels and half barrels, second grade, lb. | 0 06 |
| Cases, 2-lb. tins, 2 doz. in case | 4 80 |
| Molasses— | |
| Fancy Barbadoes, barrels | 0 86 |
| West India, 1/2 bbls., gal. | 0 48 |
| West India, 10-gal. kegs. | 0 60 |
| Tins, 2-lb., table grade, case 2 doz., Barbadoes | 4 25 |
| Tins, 3-lb., table grade, case 2 doz., Barbadoes | 5 65 |
| Tins, 2-lb., baking grade, case 2 doz. | 3 00 |
| West Indies, 1 1/2, 48s. | 5 00 |
| West Indies, 2s, 36s | 4 25 |

Strong Situation In All Dried Fruits

Toronto.

DRIED FRUITS.—There is a continued strong situation in all dried fruits. The Oregon prune crop is expected to be

light and there is difficulty experienced in moving the prune crop from California, owing to the urgent need for cars for military purposes. Dried peaches are cleaned up in the local market and the chance for getting supplies seems slim as California operators are not offering them for sale. Apricots are scarce and difficult to obtain. There is not much interest in this fruit in the local market, owing to the high prices being asked. Dates are holding firm at recent advances. Demand for dried fruit from this time forward is expected to be better as the bulk of the local crop of fresh fruits has been marketed. Australian currants were quoted 1c higher in some quarters, making the range from 24c to 26c per pound. About three cars of new crop prunes reached the local market during the week. Quotations for new crop are slightly easier in some instances than old crop. Larger sizes are at a premium, 30-40's being quoted at 17c, 40-50's at 15c to 16c, 50-60's at 13 1/2c, 70-80's at 12c to 12 1/2c, 80-90's at 11 1/2c to 11 3/4c and 90-100's at 10 1/2c to 10 3/4c per pound. California figs in 6-oz. containers are quoted at 85c dozen and 10-oz. at \$1.20 dozen.

| | |
|--|-------------------|
| Apples, evaporated, per lb. | 0 16 3/4 |
| Apricots, unpitted | 0 16 3/4 |
| Candied Peels, American— | |
| Lemon | 0 26 0 30 |
| Orange | 0 28 1/2 0 29 |
| Citron | 0 33 0 36 |
| Currants— | |
| Fillitras, per lb. | 0 24 |
| Australians, lb. | 0 25 |
| Dates— | |
| Excelsior, pkgs., 3 doz. in case | 3 80 4 60 |
| Dromedary dates, 3 doz. in case | 5 25 5 75 |
| Figs— | |
| Taps, lb. | 0 07 |
| Malagas, lb. | 0 08 1/2 0 09 |
| Cal., 6 oz., doz. | 0 85 |
| Cal., 10 oz., doz. | 1 20 |
| Prunes— | |
| 30-40s, per lb., 25's, faced | 0 16 0 17 |
| 40-50s, per lb., 25's, faced | 0 15 0 16 |
| 50-60s, per lb., 25's, faced | 0 13 1/2 0 13 1/2 |
| 70-80s, per lb., 25's, faced | 0 12 0 12 1/2 |
| 80-90s, per lb., 25's, unfaced | 0 11 1/4 0 11 1/4 |
| 90-100s, per lb., 25's, faced | 0 10 1/2 0 10 1/2 |
| Peaches— | |
| Standard, 25-lb. box | |
| Choice, 25-lb. boxes | |
| Fancy, 25-lb. boxes | |
| Raisins— | |
| California bleached, lb. | 0 14 0 15 |
| Valencia, Cal. | 0 10 0 10 1/2 |
| Valencia, Spanish | 0 10 0 12 |
| Seeded, fancy, 1-lb. packets | 0 11 1/2 0 12 1/2 |
| Seedless, 12-oz. packets | 0 11 0 11 1/2 |
| Seedless, 16-oz. packets | 0 14 0 15 |
| Seedless, screened, lb. | 0 13 1/2 |

Jams And Jellies Increase 10c To 15c

Toronto.

CANNED GOODS.—Higher prices were announced on jams and jellies during the week to the extent of 10c to 15c per dozen. Pure strawberry and raspberry jams are now quoted as high as \$3.15 per dozen for 16-oz. glasses, black currant to \$3.05 for 16-oz. Peach 16-oz. is quoted up to \$2.85 dozen and plum 16-oz. also at \$2.85 dozen. In 4-lb. tins raspberry and strawberry are quoted up to 83c per tin on Aylmer and black currant up to 77c per tin. Salmon is in a firm market. This season's pack of vegetables has now been named with the exception of pumpkin. It is expected

There will be a good delivery of pumpkin, perhaps 100 per cent., will be made. Some wholesalers were counting on bringing in some tomatoes from the United States but it is learned that the pack there will not be greater than 20 per cent. of orders. Orders placed by Canadian dealers with United States canners are being pro rated.

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

| | | |
|--|----------|----------|
| Salmon— | | |
| Sockeye, 1s. doz. | 3 75 | 3 85 |
| Sockeye, 1/2s. doz. | | 2 25 |
| Chums, 1-lb. talls | | 2 25 |
| Do., 1/2s. doz. | | 1 35 |
| Pinks, 1-lb. talls | 2 25 | 2 50 |
| Do., 1/2s. doz. | | 1 35 |
| Cohoos, 1/2-lb. tins | 1 75 | 1 90 |
| Cohoos, 1-lb. tins | 3 25 | |
| Springs, 1-lb. talls | | 3 15 |
| Lobsters, 1/2-lb., doz. | 3 10 | 3 25 |
| Canned Vegetables— | | |
| Beets, 3s | 1 50 | 1 90 |
| Tomatoes, 2 1/2s | 2 50 | 2 75 |
| Peas, standard | 1 82 1/2 | 1 90 |
| Peas, early June | 1 90 | 1 92 1/2 |
| Beans, golden wax, doz. | 1 75 | 1 90 |
| Asparagus tips, doz. | | 3 25 |
| Corn, 2's, doz. | 2 35 | 2 40 |
| Pumpkins, 2 1/2s | 2 00 | 2 10 |
| Spinach, 2s, doz. | 1 80 | 2 40 |
| Succotash, No. 1, doz. | | 2 50 |
| Pineapples, 2s | 2 90 | 3 25 |
| Cherries, 2s | 2 75 | 2 90 |
| Peaches, 2s | 2 10 | 2 40 |
| Pears, 2s | 1 75 | 1 90 |
| Plums, Lombard, 2s | | 1 75 |
| Plums, Green Gage | | 1 80 |
| Raspberries, 2s, H.S. | 3 00 | 3 25 |
| Strawberries, 2s, H.S. | 3 00 | 3 40 |
| Jam, raspberry, 16 oz., doz. | 2 90 | 3 15 |
| Do., black currant, 16 oz. | 2 90 | 3 05 |
| Do., strawberry, 16 oz. | 3 00 | 3 15 |
| Peach, 16 oz. | 2 35 | 2 85 |
| Plum, 16 oz. | 2 35 | 2 85 |
| Raspberry, 4-lb. tin | 0 76 | 0 83 |
| Black currant, 4-lb. tin | 0 73 | 0 77 |
| Strawberry, 4-lb. tins | 0 79 | 0 83 |
| Preserved Fruits, Pint Sealers— | | |
| Peaches, pint sealers, doz. | 3 40 | 3 45 |
| Plums, Green Gage, doz. | 2 40 | 2 95 |
| Do., Lombard, doz. | 2 25 | 2 90 |
| Do., Blue, doz. | | 2 25 |
| Black currants, doz. | | 3 45 |
| Red currants, doz. | | 3 45 |
| Raspberries, doz. | 3 45 | 3 50 |
| Strawberries | 3 60 | 4 25 |

Fine Teas Scarce; Importation Nil

Toronto.
TEAS.—Due to shading of prices in certain quarters within the past two weeks there has been a much better inquiry for teas, the favorable quotations inducing buying. Both Indias and Ceylons of fine grade are scarce and high for importation. Higher prices for import have had the effect of shutting off buying for the local market for importers. Practically no further teas are being ordered and existing stocks of teas and those afloat will be drawn upon steadily until they are reduced. Those closely in touch with the situation anticipate that this shutting off of imports will work toward higher prices eventually. No further word has been received anent the raising of the embargo into Great Britain on teas other than British grown.

| | | |
|---------------------------|------|------|
| Ceylon and Indias— | | |
| Pekoe Souchongs | 0 38 | 0 40 |
| Pekoes | 0 40 | 0 46 |
| Broken Pekoes | 0 46 | 0 48 |
| Orange Pekoes | 0 48 | 0 50 |
| Broken Orange Pekoes | 0 50 | 0 52 |
| Javas— | | |
| Broken Pekoes | 0 38 | 0 40 |
| Japans and Chinas— | | |
| Early pickings, Japans | | 0 38 |
| Hyson Thirds, lb. | 0 30 | 0 35 |
| Do., Seconds | 0 40 | 0 45 |
| Do., Sifted | 0 40 | 0 52 |

These prices do not indicate the wide range in

the values. They are good medium grades, and are meant to give some indication of price move-

Coffee Market Shows Dullness

Toronto.
COFFEE.—There was little interest in the buying of coffee in the primary market during the week, dullness being characteristic of the situation in that quarter. There is an apparent scarcity of freight space to bring coffees from the Brazilian ports and this may develop into a firming tendency. However, there are large stocks of coffee held in the United States and the freight situation would have to be acute for some little time before there would be any excuse for a movement to higher levels. Locally prices remained unchanged for bulk coffee, while coffee in tins held steady at the advances recorded last week.

| | | |
|----------------------|------|------|
| Coffee— | | |
| Bogotas, lb. | 0 28 | 0 30 |
| Maracaibo, lb. | 0 25 | 0 28 |
| Mexican, lb. | 0 27 | 0 31 |
| Jamaica, lb. | 0 26 | 0 27 |
| Mocha, Arabian, lb. | 0 35 | 0 40 |
| Rio, lb. | 0 19 | 0 25 |
| Santos, Bourbon, lb. | 0 25 | 0 26 |
| Chicory, lb. | 0 17 | 0 20 |
| Cocoa— | | |
| Pure, lb. | 0 25 | 0 30 |
| Sweet, lb. | 0 16 | 0 20 |

Cloves Make Big Advance During Week

Toronto.
SPICES.—There was a very firm tendency in the markets for cloves and cream of tartar during the week, advances having been recorded in both these commodities. Ground cloves and whole cloves are now quoted at 60c per pound. Cream of tartar is a very scarce commodity, some of the larger dealers being out of the market entirely and state that they are unable to get further supplies. Quotations are made from 73c to 75c per pound where obtainable.

| | | |
|--------------------------------|----------------|------|
| | Per lb. | |
| Allspice | 0 16 | 0 18 |
| Cassia | 0 25 | 0 35 |
| Cinnamon | 0 40 | 0 50 |
| Cayenne | 0 30 | 0 35 |
| Cloves | 0 50 | 0 60 |
| Ginger | 0 25 | 0 35 |
| Mace | 0 90 | 1 10 |
| Pastry | 0 25 | 0 30 |
| Pickling spice | 0 20 | 0 25 |
| Peppers, black | 0 35 | 0 38 |
| Peppers, white | 0 35 | 0 45 |
| Nutmegs, selects, whole, 100's | | 0 40 |
| Do., 80's | 0 45 | 0 50 |
| Do., 64's | 0 55 | 0 60 |
| Mustard seed, whole | 0 30 | 0 40 |
| Celery seed, whole | 0 40 | 0 50 |
| Coriander, whole | 0 30 | 0 35 |
| Carraway seed, whole | 0 80 | 0 90 |
| Cream of Tartar— | | |
| French, pure | 0 65 | 0 75 |
| American high test | 0 65 | 0 75 |

Rice Shipments Still Very Meagre

Toronto.
RICE, TAPIOCA.—Arrivals of rice from the new crop have not yet been reported in this market. There is, in fact, very little rice being shipped to any part from the Southern rice fields. Shipments are late, even to such an important distributing centre as New York, and uncertainty of arrival has practically cleaned up that market on spot stocks.

Locally the demand for rice is not heavy and the lateness of arrivals is not a disturbing factor up to the present time. Prices continue firm at quotations of last week.

| | | |
|-------------------------------|-------|----------|
| Texas, fancy, per 100 lbs. | 9 50 | 11 00 |
| Blue Rose Texas | 10 00 | 10 50 |
| Honduras, fancy, per 100 lbs. | | 0 12 1/2 |
| Siam, fancy, per 100 lbs. | 8 00 | 8 50 |
| Siam, second, per 100 lbs. | 7 75 | 8 25 |
| Japans, fancy, per 100 lbs. | 8 50 | 9 00 |
| Japans, second, per 100 lbs. | 8 00 | 8 50 |
| Chinese XX, per 100 lbs. | 8 00 | 8 50 |
| Tapioca, per lb. | 0 14 | 0 15 |

Brazil Nuts Down; Nuts Moving Better

Toronto.
NUTS.—Under the stimulus of the Hallowe'en demand there has been a fairly good movement in nuts started within the past week or two. There have been good arrivals of Brazil nuts within recent days and prices are easier in consequence, being quoted down 1 1/2c per pound, the range being from 13 1/2c to 15c per pound. Almonds are in firm market. Some new crop filberts are expected to reach the local market in the near future. There are also some fresh-cracked walnuts on the way from France which are expected to reach this market within a short period.

| | | |
|-----------------------------|----------|------|
| In the Shell— | | |
| Almonds, Tarragonas, lb. | 0 19 1/2 | 0 20 |
| Walnuts, Bordeaux | 0 17 1/2 | 0 20 |
| Walnuts, Grenoble, lb. | 0 18 1/2 | 0 20 |
| Filberts, lb. | 0 18 1/2 | 0 20 |
| Pecans, lb. | 0 17 | 0 19 |
| Peanuts, roasted, lb. | 0 16 | 0 18 |
| Brazil nuts, lb. | 0 13 1/2 | 0 15 |
| Shelled— | | |
| Almonds, lb. | 0 40 | 0 45 |
| Filberts, lb. | 0 38 | 0 40 |
| Walnuts, lb. | 0 55 | 0 63 |
| Walnuts, California | | |
| Peanuts, Spanish, lb. | | 0 17 |
| Do., Chinese, Japanese, lb. | 0 15 | 0 16 |

Ontario Beans Expected To Be High

Toronto.
BEANS.—New prices on Ontario beans have not yet been named, but it is expected they will be uniformly high. Michigan beans during the week opened at \$9 per bushel for hand-picked and \$8.90 for primes. It is expected the Ontario beans will open somewhere between \$8 and \$9 per bushel. Indian beans were slightly higher in some quarters during the week, being quoted up to \$7.20 per bushel, an advance of 20c. Other quotations were still made at \$6.50 per bushel. There is a fair movement of Indian beans. Ontario farmers are holding out for high prices in beans and have not been disposed to sell up to the present time.

| | | |
|--------------------------------------|------|----------|
| Ontario, 1-lb. to 2-lb. pickers, bu. | | |
| Can. white kidney beans, bush. | | 8 00 |
| Indians, per bush. | 6 50 | 7 00 |
| Yellow eyes, per bushel. | | |
| Japanese, per bush. | | 6 50 |
| Limas, per pound | 0 17 | 0 17 1/2 |

Package Cereal Question In Abeyance

Toronto.
PACKAGE GOODS.—There is considerable uncertainty in the minds of

those interested over the prospect for sale of package cereals. As a result of a conference between the Food Controller and manufacturers and wholesalers on Saturday last, doubt was left in the minds of the latter as to what the Food Controller intended to do. As it stands at present the order-in-council is still on the books which provides that wholesalers and manufacturers will have until December 1 to clear out their stocks while retailers will have until January 1 to dispose of their stocks. Some rumors were afloat that the time had been extended for one month in each of these instances but nothing definite has been announced as yet with respect to this. In the meantime prices are holding steady.

| | |
|--|----------|
| Cornflakes, per case | 3 40 |
| Rollled oats, round, family size, 20s | 4 80 |
| Rollled oats, round, regular 18s, case | 1 75 |
| Rollled oats, square, 20s | 4 80 |
| Shredded wheat, case | 4 25 |
| Cornstarch, No. 1, pound cartons | 0 12 |
| No. 2, pound cartons | 0 11 |
| Starch, in 1-lb. cartons | 0 12 |
| Do., in 6-lb. tins | 0 13 1/2 |
| Do., in 6-lb. papers | 0 09 1/2 |

Smoked Haddies Higher; Haddock And Cod Firm

Toronto.

FISH, OYSTERS.—Firm quotations prevailed on finnan haddie during the week, the lower quotation of 11c per pound having disappeared and the range being now from 12c to 13c. Haddie filets are also firm, some of the fancy grades being quoted up as high as 18c per lb. Steak cod was higher in some quarters at 11c, while market cod and haddock with heads on were quoted firm at 9c per pound. Unfavorable weather continued to interfere with the operations of fishermen during the week and prices of lake fish ruled steady in consequence. Halibut at the coast is scarce. Blue point oysters in the barrel made a movement upward of \$2 per barrel, being now quoted at \$11. Demand for fish is good, being fully equal to the supply.

SMOKED FISH.

| | | |
|---------------------------------|------|------|
| Haddies, per lb., new cured | 0 12 | 0 13 |
| Haddies, filets, per lb. | 0 15 | 0 18 |
| Kippered herring, per box | 1 50 | 1 75 |
| Digby herring, skinless, 10-lb. | 1 85 | 2 00 |

PICKLED AND DRIED FISH.

| | |
|--------------------------------|------|
| Acadia cod, 20 1-lb. blocks | 3 00 |
| Salt mackerel, kits 15 lbs. | 2 25 |
| Labrador salt herring, barrels | 9 75 |
| Do., half barrels | 5 00 |

FRESH SEA FISH.

| | |
|-----------------------------|------|
| Halibut, medium, fresh, lb. | 0 23 |
| Halibut, frozen | 0 19 |
| Salmon, B.C. | 0 20 |
| Do., Restigouche, lb. | 0 10 |
| Haddock, fancy, lb. | 0 10 |
| Herrings, frozen | 0 04 |
| Steak cod, fancy, lb. | 0 10 |
| Cod, market, heads on, lb. | 0 09 |
| Mackerel, lb. | 0 09 |
| Flounders, lb. | 0 09 |
| Swordfish, lb. | 0 10 |

FRESH LAKE FISH.

| | | |
|-----------------------|----------|-------|
| Herring, per lb. | 0 09 | 0 10 |
| Pike, lb. | 0 10 | 0 12 |
| Whitefish, lb., fresh | 0 14 | 0 15 |
| Trout, lb., fresh | 0 13 1/2 | 0 15 |
| Tullibee, fresh, lb. | 0 09 | 0 10 |
| Oysters, per gal. | 2 75 | 3 50 |
| Blue points, bbl. | 11 00 | 11 00 |
| Malpeque, bbl. | 14 00 | 15 00 |

Cranberries Up \$1; California Lemons In

Toronto.

FRUIT.—An advance of \$1 per barrel in the price of cranberries was registered during the week, making the quotation now \$15. California lemons reached the market and were quoted at \$6.50 per case. Verdilli lemons were quoted from \$5.50 to \$6.50 per case. Peaches were scarce in the market, the only variety available now being the Smocks. In 6-quart baskets these were quoted from 30c to 35c and in 11-quarts at 40c to 60c. Nova Scotia apples were fairly plentiful during the week. Blenheim and Ribstone pippens are quoted at \$5 for No. 1, \$4.50 for No. 2, and \$4 for No. 3. Ontario Baldwins, tree run, were quoted at \$5 per barrel. Honey dew melons from California were in the market and quoted at \$3 per box of nine. Almeida grapes were also in and were quoted from \$6.50 to \$9 per keg. Grapes were in lighter supply as the season is about over.

Apples—

| | | |
|-----------------------------|-------|-------|
| California, boxes | 2 15 | 2 75 |
| B.C., boxes | 2 25 | 2 50 |
| Ontario, Colverts, No. 1 | 5 50 | 5 00 |
| Do., Colverts, No. 2 | 5 00 | 5 00 |
| Do., Maiden Blush, No. 1 | 5 50 | 5 00 |
| Do., Holland Pippin, No. 2 | 5 00 | 6 00 |
| Do., Wealthys, No. 1 | 5 50 | 5 50 |
| Do., Wealthys, No. 2 | 5 00 | 5 50 |
| Tree run | 5 00 | 5 50 |
| N.S., Gravenstein, No. 1 | 4 50 | 4 50 |
| Do., Gravenstein, No. 2 | 2 25 | 2 75 |
| Bananas, yellow, bunch | 15 00 | 15 00 |
| Cranberries, Cape Cod, bbl. | 7 00 | 7 50 |
| Do., 50-lb. box | 0 30 | 0 40 |
| Grapes, Ont., 6 qt. | 0 40 | 0 50 |
| Grapes, leno, 6 qt. | 4 50 | 4 75 |
| Grapefruit, Jamaica, case | 5 25 | 5 50 |
| Do., Florida, case | 4 25 | 4 75 |
| Oranges— | 6 00 | 6 50 |
| Cal. late Valencia, case | 6 00 | 6 50 |
| Lemons, Verdilli, case | 6 50 | 6 50 |
| Cal., case | 6 50 | 6 50 |
| Vegetable marrow | 0 30 | 0 35 |
| Peaches— | 0 40 | 0 60 |
| Ontario, 6-qt. | 0 30 | 0 35 |
| Do., 11-qt. | 0 40 | 0 60 |

| | | |
|---------------------------------|------|------|
| Pears, Cal., box | 3 75 | 4 00 |
| Do., Ontario, 11-qt. | 0 50 | 1 25 |
| Pineapples, Cuban, case 30-36s. | 0 75 | 1 00 |
| Plums, Ont., 11-qt. box | 1 00 | 1 25 |
| Prunes, 11 qt. | 1 00 | 1 25 |
| Damsons, 11 qt. | 2 25 | 2 40 |
| California grapes, Malagas | 6 50 | 9 00 |
| Almeira grapes, keg | 5 00 | 5 00 |
| Emperor grapes, keg | | |

Potatoes Were Again Higher In Price

Toronto.

POTATOES.—There was a firmer tendency in the potato market during the week, quotations being made from \$1.75 to \$1.90 per bag. Some tomatoes continued to reach the market although the volume is now small. Arrivals of vegetables in the market are slim these days as farmer are showing a disposition to hold their stocks for higher prices. Beets, carrots, onions and potatoes are not plentiful because the farmers do not care to make quotations. Silverskin pickling onions were slightly lower in the range, being quoted from 60c to \$1. Prices for the most part held steady.

| | | |
|------------------------------|----------|----------|
| Beets, 11-qt. basket | 0 20 | 0 30 |
| Do., bag | 0 75 | 0 85 |
| Cabbage, Canadian, doz. | 0 40 | 0 40 |
| Carrots, new, basket | 0 85 | 1 00 |
| Do., bag | 0 30 | 0 35 |
| Celery, Mich., doz. | 0 30 | 0 35 |
| Do., Canadian, case | 0 30 | 0 40 |
| Lettuce leaf, doz. bunches | 0 30 | 0 40 |
| Canadian head lettuce, doz. | 1 25 | 1 25 |
| Mushrooms, lb. | 1 12 1/2 | 1 12 1/2 |
| Onions— | 5 75 | 6 00 |
| Spanish, crates | 0 75 | 0 85 |
| Do., Canadian, 75-lb. | 3 50 | 3 75 |
| Do., American, 100-lb. | 0 60 | 1 50 |
| Pickling, silverskin, 11-qt. | 1 75 | 1 90 |
| Potatoes— | 2 00 | 2 25 |
| New Ontario, bag | 0 75 | 1 00 |
| Sweet, hamper | 0 75 | 1 00 |
| Spinach, box | 0 50 | 1 00 |
| Green peppers, basket | 0 50 | 1 00 |
| Red peppers, 11-qt. | 0 50 | 1 00 |
| Tomatoes— | 0 50 | 0 75 |
| 11-qt., No. 1 | 0 30 | 0 40 |
| 6-qt., No. 1 | 0 35 | 0 40 |
| Parsley, basket | 0 30 | 0 50 |
| Watercress, basket | 0 60 | 0 75 |
| Turnips, new, bag | 0 60 | 0 75 |

MANITOBA MARKETS

WINNIPEG, Oct. 31.—The chief topic for conversation among the brokers and wholesalers this week is the embargo on package cereals placed by the Food Controller. The consensus of opinion seems to be that Mr. Hanna will have to make changes, just as he did in the case of canned goods; in fact, these changes have already been made. One wholesaler said that the Food Controller's idea first was to prevent the sale by November 1st, which allowed them only nine days to sell their stock to the retailers, and the retailer was allowed until December 1st to dispose of his stock. The change made allows the wholesaler and the retailer until January 1 to get rid of their stocks of package goods. The manufacturer has also been allowed an extension of time. Other wholesalers, speaking on this subject, said that it had upset their business, as the retailers were not buying at all until they know where they were at. The wholesalers seem to be similarly con-

fused, not knowing exactly how far this ruling extends. For instance, one jobber said he was not sure whether it included package biscuits, rusks, etc. Furthermore, he said that the ruling might be read to include even corn syrup and starches, which were products of corn, although he did not think for a minute that this was their intention. At the same time, it was confusing, and they did not know where to draw the line.

There was a meeting of the Wholesale Grocers' Guild last week, and this was one of the important questions discussed. A wire was sent to Mr. Hanna offering assistance of Western wholesalers, to which the Food Controller replied very kindly that he would be pleased to receive a delegation, and thanked them for their co-operation. It is understood that Mr. Gordon, of the Codville Co.; Mr. Max Heap, of the Cameron-Heap Co., and H. G. Smith, of H. G. Smith & Co., Regina, left last week to meet the Food Controller at Ottawa.

There is a noticeable steadiness to prices these days, compared with what there has been for some time, and the trade say they are not looking for the big changes in staple lines now that they used to get. A new quotation is announced this week on Campbell's soups, all flavors, at \$1.70.

Insist On Retailer Taking Yellow Sugar

Winnipeg.
SUGAR.—Considerable doubt exists here regarding the sugar situation, and the part being played by the Food Controller. It is well known that many of the refiners are not shipping, and that the bulk of supplies are coming through one refiner. Many of the wholesalers are limiting supplies to their customers; in most cases to three bags. A jobber states that refiners are filling their orders with a large percentage of yellow sugar, and this has compelled the wholesaler to insist on the retailer taking yellow sugar with his orders for granulated, which will probably result in the retailer compelling the consumer eventually to take yellow sugar with granulated. A letter was received by a Winnipeg wholesale house last week from a dealer in Grafton, North Dakota, complaining that they were short of sugar, and asked if they could have five sacks shipped there if the duty was not too high. This goes to show that sugar is very scarce in the United States, and it is rumored here that they are working on sugar cards across the line. Reports coming in from New York are to the effect that the beet crop is estimated at about the same as last year, the Cuban crop is estimated a little less than last year, and the Louisiana crop will be considerable more than last year; thus it will be seen that prospects are for a greater supply, and the sugar shortage is not likely to last very long. It is suggested that the prices will be down as soon as these crops of raw sugar reach the market.

No Change In Cane Or Corn Syrup

Winnipeg.
SYRUPS.—There has been no change in either cane or corn syrup, and none is expected until around January.

| NEW ORLEANS MOLASSES. | |
|--|--------|
| 24 by 2 lb. tins | \$3 15 |
| 24 by 3 lb. tins | 4 25 |
| 12 by 5 lb. tins | 3 80 |
| 6 by 10 lb. tins | 3 70 |
| CORN SYRUP. | |
| Beehive and Crown— | |
| 2-lb. tins, 2 doz. case, per case | 5 28 |
| 5-lb. tins, 1 doz. case, per case | 5 68 |
| 10-lb. tins, 1/2 doz. case, per case | 6 41 |
| 20-lb. tins, 1/4 doz. case, per case | 6 42 |
| White Clover and Lilly White— | |
| 2-lb. tins, 2 doz. case, per case | 5 78 |
| 5-lb. tins, 1 doz. case, per case | 6 18 |
| 10-lb. tins, 1/2 doz. case, per case | 5 91 |
| 20-lb. tins, 1/4 doz. case, per case | 5 92 |
| Barbadoes Molasses— | |
| In half barrels, per gal. | 85-95 |
| New Orleans Molasses— | |
| Blackstrap, half barrels, wood, per gal. | 50-52 |
| ROGERS SYRUP. | |
| 24 by 2 lb. tins, case | 5 25 |
| 12 by 5 lb. tins, case | 6 15 |
| 6 by 10 lb. tins, case | 5 75 |
| 3 by 20 lb. tins, case | 5 60 |
| 12 by 3 lb. seal glass jars | 4 20 |

Rapid Advances In Dried Peach Market

Winnipeg.
DRIED FRUITS.—Evaporated apples are still practically unprocureable, but wholesalers here are expecting good supplies of American fancy stock by December to sell at 22c to 23c, 50-lb. boxes. Peaches are practically off the market, and are advancing rapidly. They are selling to the retail trade at 15-16c for 25's and a cent higher for 10's. Apricots continue very high in price, and the sale is not very large on this account. Cables have been received this week indicating that new nuts will leave Europe as usual, whereas it was thought that they might be very scarce this year. It was suggested to a broker that Portuguese figs might arrive too, and he expressed the opinion that some one would get them, and they would probably come through one house, who would be licensed by the Portuguese Government to sell them. This, however, was only his opinion.

| | |
|--------------------------------------|---------------|
| Santa Clara Prunes— | |
| 90-100s, 25-lb. boxes, per lb. | 0 11 1/2 |
| 80-90s, 25-lb. boxes, per lb. | 0 12 |
| 50-60s, 25-lb. boxes, per lb. | 0 13 |
| Oregon Prunes— | |
| 100s and over, 25-lb. boxes, per lb. | 0 08 1/4 |
| 90-100s, 25-lb. boxes, per lb. | 0 10 1/4 |
| 80-90s, 25-lb. boxes, per lb. | 0 10 1/2 |
| Apples— | |
| Cal. fey., faced, 50-lb. boxes, lb. | 0 23 |
| Pears, choice, 10-lb. boxes, faced | 0 16 1/2 |
| Apricots— | |
| New, choice, 25's | 0 23 1/2 0 25 |
| New, choice, 10's, per box | 2 48 |
| Peaches— | |
| Choice, 25-lb. boxes | 0 13 0 13 1/2 |
| Choice, 10-lb. boxes | 0 14 |
| Currants— | |
| Fresh cleaned, bulk, lb., Australian | 0 21 0 22 |
| Dates— | |
| Hallowee, 68-lb. boxes | 0 18 0 20 |
| Fards, box, 12 lbs. | 1 75 2 30 |
| Raisins, California— | |
| 16 oz. fancy, seeded | 0 12 1/2 |
| 16 oz. choice, seeded | 0 11 1/2 |
| 12 oz. fancy, seeded | 0 10 |
| 12 oz. choice, seeded | 0 09 1/2 |
| Raisins, Muscatels— | |
| 3 crown, loose, 25's | 0 11 1/4 |
| 3 crown, loose, 50's | 0 10 1/2 |
| Raisins, Cal. Valencias— | |
| 3 crown, loose, 25-lb. boxes | 0 10 1/2 |
| 3 crown, loose, 10-lb. boxes | 0 11 |
| Figs— | |
| Mediterranean, 33-lb. mats | 0 07 1/4 0 08 |
| Peel— | |
| Candied lemon, boxes, lb. | 0 22 0 22 1/4 |
| Candied orange, boxes, lb. | 0 25 0 26 1/4 |
| Candied citron, boxes, lb. | 0 30 0 30 1/4 |
| Cut mixed, 7-lb. boxes | 0 28 1/2 |

Good Demand For Tapioca And Rice

Winnipeg.
RICE AND TAPIOCA.—If the retailer had paid a price in proportion to what the wholesaler has been paying lately, he would have been quoted 16c for his tapioca; most of the jobbers, however, did not put up their tapioca to the limit, and now that there is a decline in the primary market, the retailer will not have to pay as high as 16c. The consumption of tapioca seems to have been affected by the high price, but it is surprising how much is being ordered. Neither is there any falling off in the demand for rice, and it is expected the demand will be good all winter.

| | |
|---------------------------------|----------|
| Extra fancy Japan, 100-lb. bags | 0 09 |
| Fancy Japan, 100-lb. bags | 0 08 1/2 |
| Choice Japan, 100-lb. bags | 0 07 1/2 |

| | |
|--------------------|---------------|
| Siam, 100-lb. bags | 0 07 |
| Siam, 50-lb. bags | 0 07 1/2 |
| Tapioca, lb. | 0 13 1/2 0 14 |
| Sago, lb. | 0 12 1/2 0 13 |

European Nuts Are Now Expected

Winnipeg.
NUTS.—Advice received by cable this week indicated that new nuts from Europe will be available, which is contrary to what was expected. Furthermore, prices seem to be no higher than last year; in fact, in one or two cases they are slightly lower. Quotations were received this week on Bordeaux halves walnuts, Sicily filberts, and almonds.

| NUTS—IN SHELLS. | |
|--|-------------------|
| Almonds, Taragona (soft shell), lb. | 0 20 0 21 1/2 |
| Brasils, medium washed (Nigger Toes), lb. | 0 16 0 19 |
| Filberts, genuine Sicily, lb. | 0 18 1/2 0 20 |
| Peanuts, Virginia— | |
| Choice roasted, fresh, lb. | 0 15 1/2 |
| Fancy roasted, fresh, lb. | 0 17 1/2 |
| Jumbo, roasted, fresh, lb. | 0 17 0 18 1/2 |
| Salted peanuts, 5c pkts., 20 in carton, per carton | 0 75 |
| Walnuts, French Marbotts, lb. | 0 14 1/2 0 18 1/2 |
| Walnuts, Manchurian (Jap.), lb. | 0 13 1/2 0 15 |
| NUTS—SHELLED. | |
| Spanish Valencia Almonds— | |
| 25-lb. boxes, lb. | 0 39 0 45 |
| Less quantities, lb. | 0 40 0 41 1/2 |
| French Bordeaux Walnuts— | |
| In 55-lb. boxes, lb. | 0 55 0 59 |
| Less quantities, lb. | 0 66 0 68 1/2 |
| Spanish Shelled Peanuts— | |
| No. 1 Spanish, lb. | 0 14 1/2 |

Retailers Advance Tea 10c Per Lb.

Winnipeg.
TEA.—The market continues high on account of freight rates being high. There is very little buying going on by the jobbers in Winnipeg, as they are all pretty well bought, and either have good stocks or are expecting them. Price of tea has been advanced by most retail stores in Winnipeg during the past month on good class Ceylon tea about 10c per lb.

Quotations On Tomatoes And Corn

Winnipeg.
CANNED GOODS.—There seems to be very little to say regarding the canned goods situation. The trade have accepted the facts, and the feeling is that things will run along just about the same, the sale of tomatoes and corn being curtailed both by high prices and by the small deliveries. Quotations this week varied slightly, but were in the neighborhood of \$4.65 or \$4.85 for corn, and \$4.35 for tomatoes 2's, and \$5.10 to \$5.30 for 2 1/2's.

Potatoes Have An Upward Tendency

Winnipeg.
FRUITS AND VEGETABLES.—Potatoes are showing an upward tendency. Last week they jumped \$1 per bushel, and this week are realizing \$1.25. Many of the potatoes home-grown in Manitoba have been frozen or damaged by frost in some way, and for this reason the farmers are asking for \$1 per bushel; thus it

Continued on page 45

FLOUR AND CEREALS

Winter Wheat Flour Firmer

Montreal.

FLOUR AND FEEDS.—Flour is moving out with little noticeable change in price. There is some small advance in fancy patents of winter wheat flour making the price read 25 cents higher per barrel, this being quoted now at \$11.25 to \$11.50. Owing to the delay until the close of the week for the government's ruling regarding prices, market conditions are quite unchanged, but something interesting may be anticipated soon. It will take some time in any case to overtake an accumulation of orders for flour and particularly for feeds. The delay in the small package legislation will ease conditions somewhat for the moment.

| | Car lots | Small lots |
|------------------------------|----------|------------|
| Manitoba Wheat Flour— | | |
| First patents | 11 60 | 11 80 |
| Second patents | 11 10 | 11 30 |
| Strong bakers | 10 90 | 11 10 |
| Winter Wheat Flour— | | |
| Fancy patents | 11 25 | 11 50 |
| 90% in wood | 10 50 | 10 75 |
| 90% in bags | 5 20 | 5 30 |
| Bran, per ton | 35 00 | 37 00 |
| Shorts | 40 00 | 42 00 |
| Special middlings | 50 00 | 51 00 |
| Feed flour | 61 00 | 62 00 |
| Feed oats, per bushel | | 0 82 |

Package Cereals In Good Demand

Montreal.

CEREALS.—The stir regarding package regulations having subsided for the time being there continues to be a good demand for all kinds of package goods. Self-rising flour is reduced by Montreal millers to the extent of 10c per dozen for the 6 pound size and five cents per dozen in three's, making the former \$5.50 and the latter \$2.80. It may be well to watch the development in rolled oats in the immediate future.

| | | |
|-------------------------------------|-------|-------|
| Barley, pearl | 7 50 | 8 00 |
| Barley, pot. 98 lbs. | 6 00 | 6 50 |
| Corn flour, 98 lbs. | 6 50 | 6 75 |
| Cornmeal, yellow, 98 lbs. | 6 40 | 7 00 |
| Graham flour, 98 lbs. | 5 55 | 5 75 |
| Hominy grits, 98 lbs. | 6 75 | 7 00 |
| Hominy, pearl, 98 lbs. | 7 00 | 7 60 |
| Oatmeal, standard, 98 lbs. | 5 25 | 5 50 |
| Oatmeal, branulated, 98 lbs. | 5 25 | 5 50 |
| Peas, Canadian, boiling, bush. | 5 00 | 5 50 |
| Split peas | 11 00 | 11 25 |
| Roller oats, 90-lb. bags | 4 00 | 4 50 |
| Whole wheat flour, 98 lbs. | 5 55 | 5 75 |
| Rye flour, 98 lbs. | 5 25 | 5 50 |
| Wheatlets, 98 lbs. | | 5 80 |

Flour Prices Are Expected

Toronto.

FLOUR.—There is an expectant attitude among millers and those interested

in mill products due to the possibility that flour prices, as established by the Food Controller, are expected to be arranged by November 1. A meeting of those interested is scheduled to take place in Ottawa on Wednesday of this week and announcement as to the price is expected as a result of the deliberations of this meeting. Prices in the local market held steady during the week for both Ontario winter wheat flour and Manitoba hard wheat flour. Demand for flour is reported good in the majority of instances, but slow in some quarters, slowness of movement being attributed to the fact that price-fixing has been hanging fire. The thirty-day limit on booking business has also had a retarding effect.

| | Car lots per bbl. | Small lots per bbl. |
|------------------------------------|-------------------|---------------------|
| Manitoba Wheat Flour— | | |
| First patents | \$11.50 | \$11.70 |
| Second patents | 11.00 | 11.20 |
| Strong bakers | 10.80 | 11.00 |
| Ontario Winter Wheat Flour— | | |
| High patents | \$10.30-\$10.35 | \$10.50-\$10.55 |
| Second patents | 10.15 | 10.35 |

Graham Flour And Farina Are Down

Toronto.

CEREALS.—Lower prices were quoted in some quarters on Graham flour, whole wheat flour and farina during the week. For Graham flour and whole wheat flour the quotation of \$5.40 per bag was made, while farina was quoted at \$5.70 per bag, representing a decline of 30c with the firm in question. Cornmeal and corn products were in firmer tone with higher prices quoted, yellow cornmeal being quoted at \$6 to \$6.50, and corn flour, hominy grits, and pearl hominy at \$6.25 per bag. Wheatlets were also quoted 30c down at \$5.70 per bag. There is a brisk demand for bulk cereals at present. If the Food Controller persists in his course of prohibiting the use of package cereals a still greater demand is anticipated in the not distant future.

| | Less than car lots |
|-----------------------------------|--------------------|
| Barley, pearl, 98 lbs. | 6 50 6 75 |
| Barley, pot. 98 lbs. | 4 75 5 00 |
| Cornmeal, yellow, 98 lbs. | 6 00 7 00 |
| Corn flour, 98 lbs. | 6 25 |
| Farina, 98 lbs. | 5 70 6 50 |
| Graham flour, 98 lbs. | 5 40 6 20 |
| Hominy grits, 98 lbs. | 6 25 |
| Hominy, pearl, 98 lbs. | 6 25 |
| Oatmeal, 98 lbs. | 4 75 5 00 |
| Roller oats, 90 lb. bags | 4 25 4 60 |
| Roller wheat, 100-lb. bbls. | 6 00 6 50 |
| Wheatlets, 98 lbs. | 5 70 6 50 |
| Peas, yellow, split, 98 lbs. | 9 50 11 00 |
| Blue peas, lb. | 0 09 0 12 |

Above prices give the range of quotation to the retail trade.

Bran Demand Is Reported As Improving

Toronto.

MILLFEEDS.—Prices on millfeeds

held uniformly steady during the week. It is expected that something may develop as to price fixing on feeds when the milling interest and the Food Controller meet in Ottawa this week. There is a brisk demand for shorts at the present time and bran is reported as being in much better position with respect to inquiry. Feed flour is somewhat scarce and prices have inclined to higher levels during the week.

| Mill Feeds— | Mixed cars ton | Small lots ton |
|---------------------------|----------------|----------------|
| Bran | \$34-\$35 | \$34-\$37 |
| Shorts | 40 | 42 |
| Special middlings | 50 | 52 |
| Feed flour, per bag | | 3.05-3.10 |

Still Heavy Demand For Bran And Shorts

Winnipeg.

FLOUR AND FEEDS.—First patents are still bringing \$11, and the domestic demand for flour is in excess of the supply, which is usually the case just now when farmers are buying freely. It is expected that prices will stay at \$11 as long as wheat remains fixed, although there is no guarantee of the latter. Rolled Oats—Price of bulk is \$3.75 and \$4.75 for packages. All cereal millers report considerably oversold on rolled oats and oatmeal, and they are also complaining about the difficulty of securing oats of sufficiently good quality for milling purposes. The oat crop is turning out poor as regards quality, and it is likely that a premium will be paid later on for milling oats. Cornmeal—Contrary to expectation, the market became firm last week instead of weakening, and price of 98's is still \$6.15. New corn will not be on the market until December, and it is probable that between now and then prices will rule high. Feeds—Bran and shorts are selling at \$34 and \$38 respectively, with a big demand, especially for shorts, and especially in Eastern Canada.

| | |
|---------------------------------------|-------|
| Flour— | |
| Best patents | 11 00 |
| Bakers | 10 50 |
| Clears | 9 90 |
| XXXX | 8 90 |
| Cereals— | |
| Roller oats, 80's | 3 75 |
| Roller oats, pkgs., family size | 4 75 |
| Cornmeal, 98's | 6 15 |
| Oatmeal, 98's | 4 75 |
| Feeds— | |
| Bran, per ton | 34 00 |
| Shorts, per ton | 38 00 |

H. D. Marshall of Ottawa was a visitor this week to his Montreal office.

Mr. McMurtry, of Groceries, Ltd., Toronto, spent Saturday in Montreal. While there he made his headquarters with C. B. Hart.

WHY THE COFFEE MARKET IS EASY

L. C. Christensen, of Hard & Rand, Says Roasters Are Carrying Good Average Stocks at Present Low Values

Lawrence C. Christensen, associated with Hard & Rand, New York, was in Winnipeg this week calling upon their Western representatives, the D. H. Bain Co. In conversation with a representative of the CANADIAN GROCER, he said: "Thirty days ago the Brazilian Government set aside a sum equivalent to eighty-two millions dollars to be used for the purpose of controlling approximately two-thirds of the coffee crop, by buying in the neighborhood of 20,000 to 30,000 bags per day until three to four million bags had been secured. The object of this was to stimulate the Santos market, or to offset a good portion of what would have been shipped to Europe under normal conditions.

"Prices in Brazil to-day are low when you take into consideration that the planter is receiving only five cents per lb. on his product. It seems to be the good discretion of the larger roasters to carry good average stocks at the present low values, protecting themselves from the possibility of higher freight rates between Brazil and the United States both via New Orleans and New York. Freight rates to New Orleans are \$1.50 to \$2.00 per bag and to New York \$1.25 to \$1.50. It will be observed that these rates vary according to the condition of the vessel. Both marine and war tariffs are low compared to what they have been. At the present time three quarters to one per cent. will cover both. It is well known that the President of the United States has the power to commandeer all steamers and put them into service for carrying munitions, men, food, etc., to Europe. Should this action be necessary, it will handicap shipments of coffee from this source, as coffee comes in for second consideration, whereas food and munitions come first.

"Reference has been made above especially to Brazils. Mild coffees have since the beginning of the war declined to a greater extent than Brazils. This was largely due to Europe being one of the large takers of these goods, which under present conditions have checked their shipments, not only to Mediterranean ports, but especially to Scandinavian countries and Holland. Any evidence of the close of the war will have the effect of advancing mild coffees in proportion to their decline."

CONSOLIDATED MILK DELIVERY

Solution of Problem Recommended By Investigating Committee.

A reorganization of the milk business along the following lines is the subject of a resolution adopted by the milk committee appointed by Food Controller to investigate the price of milk. The resolution provides that the Food Control-

ler appoint a competent man with dairy experience to compile returns, determine prices, and act as adviser. Secondly, the spread shall be determined by the actual costs of production and distribution in the various localities and shall vary according to market conditions as reported to Chief Commissioner. Thirdly, reorganization of the milk business in any city where an economical saving can be effected, and by three competent men, as local commissioners acting under the direction of the Food Controller—one representing the producer, one the consumer and one the distributor.

The following plan for consolidating milk distribution was submitted. 1. The most efficient plants and equipment to be selected.

2. All property affected by the consolidation to be appraised by two valuers appointed by the proper authorities. Should they fail to agree, a third to be selected by these two, and the decision of the majority to be final.

In taking the seventeen larger cities of Canada, the population aggregates 1,717,941. The daily consumption estimated at one half pint per capita the result is a total of 429,4050 quarts per diem, or a yearly consumption in quarts of 156,762,120. At a saving of one cent per quart this would give \$1,567,621.20. In Ottawa for example, the population is estimated at 87,062. The daily consumption in quarts totals 21,765 and the yearly 7,944,408 quarts, and the saving which would be effected is \$799,444.08.

In speaking of the proposed central system of delivery, Mr. Northgrave, manager of City Dairy Ltd., stated that the matter was hardly worth discussing, because it was entirely impracticable. In his opinion such a system of zone delivery would achieve no useful purpose and would not result in any saving. Their waggons were always going out fully loaded. All that a zone system could do would be to concentrate certain deliveries in certain sections, but the distant runs would have to be made by someone. Moreover, the co-ordination of so many business interests would raise an immense number of difficulties that would be bound to offset any possible gain. The City Dairy Company, he stated, had never considered such a system, and had no intention of doing so.

The company is still waiting for action by the Food Controller with regard to milk prices, etc., and in the meantime the special arrangement as to prices is being continued.

TO STUDY FOOD SHIPMENTS

The Weather Bureau of the United States has solicited the help of persons engaged in the shipping of food products, to compile a manual of protective methods and to determine the best ways of shipping, handling and transporting food products to avoid injury from unfavorable temperatures or other injurious weather conditions. The Bureau

specialists believe that the best experience of those engaged in handling products in shipment, if made available in bulletin form, would help to avoid much of the destruction and injury to food in transportation.

WEEKLY MARKET REPORTS

Continued from page 43

could be seen that the potato market is firm. B. C. potatoes are \$1.37½ laid down in Winnipeg, which price is prohibitive at the present. In fruits the big seller is apples, mostly Jonathans, McIntosh Reds and Spies. New arrivals include Emperor grapes in kegs from California, bringing \$5.50. Peaches are practically done. The first California cauliflowers are on the market at \$2.25 per dozen, and cabbage is bringing 3c.

| | |
|------------------------------------|-------|
| Cabbage, lb. | 0 03 |
| Cauliflower, Cal., doz. | 2 25 |
| Celery, B.C., lb. | 0 10 |
| Potatoes, new | 1 25 |
| Potatoes, sweet, bbl. | 6 50 |
| Pumpkin and squash, lb. | 0 04 |
| Carrots, cwt. | 2 00 |
| Turnips, cwt. | 1 25 |
| Head lettuce, Cal., doz. | 1 50 |
| Tomatoes, Cal., box 25 lbs. | 2 50 |
| Onions, Valencia, large case | 6 50 |
| Onions, yellow and red, cwt. | 3 50 |
| Parsley, home grown, doz. | 0 40 |
| Peppers, green, imported, bu. bkt. | 2 50 |
| Fruits— | |
| Apples, Nova Scotia, bbl. | 5 50 |
| Apples, Wash. Jonathans, box | 2 25 |
| Apples, McIntosh Reds, B.C., box | 2 80 |
| Oranges, Valencias | 5 00 |
| Lemons | 8 00 |
| Bananas, lb. | 0 05½ |
| Pears, D'Anjou, crate | 4 25 |
| Pears, Wintennellis | 3 25 |
| Apples, Southern, bbl. | 7 00 |
| Grapes, Tokay | 2 25 |
| Peaches, Washington, crate | 1 25 |
| Grapefruit | 7 00 |

Big Advances In Salmon And Halibut

Winnipeg. FISH AND POULTRY.—There have been several important advances during the past week; frozen salmon jumped to 18c, and fresh salmon, of which there is a little coming in, is bringing 23c. It is difficult to say where the salmon situation is going to end. Halibut is up, too, frozen bringing 20c and fresh 22c. All other lines of fish are unchanged. There is some activity to the poultry market; fresh killed chicken is bringing 22c and fowl 19c; live chicken is selling at 17c and hens at 15c. Supplies of poultry are very plentiful, and the demand is fairly good. There are no turkeys, as they are hardly in condition to ship, and dealers are advising shippers to hold their stock for the Christmas trade.

| | |
|-----------------------------|-------|
| Pickarel, frozen, cleaned | 0 12 |
| Haddock, frozen | 0 09 |
| Whitefish, lb. | 0 12 |
| Salmon, frozen | 0 18 |
| Salmon, fresh | 0 23 |
| Halibut, fresh | 0 22 |
| Halibut, frozen | 0 20 |
| Cod, frozen | 0 10 |
| Kippers, boxes | 2 00 |
| Bloaters, boxes | 2 00 |
| Lake trout | 0 16 |
| Mackerel, frozen | 0 14 |
| Finnan haddie, lb. | 0 13½ |
| Salt herrings, new, ½ bbl. | 7 25 |
| Salt herrings, 20-lb. pails | 1 85 |
| Smelts, extra | 0 23 |
| Brook trout, frozen | 0 35 |
| Sea herring | 0 07½ |
| Goldeyes | 0 05 |
| Smoked goldeyes, doz. | 0 70 |
| Poultry— | |
| Broilers, lb. | 0 22 |
| Fowl, lb. | 0 19 |

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Oct. 30.—Evaporated milk is up 25c and condensed 60c per case. Small Burmah white beans are quoted at 11c per pound. Back bacon is up 1c, sides and shoulder cuts are down 1c and 2c respectively. Lard, three's, are \$16.20. Salmon sockeye, tall ones, are quoted around \$16, halves are \$18 and pink tall ones \$8.75 to \$9.50. Golden West washing powder has advanced 30c per case. Roasted peanuts are 16c to 17c with further advances likely. Large Ontario cheese is 25c to 26c. New pack Hawaiian pineapples are expected here in ten days. Candied peel keeps climbing, lemon is now 26c to 28c, orange 28c to 30c and citron 32c to 34c.

CALGARY:

| | | |
|-------------------------------------|-------|-------|
| Beans, small white, Japan, lb... | 0 11½ | 0 13 |
| Beans, small Burmah, lb..... | | 0 11 |
| Flour, No. 1 patents, 98s, per bbl. | | 11 00 |
| Molasses, extra fancy, gal..... | | 0 95 |
| Rolled oats, 80s..... | | 3 75 |
| Rice, Siam, cwt..... | 6 75 | 7 00 |
| Tapioca, lb..... | | 0 12 |
| Sago, lb..... | | 0 12 |
| Sugar, pure cane, granulated, cwt. | | 10 50 |
| Cheese, No. 1 Ontario, large.... | 0 25 | 0 26 |
| Butter, creamery, lb..... | | 0 45 |
| Do., dairy, lb..... | | 0 40 |
| Lard, pure 3s, per case..... | 16 20 | |
| Eggs, No. 1 storage, case..... | 13 50 | |
| Tomatoes, 2½s, standard case.... | 4 60 | 5 00 |
| Corn, 2s, standard case..... | | 4 50 |
| Peas, 2s, standard case..... | | 4 00 |
| Apples, gn's., Ontario, case.... | 2 65 | 2 85 |
| Strawberries, 2s, Ontario, case... | 5 50 | 5 85 |
| Raspberries, 2s, Ontario, case.... | 5 40 | 5 85 |
| Peaches, evaporated, lb..... | 0 12 | 0 16 |
| Peaches, 2s, Ontario, case..... | | 4 75 |
| Lemons, case..... | | 9 00 |
| Salmon, pink, tall, case..... | 8 75 | 9 50 |
| Salmon, Sockeye, tall, case..... | | 16 00 |
| Do., halves..... | | 18 00 |

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Oct. 30.—Business conditions this fall are reported very good. Wintry weather has set in and all harvesting operations are at a standstill and fall ploughing is curtailed. Rolled oats are lower in price, bails being \$4. Fresh eggs are 45c per dozen. Some lines of canned fish advanced about a dollar per case. Gillet's cream of tartar is up about 7c per pound. Most lines of chocolates are higher by 3c per pound. Borden's milk has advanced from 25c to 50c per case. Brooms have advanced a dollar and are expected to be higher. Cotalene advanced about one half cent per pound.

Evaporated apples are higher by 1c per pound.

REGINA—

| | | |
|-------------------------------------|-------|-------|
| Beans, small white Japan, bu.... | 7 15 | |
| Beans, Lima, per lb..... | 0 19½ | |
| Flour, No. 1 pats., 98s, per bbl.. | 10 90 | |
| Molasses, extra fancy, gal..... | 0 61 | |
| Rolled oats, bails..... | 4 00 | |
| Rice, Siam, cwt..... | 8 00 | |
| Sago and tapioca, lb..... | 0 15½ | |
| Bacon, smoked backs, lb..... | 0 30½ | |
| Bacon, smoked, sides, lb..... | 0 30 | |
| Sugar, pure cane, gran., cwt.... | 10 12 | |
| Cheese, No. 1 Ontario, large.... | 0 24½ | |
| Butter, creamery, lb..... | 0 43 | |
| Lard, pure, 3s, per case..... | 16 30 | |
| Bacon, smoked sides, lb..... | 0 32 | |
| Bacon, smoked backs, lb..... | 0 30 | |
| Eggs, new-laid..... | 0 45 | |
| Pineapples, case..... | 5 75 | |
| Tomatoes, 3s, standard case..... | 5 40 | 5 80 |
| Corn, 2s, standard case..... | | 6 45 |
| Peas, 2s, standard case..... | 4 20 | 4 25 |
| Apples, gn's., Ontario..... | | 2 45 |
| Strawberries, 2s, Ont., case..... | | 6 30 |
| Raspberries, 2s, Ont., case..... | | 6 30 |
| Peaches, 2s, Ontario, case..... | | 4 30 |
| Plums, 2s, case..... | | 3 40 |
| Salmon, finest sockeye, tall, case. | 15 00 | |
| Salmon, pink, tall, case..... | 8 75 | |
| Pork, American clear, per bbl.... | 40 75 | 41 00 |
| Bacon, breakfast..... | 0 27 | 0 29 |
| Bacon, roll..... | 0 22 | 0 24 |

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Oct. 30.—The wholesale trade generally for the last week of the month slacked off very considerably. There seems to be a feeling now that controllers are not going to interfere in the price of potatoes and receipts have been heavy all week. The orange market has been dead and apples sluggish but there is no sign of weakening prices. Many apples and pears are going to storage. Sugar is quiet with slight increase in demand. The preserving season has fallen off. Flour is steady with no change in price since last week. Butter is firm but an advance is threatened. Cheese is steady. Eggs are still away up, even storage eggs have advanced. New stocks of beans have arrived to take the place of large consignments from the Orient. The contention is that it is on account of mildew. Demand is easier owing to the closing down of some of the lumber camps.

VANCOUVER, B.C.—

| | | |
|--|--------|-------|
| Sugar, pure cane, gran., 100 lbs. | 8 90 | |
| Flour, first patents, Manitoba, per per bbl., in car lots..... | 11 30 | |
| Salmon, Sockeye, 1-lb. talls, per case 4 doz..... | | |
| Rice, Siam, No. 1, per ton..... | 135 00 | |
| Do., Siam, No. 2..... | 110 00 | |
| Beans, Japanese, per lb..... | 0 14 | |
| Beans, B.C., white..... | 0 16 | |
| Potatoes, per bag..... | 1 50 | 2 00 |
| Lard, pure, in 400-lb. tierces, lb. | | 0 25½ |
| Butter, fresh made creamery, lb. | | 0 48 |
| Eggs, new-laid, in cartons, doz.. | 0 67 | 0 70 |
| Cheese, new, large, per lb..... | | 0 25 |

NO SUGAR THROUGH POST OFFICE

An English newspaper publishes the report that in England a number of persons have been summoned in connection with their receipt of small packages of sugar through the mails from abroad. It is a common thing for Canadians to forward small parcels of sugar to friends in England, and in the past no exception has been taken to this, but according to recent word from the Postmaster-General's department, no sugar can be included in parcels to England unless a license has been issued for the same by the British Government. The penalty is confiscation, the idea being to prevent any commercial transaction whatever in sugar.

WELCOME IMPORTATION OF MARGARINE

Banning of the manufacture of candy and permitting the entrance and manufacture of margarine in Canada meets with the approval of the large majority of Canadian people, according to prominent Ottawa citizens, though the prohibiting of the manufacture of jam is not a popular move.

"If the sale of margarine is permitted in Canada it will be one of the finest things for the public and the merchants," said Mr. Clarke Cummings, vice-president of the Ottawa Retail Grocers' Association, recently. "With butter at 50 cents a pound we are able to sell only one pound where, when margarine will be sold the sales will be more as the article is lower."

"So far as I can see the banning of jams will not have any effect on this year's sugar prices, or on the stock during the next year," said Mr. Cummings.

PRODUCE AND PROVISIONS

(Continued from page 48.)

| | | |
|---|-------|-------|
| Barrelled Pork— | | |
| Mess pork, bbl..... | | 48 00 |
| Lard, Pure— | | |
| Tierces..... | | 0 26 |
| 20s..... | | 5 50 |
| Cases, 5s..... | | 16 13 |
| Cases, 3s..... | | 16 20 |
| Lard, Compound— | | |
| Tierces..... | | 0 21 |
| Tubs, 50s, net..... | | 10 63 |
| Pails, 20s, net..... | | 4 50 |
| Fresh Eggs— | | |
| No. 1 candled..... | 0 40 | 0 42 |
| Cheese— | | |
| Ontario, large fresh..... | 0 24 | 0 24½ |
| Manitoba, large fresh..... | | 0 23 |
| Butter— | | |
| Fresh made creamery, No. 1 cartons..... | | 0 45 |
| Fresh made creamery, No. 2..... | | 0 44 |
| Dairy, prints..... | | 0 40 |
| Dairy, tubs..... | 0 38 | 0 39 |

PRODUCE AND PROVISIONS

Hogs are Weak Demand Is Normal

Montreal.

PROVISIONS.—There is no change of great consequence in available quantities, or in the demand this week. It is to be observed, however, that there is a weakening in the market of from twenty-five to fifty cents per hundred-weight in live hogs making this week's prices from \$16.75 to \$17 per hundred pounds. As for some time past, the quality remains poor. Dressed hogs are down some and are quoted at \$23.50 to \$24 per hundred. There has been a stiffening of price in shortening and this is now selling at an advance over last week of half a cent per pound. This, added to that of last week, makes a rather considerable advance within the past two weeks of a full cent per pound. Shortening is some higher owing to another advance in cottonseed oil. Lard is very firm due to light stocks. Bacon is in very active demand for overseas needs and this condition uses up the available supply and is preventing the accumulation of any stock.

| | | |
|---------------------------------|-------|-------|
| Hams— | | |
| Medium, per lb. | 0 30 | 0 31 |
| Large, per lb. | 0 29 | 0 29½ |
| Bacon— | | |
| Plain | 0 39 | 0 40 |
| Boneless, per lb. | 0 41 | 0 42 |
| Bacon— | | |
| Breakfast, per lb. | 0 35 | 0 38 |
| Roll, per lb. | 0 28 | 0 30 |
| Dry Salt Meats— | | |
| Long clear bacon, ton lots.... | 0 26 | 0 27 |
| Long clear bacon, small lots... | 0 26½ | 0 27½ |
| Fat backs, lb. | 0 25 | 0 26 |
| Cooked Meats— | | |
| Hams, boiled, per lb. | 0 43 | 0 44 |
| Hams, roast, per lb. | 0 46 | |
| Shoulders, boiled, per lb. | 0 37½ | 0 38½ |
| Shoulders, roast, per lb. | 0 38 | 0 38½ |
| Lard, Pure— | | |
| Tierces, 400 lbs., per lb. | 0 27½ | |
| Tubs, 60 lbs. | 0 27¼ | |
| Pails | 0 28 | |
| Bricks, 1 lb., per lb. | 0 28¾ | |
| Shortening— | | |
| Tierces, 400 lbs., per lb. | 0 22½ | 0 22¾ |
| Tubs, 50 lbs. | 0 22¾ | 0 23 |
| Pails, 20 lbs., per lb. | 0 23 | 0 23¼ |
| Bricks, 1 lb., per lb. | 0 25 | |

Better Supplies Of Poultry Now

Montreal.

POULTRY.—There have been better receipts of live and dressed poultry this week, and the market tendency for this line of provision department goods is easier. Still, in spite of a better supply than in previous weeks, the supplies in general compare unfavorably with last year's records. There is still a good deal of storage poultry available, and being disposed of. Owing to the meatless day movement more poultry is being used in many directions, notably in hotel and

restaurant kitchens, and also domestic trade. Quotations this week remain as last week.

| | |
|---|----------------|
| Poultry— | |
| Old fowls | Dressed \$0 21 |
| Chickens, milk-fed, crate fat-tened, lb. | 0 25 |
| Old roosters | 0 18 |
| Roasting chickens | 0 28 |
| Young ducks | 0 28 |
| Turkeys (old toms), lb. | 0 30 |

Export Demand Good For Eggs

Montreal.

EGGS.—An interesting development regarding eggs is worthy of mention this week. There has developed a good and an increased demand for export. Against this, there is every indication of difficulty being encountered in securing transport accommodation owing to the scarcity of freighters, and owners will make no promises for November carriage overseas. The local market is fairly active, with prices steady, and there might still be an improvement in sales. Considering relative values as food, there will perhaps be an increased popular demand. The United States market is weaker somewhat with this condition chargeable to the slow movement of excess storage stocks.

| | |
|---------------------------|------|
| Eggs— | |
| New-laid (specials) | 0 54 |
| Selects | 0 47 |
| No. 1's | 0 43 |
| No. 2's | 0 40 |

Cheese Firmly Held In The Country

Montreal.

CHEESE.—The market for cheese is characterised by smaller supplies in the country, and consequent tendency towards firmer prices. The makers of cheese in the country districts have been holding on to their product firmly although prices have been bid up by fractions of a cent in advance of previous prices offered. Export demand for cheese is heavy, and there is some movement of the product in such space as can be secured for trans-ocean shipment. Probabilities are that there will be a smaller volume of cheese handled in the country from now on. Receipts in Montreal for the week ending October 27 were 43,964 boxes a decrease of 2,608 boxes as compared with the previous week, and of over 15,000 boxes as compared with the corresponding week last year. One firm was quoting cheese a cent higher than the figures below, owing to the firm market for this product in the country.

| | | |
|---------------------------------|-------|-------|
| Cheese— | | |
| Large (new), per lb. | 0 22½ | 0 23½ |
| New twins, per lb. | 0 22½ | 0 23½ |
| Triplets, per lb. | 0 22½ | 0 23½ |
| Stilton, per lb. | 0 25 | 0 30 |
| Fancy, old cheese, per lb. | 0 30 | 0 31 |

Butter is Down; Condition Unsettled

Montreal.

BUTTER.—There is an unsettled condition in the butter market and this may be accounted for to a great extent, if not wholly, owing to the government decision regarding the manufacture and sale of margarine. Prices have broken as much as five cents per pound, while in some cases this has been less. St. Hyacinthe price was 40 cents per pound and Cowansville 42¼ cents. It is said that when margarine is marketed it cannot be sold at as low a price as is imagined in some quarters and that this will in fact range around 38 cents to 40 cents per pound. However, the temporary effect, at least, will be that of a reduced quotation for butter of all grades. If freight will be accepted, there will indeed be a large business as between Canada and Great Britain in the near future. The British market for Canadian butter has advanced.

| | |
|----------------------------------|-------|
| Butter— | |
| Creamery prints (fresh made).... | 0 45½ |
| Creamery solids (fresh made).... | 0 45 |
| Dairy prints, choice, lb. | 0 42 |
| Dairy, in tubs (choice)..... | 0 40 |

Honey Season Well Advanced

Montreal.

HONEY.—The honey season is well along, in fact it is about concluded. The supply of clover and buckwheat honey has been good but with an active demand this has been pretty closely used up leaving a small supply available for new business. The same may be said to apply to both maple sugar and svrup, the brisk demand using up the available supply very largely.

| | | |
|--------------------------------------|-------|------|
| Honey— | | |
| Buckwheat, 5-10 lb. tins, lb. | 0 16 | |
| Buckwheat, 60-lb. tins, lb. | 0 15½ | |
| Clover, 5-10-lb. tins, per lb. | 0 18 | |
| Clover, 60-lb. tins | 0 16 | |
| Comb, per section | 0 21 | |
| Maple Product— | | |
| Syrup, 13 lbs. Imp. meas., gal. | 1 70 | 1 80 |
| 11-lb. tins | 1 35 | 1 45 |
| Sugar, in blocks, per lb. | 0 16 | 0 17 |

Hams and Live Hogs Are Down

Toronto.

PROVISIONS.—Lower prices prevailed in the market for live hogs during

the week to the extent of 50c per hundred, making the price of fed and watered hogs \$16.50 and off cars \$16.75. Fairly large numbers of hogs reached the market during the week and prices were easier in consequence. Prices of dressed hogs declined \$1 per hundred. Medium hams in certain quarters were quoted 1c per pound lower. Dry salt fat backs were also quoted down 1c per pound. Mess pork in barrels was easier, quotations being made down to \$50 per barrel. The high quotation on short cut backs was reduced \$1 per barrel to \$55, making the range from \$53 to \$55 per barrel. Higher prices were registered on compound lards of various kinds, the increase amounting to 1/2c per pound, the range now being from 22 1/2c to 23 1/2c on tierce basis. The cottonseed oil market is in a strong and advancing condition which has affected the price of compound. There is a good demand reported for both pure lard and compounds and booking is being freely made on the basis of present prices for delivery over the balance of the year. There is a good movement of barrel pork at the present time on account of the lumber camp demand.

| | | |
|--|----------|----------|
| Hams— | | |
| Medium | 0 30 | 0 32 |
| Large, per lb. | 0 24 1/2 | 0 29 |
| Backs— | | |
| Plain | 0 38 | 0 42 |
| Boneless, per lb. | 0 43 | 0 46 |
| Bacon— | | |
| Breakfast, per lb. | 0 37 | 0 42 |
| Roll, per lb. | 0 27 | 0 30 |
| Wiltshire (smoked), per lb. | 0 32 | 0 38 |
| Dry Salt Meats— | | |
| Long clear bacon, lb. | 0 27 1/2 | 0 28 |
| Fat backs | 0 | 28 1/2 |
| Cooked Meats— | | |
| Ham, boiled, per lb. | 0 43 | 0 44 |
| Hams, roast, per lb. | 0 44 1/2 | 0 50 |
| Shoulders, roast, per lb. | 0 36 | 0 47 |
| Barrel Pork— | | |
| Mess pork, 200 lbs. | 50 00 | 51 00 |
| Short cut backs, bbl., 200 lbs. | 53 00 | 55 00 |
| Pickled rolls, bbl., 200 lbs. | 50 00 | 52 00 |
| Lard— | | |
| Pure tierces, 400 lbs., per lb. | 0 27 | 0 27 1/2 |
| Compound tierces, 400 lbs., lb. | 0 22 1/2 | 0 23 1/2 |
| In 60-lb. tubs, 1/4c higher than tierces; pails, 1/2c higher than tierces, and 1-lb. prints, 1 1/2c higher than tierces. | | |
| Hogs— | | |
| Dressed, abattoir killed | 25 00 | 26 00 |
| Live, off cars | 16 75 | |
| Live, fed and watered | 16 50 | |
| Live, f.o.b. | 15 60 | |

Butter Easier But Quotations Unchanged

Toronto.
BUTTER.—Conditions in the butter market hold pretty much in the same position as last week. There is a continued easier feeling due to the fact that the commodity has not been going into export and also to the fact that the Government has announced the new regulations respecting the importation of margarine. While prices locally did not recede there was no tendency to advance. It is an interesting condition in the butter market. The fact that margarine is to be a competitor on the market with butter is operating toward an easier price while the prospect that export shipments may bring prices up is affecting the market in the opposite direction. Another significant fact is the announcement of the controlled price in Great

Britain as 4c per pound higher. The matter of space is a big consideration in price of butter at present.

| | |
|---------------------------------|----------|
| Creamery prints (fresh made) .. | 0 45 1/2 |
| Creamery solids (fresh made) .. | 0 45 |
| Dairy prints, choice, lb. | 0 42 |
| Dairy, in tubs (choice) | 0 40 |

Storage Eggs Were Weaker During Week

Toronto.
EGG.—Due to the presence of good stocks of storage eggs the price was weaker during the week. In this the market followed the tone of the American market which as indicated last week had a production greatly in excess of last year. New laid eggs on the other hand are firm, as the production of these is not heavy at the present time. Storage eggs were down 1c per dozen. The fact that space is not obtainable for export is injecting a measure of weakness into the market.

| | | |
|---------------------------|------|------|
| Eggs— | | |
| New-laid, doz. | 0 50 | 0 53 |
| Selects, ex-cartons | | 0 47 |
| No. 1, ex-cartons | 0 44 | 0 45 |

Stilton Cheese Shows Higher Range

Toronto.
CHEESE.—New Stilton cheese showed a slightly higher tendency during the week in the local market, being quoted from 25c to 26c per pound, an advance of 1c. Prices on other grades of cheese remained unchanged as the purchasing price of the Cheese Commission was also unchanged. Receipts of cheese during the week ending October 20 were 46,572 boxes as compared with 66,276 boxes for the same week last year. The total receipts for the season up to date given is 1,600,845 boxes as compared with 1,896,987 boxes last year. This shows a decrease of 296,142 boxes.

| | | |
|--|----------|----------|
| Cheese— | | |
| New, large | 0 22 1/2 | 0 23 1/2 |
| Old, large | | 0 24 |
| Stilton (new) | 0 25 | 0 26 |
| Twins, 1/4c lb. higher than large cheese. Trip-lets 1/4c lb. higher than large cheese. | | |

Chickens Plentiful and Prices Down 1c

Toronto.
POULTRY.—Goodly numbers of chickens reached the market during the week and prices were accordingly easier in price by 1c per pound. Live chickens of 4 lbs. and over were quoted at 18c per pound and under 4 lbs. weight at 17c. Live hens were also quoted down 1c per pound at 16c per pound in price being quoted by commission men at Toronto. Turkeys are scarce and quotations made by dealers were increased 5c per pound to 25c for young birds.

| | | |
|--|------|------|
| Prices paid by commission men at Toronto— | | |
| Ducks, live, lb. | 0 13 | 0 16 |
| Geese, live, lb. | 0 12 | |
| Turkeys, lb. | 0 16 | 0 25 |
| Roosters, live, per lb. | 0 15 | 0 16 |
| Hens, live, over 4 lbs. | 0 16 | |
| Hens, under 4 lbs. | 0 13 | |
| Spring chickens, live, 4 lbs. and over, lb. | 0 18 | |
| Do., live, under 4 lbs. | 0 17 | |

| | |
|--|-----------|
| Squabs, dozen | 4 00 |
| Prices quoted to retail trade:— | |
| Hens, dressed | 0 22 0 25 |
| Ducks, dressed | 0 22 0 25 |
| Chickens, dressed | 0 26 0 28 |

Strained Honey Advanced 1c Pound

Toronto.
HONEY.—As indicated in these columns last week, honey was in firm position with higher prices probable. An advance of 1c per pound has been recorded, making the quotation now 20c for 5-lb. and 10-lb. tins and 19c for 60-lb. tins. Supplies are getting lower and prices will in all probability continue firm until the new crop comes in next year. A shipment of maple syrup from Quebec is expected to reach the local market during the week and the price is likely to be in the neighborhood of \$1.60 per wine gallon. Maple syrup is also in light supply.

| | | |
|---------------------------------|------|------|
| Honey— | | |
| Clover, 5 and 10-lb. tins | 0 20 | |
| 60-lb. tins | 0 19 | |
| Buckwheat, 60-lb. tins | | |
| Comb, No. 1, doz. | 2 75 | 3 25 |
| Do., No. 2, doz. | | 2 50 |
| Do., No. 3, doz. | | 2 25 |
| Jars, 7 oz., doz. | 1 40 | 1 50 |
| Do., 10-oz., doz. | 2 00 | 2 10 |
| Do., 12-oz., doz. | | 2 50 |
| Maple Syrup— | | |
| 8-lb. tins | 1 50 | 1 60 |
| Gallons, Imperial | 1 75 | 1 90 |

Marked Decline In Price Of Hogs

Winnipeg.
PRODUCE AND PROVISIONS.—The hog market has shown a marked easiness during the past ten days, dropping to 15c early this week; with good runs, a further decline was expected. These are spring hogs which are arriving on the market, and are in very good condition. A decline of this kind is expected around this time of the year. Provision stocks are light, and in some lines are not equal to the demand. Therefore, prices are unchanged, although there should be a decline this week. Compound lard is selling on a basis of 21c tierces and 26c for pure. Eggs—No. 1 candled are still bringing 40-42c locally, and consumption is only fair. Some of the dealers are cleaning up hot weather stocks. Butter—The announcement that margarine will be brought in has not affected price of butter yet. Wholesalers state they do not figure margarine will affect the price of butter much; they think there may be a decline in sales a little at the first, but ultimately the effect will not be marked. The price of cheese is unchanged, Manitoba large fresh selling at 23c.

| | | |
|-------------------------------|------|------|
| Hams— | | |
| Light, lb. | 0 30 | 0 32 |
| Medium, per lb. | 0 28 | 0 30 |
| Heavy, per lb. | 0 26 | 0 28 |
| Bacon— | | |
| Breakfast, per lb. | 0 34 | 0 36 |
| Breakfast, select, lb. | | 0 37 |
| Backs, regular | | 0 38 |
| Dry Salt Meats— | | |
| Long clear bacon, light. | 0 27 | |
| Backs | 0 30 | |

(Continued on page 46.)

REMEMBER

COWAN'S COCOA— "Perfection Brand" Purest and Best

SELL IT!



PUSH IT!

B-24



Grocers Everywhere Sell More Keating's

During the past eighteen months there has been a phenomenal increase in the sales of Keating's Insect Powder throughout Canada. Part of this increase has been due to the demand for Keating's as an article of supply for the Military Camps, and part of the increase arises from the accom-

plishment of wider distribution of the commodity and the growing public knowledge that Keating's Powder is an invaluable and effective insecticide.

Place your orders early and see that your stock is ample for the demands.

Sole Agents
for Canada

Harold F.
Ritchie & Co.,
Limited

10-12-14
McCaul Street
Toronto

KEATING'S
KILLS BUGS, MOTHS
ROACHES AND OTHER
HOUSE INSECTS
POWDER



Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans 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

FREEMANS 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.

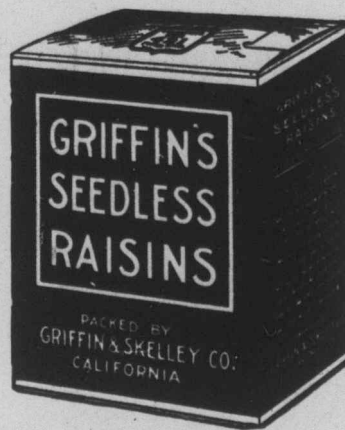
Freemans
FOOD PRODUCTS
Watford

489

Extract From Trade Paper

Stocks of Greek Currants are practically cleaned up. Advice indicates that there are not nearly as many Australian Currants for export this year as last and price will be high.

Recommend



Griffin's Seedless Raisins

SELL THEM BY THE DOZEN

Furnivall's
FINE
FRUIT
PURE JAM

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

Discriminating folk show a marked preference for the unstinted goodness of these delicious pure fruit jams.

And grocers everywhere are getting good profits featuring Furnivall's. Is your stock complete?

FURNIVALL-NEW, Limited
Hamilton, Canada

Mention This Paper When Writing Advertisers

Help your sales by helping people to save

These are days when the stern necessity of avoiding waste, and saving material, is being brought home to every patriotic household.

Cash in on the conservation movement, by bringing the attention of your customers to

Sunset Soap Dyes

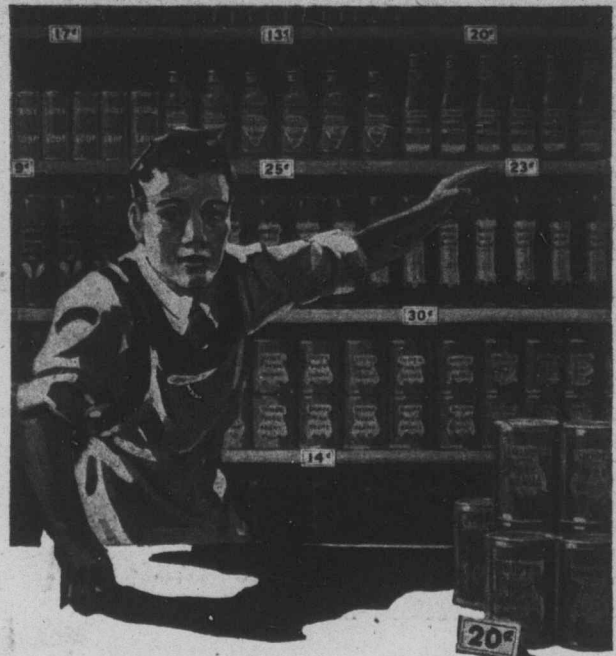
Wonderful, practical dyes — so simple, cleanly and economical to use—so sure and satisfactory in results that housewives gladly try them, and eagerly buy again.

Sunset Soap Dyes are brilliant, lasting colors, guaranteed not to injure the finest fabrics. Display them on your counter and note how quickly the neat, distinctive packages attract buyers. Try a small assortment, and develop a popular seller with a quick turnover and a good profit.

For prices and trade discounts write—

Canadian Distributors:
HAROLD F. RITCHIE & COMPANY
LIMITED
TORONTO : ONTARIO

Manufactured by
SUNSET SOAP DYE CO., Inc.
NEW ROCHELLE, NEW YORK



“We say positively that our Shuman Pricing Outfits will do the work of one extra clerk!”

Why? Because price-marked shelves make selling easy.

The customer increases purchases—the selling cost is lower—the grocer’s profit is greater.

Set No. 1 consists of 50 metal clamps and 1,150 neat, clean, clear labels printed on strong white paper with art blue ink.

Let the Shuman outfit help your fall business.

Order a set to-day. Your wholesaler can supply you, or use the coupon.

STORE-HELPS MFG. CO.

18 Toronto Street

Toronto, Ont.

CUT THE COUPON HERE—ORDER TO-DAY.

STORE-HELPS MFG. CO.,
18 Toronto St., Toronto, Ont.

Gentlemen:—We recognize the fact that proper pricing will lower the cost of selling and increase the volume of sales. We enclose \$4.75, please send at once Set No. 1 Shuman Pricing System.

Yours truly,

Name

Address

It grows—and grows—and grows—does the demand for
H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound

H.P.

SAUCE

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.



Dole Bros. Hops & Malt Co.
BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing 1/4, 1/2 or 1-lb. packets.

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

DONALD H. BAIN CO.
AGENTS FOR THE CANADIAN NORTH-WEST

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY
Dept. S. 85 James St. N., Hamilton

\$\$\$ A FEW DOLLARS \$\$\$

Will buy an ELGIN NATIONAL COFFEE MILL. Fill out, cut out and mail this TO-DAY.

Send me Catalog No. 25-C.

Name

City

Province

My favorite Jobber is



You will not regret mailing this Coupon to WOODRUFF & EDWARDS CO., Elgin, Illinois.

MELROSE'S TEAS

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

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

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

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

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step. It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.

The Christmas Window Contest!

EVERY year Canadian Grocer has conducted a Christmas Window Contest, and has found that this contest has aroused no little interest. If in the past you have been helped by some of these successful windows, as they have appeared from time to time in these pages, is it not your part to pass this assistance along?

You will be decorating your windows as usual this Christmas. They will probably be the best windows that you have dressed during the year. Enter them in the contest. You will find a stimulating interest in rubbing shoulders with other contestants.

Help us to make this the biggest and best contest ever held.

Don't Be a Trail
Follower
Be a Trail Breaker

You have some new and untried ideas that you think are good. Try them in this window. Don't follow the beaten track. Put a new idea across. You can't do that if you follow the trail.

Try what your ingenuity, and artistic taste will do. Make the best window you are capable of, and above all things, pass it along. That is the idea of this contest. Help us to make it a success.

Conditions of the contest are: The window must be decorated with Christmas lines. Have the window photographed; about 10' x 7' is the best size. Have the photo as near this size as possible—not necessary to mount it. Mail copy to this office accompanied by a description of the window.

This Contest closes January 4, 1917. Be sure and have your entries in by that date.

The basis of judgment will be:

Selling Power, Attractiveness and Novelty.

PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

THE PRIZES

Towns and Cities Over 10,000 Population

| | |
|-----------------|--------|
| 1st Prize | \$5.00 |
| 2nd Prize | 3.00 |
| 3rd Prize | 2.00 |

Centres Under 10,000 Population

| | |
|-----------------|--------|
| 1st Prize | \$5.00 |
| 2nd Prize | 3.00 |
| 3rd Prize | 2.00 |

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
143-153 UNIVERSITY AVENUE TORONTO



EAT and ENJOY

To give strict heed to the order of W. J. Hanna, Dominion Food Controller, that Canadians should conserve the meat supplies by making greater use of fish and sea foods, is really a very pleasant duty to those who are familiar with the delicious products put up under the

Brunswick Brand

The reputation enjoyed by Connors Bros.' Brunswick Brand is the result of many years of scientific effort towards the perfecting of a line of appetizing and wholesome sea foods.

To-day our plant is the most modern on the Atlantic Coast—equipped with the very latest and most up-to-date machinery, and manned by the most expert workmen. Its ideal location (right beside the fishing ground at Passamaquoddy Bay), enables us to secure the very pick of the season's catches. Every precaution is taken in processing and packing the fish, nothing whatever is left to chance, hence, "Brunswick Brand" stands for Canada's finest line of Sea Foods, including:

- Finnan Haddies
- Kipperd Herring
- Herring in Tomato Sauce
- 1/4 Mustard Sardines
- 1/4 Oil Sardines
- Clams

YOUR GROCER

Good grocery stores throughout Canada sell "Brunswick Brand" Fish Foods and recommend them to their customers.

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



QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

| Size. | Less than 10-case lots Per doz. |
|-----------|---------------------------------|
| Dime | \$ 1 05 |
| 4-oz. | 1 50 |
| 6-oz. | 2 15 |
| 8-oz. | 2 80 |
| 12-oz. | 4 10 |
| 16-oz. | 5 35 |
| 2 1/2-lb. | 12 85 |
| 5-lb. | 24 50 |

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

DOMINION CANNERS, LTD.

JAMS

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

| Screw Vac top Glass Jars 10 oz. glass 2 doz. case. | Per doz. |
|--|----------|
| Blackberry | \$2 55 |
| Currant, Black | 2 65 |
| Plum | 2 40 |
| Pear | 2 45 |
| Peach | 2 45 |
| Raspberry, Red | 2 65 |
| Raspberry and Red Currant. | 2 55 |

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

| | Per doz. |
|--------------------------------|----------|
| 1/2 Pts. Delhi Epicure | \$1 75 |
| 1/2 Pts., Red Seal, screw tops | 1 35 |
| Pts., Delhi Epicure | 2 40 |
| Pts., Red Seal | 1 85 |
| Qts., Delhi Epicure | 2 60 |
| Qts., Red Seal | 2 40 |
| Qts., Lynn Valley | 2 40 |

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

| | Per doz. |
|---|----------|
| Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case | .95 |
| 1's Baked Beans, Plain, 4 doz. to case | 1.15 |
| 1's Baked Beans, Tom. Sauce, 4 doz. to case | 1.25 |
| 1's Baked Beans, Chili Sauce, 4 doz. to case | 1.25 |
| 2's Baked Beans, Plain, 2 doz. to case | 1.75 |
| 2's Baked Beans, Tom. Sauce, tall, 2 doz. to case | 2.00 |
| 2's Baked Beans, Chili Sauce, tall, 2 doz. to case | 2.00 |
| Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz. | |

"AYLMER" PURE ORANGE MARMALADE

| | Per doz. |
|---|----------|
| Tumblers, Vacuum Top, 2 doz. in case | \$1 40 |
| 12-oz. Glass, Screw Top, 2 doz. in case | 2 00 |
| 16-oz. Glass, Screw Top, 2 doz. in case | 2 50 |
| 16-oz. Glass Tall, Vacuum Top, 2 doz. in case | 2 50 |
| 2's Tin, 2 doz. per case | 3 40 |
| 4's Tin, 12 pails in crate, per pail | 6 62 |
| 5's Tin, 8 pails in crate, per pail | 6 76 |
| 7's Tin or Wood, 6 pails in crate | 6 99 |
| 14's Tin or Wood, 4 pails in crate, per lb. | 14 1/2 |
| 30's Tin or Wood, one pail crate, per lb. | 14 1/2 |

BLUE

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

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

| | |
|--|------|
| Empire Breakfast Cocoa, 2 doz. in box, per doz. | 2 45 |
| Perfection, 1/2-lb. tins, doz. | 2 45 |
| Perfection, 1/4-lb. tins, doz. | 1 35 |
| Perfection, 10c size, doz. | .95 |
| Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate) | .37 |
| Supreme Chocolate, 12-lb. boxes, per lb. | .36 |
| Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. | 0 90 |
| Sweet Chocolate—Per lb. | |
| Queen's Dessert, 10c cakes, 2 doz. in box, per box. | 1 80 |
| Diamond Chocolate, 7s, 4-lb. boxes | 1 10 |
| Diamond, 6's and 7's, 6 and 12-lb. boxes | 0 23 |
| Diamond, 1/4's, 6 and 12-lb. boxes | 0 28 |
| Icings for Cake—Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz. | 1 25 |
| Chocolate Confections Per doz. | |
| Maple buds, 5-lb. boxes | 0 39 |
| Milk medallions, 5-lb. boxes | 0 39 |
| Chocolate wafers, No. 1, 5-lb. boxes | 0 39 |
| Chocolate wafers, No. 2, 5-lb. boxes | 0 35 |
| Nonpareil wafers, No. 1, 5-lb. boxes | 0 33 |
| Nonpareil wafers, No. 2, 5-lb. boxes | 0 28 |
| Chocolate ginger, 5-lb. boxes | 0 42 |
| Milk chocolate wafers, 5-lb. boxes | 0 39 |
| Coffee drops, 5-lb. boxes | 0 39 |
| Lunch bars, 5-lb. boxes | 0 39 |
| Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box. | 0 95 |
| Nut milk chocolate, 1/2's, 6, lb. boxes, lb. | 0 39 |
| Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake. | 0 75 |
| Almond nut bars, 24 bars, per box | 0 90 |

Wethey's Mince Meats

Apples are short crop.

Mince Meat will sell freely.

When Buying, Remember—

First—that Wethey's Condensed Mince Meat is admittedly the best brand on the market.

Second—that Wethey's Bulk Mince Meats are by far the best values procurable anywhere.

WE HAVE FOUR BRANDS:

**STANDARD
EXTRA STANDARD**

**READY-TO-USE
HOME MADE**

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



It pays to suggest
ROYAL ACADIA SUGAR
in your daily displays

Royal Acadia is the finest grade of refined sugar made.

Its quality pleases the housewife—always. And you can confidently recommend it for every known sweetening purpose.

Royal Acadia Sugar is sold in 2 and 5 lb. cartons, 20 and 100 lb. bags, half barrels and barrels.

Get your stock displayed to-day.

The Acadia Sugar Refining Co.
Limited
HALIFAX, CANADA

Margarine

will not entirely take the place of Butter, but it will fill the long-felt want of something cheaper. We will be able to supply you with the very best. Send your orders for the first shipment now.

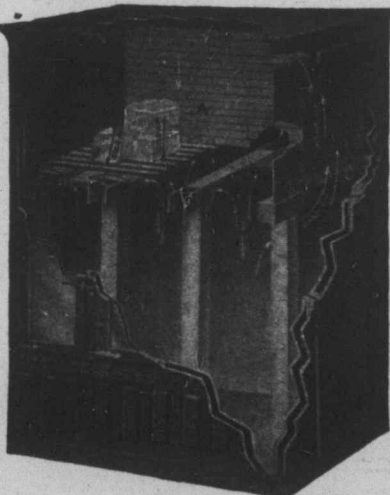
F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

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

This Interior View

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



Price list and catalogue free and mailed to any address.

Representative: George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

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—
Boxes Cents
40 lbs. Canada Laundry10½
40 lbs., 1 lb. pkg., White Gloss11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons11½
100-lb. kegs, No. 1 White... .11
200-lb. bbls., No. 1 White.. .11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs... .12
48 lbs., Silver Gloss, in 6 lb. tin canisters13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes13½
100 lbs., kegs, Silver Gloss, large crystals11½
40 lbs., Benson's Enamel, (cold water), per case... 3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs..... .15
Celluloid, 45 cartons, case... 4.80

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared12
40 lbs. Canada Pure Corn.. .11
(20 lb. boxes ¼c higher)

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—
Canada Laundry 0.10½
Boxes about 40 lbs. 0.10½
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs. 0.11
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. 0.11½
Barrels, 200 lbs. 0.11
Kegs, 100 lbs. 0.11
Lily White Gloss—
1-lb. fancy carton cases 30 lbs. 0.12
8 in case 0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case.... 0.13½
Kegs, extra large crystals, 100 lbs. 0.11½
Canadian Electric Starch—
Boxes containing 40 fancy pkgs., per case 3.50
Celluloid Starches—
Boxes containing 45 cartons, per case 4.50
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs.. 0.11
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs.. 0.12
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs.. 0.12
(20-lb. boxes ¼c higher than 40's)

SYRUP

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

Perfect Seal Jars, 3 lbs., 1 doz. in case\$4.75

2-lb. tins, 2 doz. in case... 5.15
5-lb. tins, 1 doz. in case... 5.50
10-lb. tins, ½ doz. in case. 5.25
20-lb. tins, ¼ doz. in case.. 5.20
(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs..... 0.07½
Half bbls., about 350 lbs.... 0.07½
¼ bbls., about 175 lbs..... 0.08
2-gal. wooden pails, 25 lbs.. 2.65
3-gal. wooden pails, 28½ lbs. 3.75
5-gal. wooden pails, 65 lbs.. 5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case...\$5.65
5-lb. tins, 1 doz. in case.... 6.00
10-lb. tins, ½ doz. in case.. 5.75
20-lb. tins, ¼ doz. in case.. 5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup
2-lb. tins, 2 doz. in case...\$5 50
Barrels, per 100 lbs. 6 50
½ barrels, per 100 lbs..... 7 00

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 Brown90
Card Outfits, Black and Tan. 3.80
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, 15s, 8 lb. cads.; 8½s, 14 lb. cads, per lb...\$ 0 65
Bobs, 7s and 14s..... 0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb..... 0 54
Stag Bar, 7½s, boxes 6 lbs. 0 57
Pay Roll, thick bars, 9s, 5½ lb. boxes 0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies 0 70
Shamrock, 8½s, ½ cads, 10½ lbs., boxes 3½ 0 65
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. boxes.. 0 72
Forest and Stream, tins, 12s, 2 lb. cartons 0 98
Forest and Stream, ¼s, ½s and 1-lb. tins 0 95
Forest and Stream, 1-lb. glass humidors 1 15
Master Workman, 10s, 2 lb. cartons 0 80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes..... 0 74
Derby 8s, ½ butts, 8 lb. boxes 0 65
Golden Rod, 8s 0 64
Ivy, 8s, ½ butts, 9 lb. boxes 0 64
Old Virginia, 10s 0 87
Empire, Navy (bars), 9s.... 0 70
Fig Leaf, 8s 0 64
Old Kentucky (bars), 6s.... 0 72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes.... 0 58
Walnut, 9s 0 70

Escaped from Germany

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

Canadian Finances After the War

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

Back from the Arctic

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

Slackers and Conscription

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

The Nation's Business

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

Sketches of Trench Life

By Gunner McRitchie

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

The Late Sir Mortimer Clark

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

A Complete Novelette

By Peter B. Kyne

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

Short Story

By Ethel Watts Mumford

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

Short Story

By W. A. Fraser

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

Hendryx and Oppenheim

SERIALISTS

THE "Gun Brand," by Hendryx, comes to an end in the November issue. Oppenheim's greatest story, "The Pawns Count," is continued. Oppenheim's story is the biggest single feature ever secured by **MACLEAN'S**.

MACLEAN'S MAGAZINE

for November

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Jersey Brand, Family, each 48 cans 5 50
Peerless Brand, Family, each 48 cans 5 50
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Jersey Brand, small, each 48 cans 2 60
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Durham, 1-lb. jar, each..... 0 37

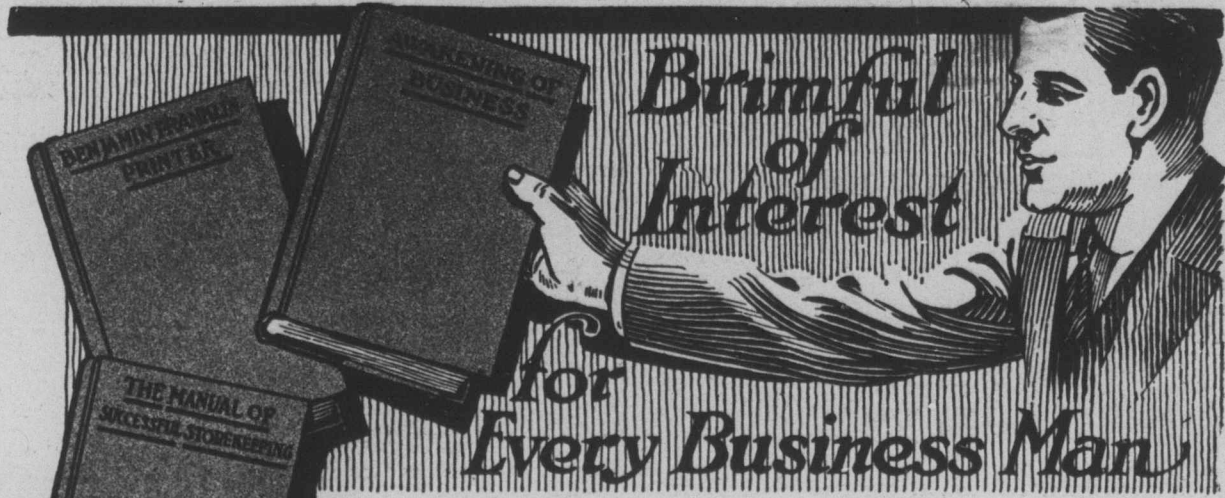
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Lemon, 2 dozen 1 80
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Chocolate, 2 dozen 1 80
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Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
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Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
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Barrels and boxes for winter storage. We have the goods. Best varieties. Get our prices on car-load lots or smaller quantities.

Fancy Jamaica Grape Fruit
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Cauliflower, Etc.

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North Bay, Sudbury, Cobalt, Timmins

Imperial Rice Milling Co., Ltd. VANCOUVER, B.C.



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

Where do your customers buy candy ?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

MOIRS, LIMITED
HALIFAX, CANADA

G. Washington's Refined Coffee FOR THE SOLDIER

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

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Dripping
Grounds

All of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE

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in car lots. Advise at once what
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Wholesale Fruits, Vegetables and Fish

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

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No Other Paper Reaches All These Men.

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- In Securing a Position?
- In Securing a Partner?
- In Disposing of Second-hand Fixtures?

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

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

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Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO



A good customer pleaser

Purity and goodness to satisfy the most particular are contained in every bottle of

Sterling Tomato Catsup

Not a drop of artificial coloring or preservative. Nothing but the delicious, wholesome purity that appeals to every lover of good catsup.

Stock Sterling Catsup to-day.

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

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Wanted

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Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

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ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

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BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

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WE HAVE A GOOD CONNECTION WITH the grocery trade in Ireland, and would be glad to hear from Canadian manufacturers desiring aggressive, competent and thorough representation. McKay & Leatham, 53 Victoria St., Belfast, Ireland.

WANTED

WANTED TO PURCHASE TEA BLENDER

MUST BE IN GOOD CONDITION WITH capacity for approximately five hundred pounds. Burns or any other reliable make. Address, Wm. H. Dunn, Ltd., 180 St. Paul St. W., Montreal.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELOPES, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

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.

SALESMEN WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here, is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

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WANTED—GROCERY BUYER—GOOD OPENING for an aggressive young man who understands the buying problems of the grocery store. One who has had knowledge of ad-writing preferred. Apply, stating experience and attaching samples of work, to Box 261, Canadian Grocer, 143-153 University Ave., Toronto.

POSITION WANTED

YOUNG EXPERIENCED SALESMAN CAPABLE of handling Specialty, grocery, boots and shoes, or dry goods lines, is open for engagement. Best of references supplied. Apply Box 259, Canadian Grocer.

LIVE BUSINESS MAN WITH LIFE-LONG experience in the tea, coffee, grocery and dried fruit trade, seeks engagement with first-rate wholesale house as indoor salesman, traveller or departmental manager; experience, London, E.C., Liverpool, Birmingham. H. N. de Salis, 973 Eastern Avenue, Toronto.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife. Grocers can always secure a supply of fancy fresh dressed poultry on short notice.
C. A. MANN & CO.
 78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM

READ IT BACKWARD

PURE SEPARATED MILK IN POWDER FORM FOR ALL COOKING WHERE MILK IS NEEDED

CANADIAN MILK PRODUCTS, LIMITED
 10-12 WILLIAM STREET TORONTO

SPOT CASH

FOR

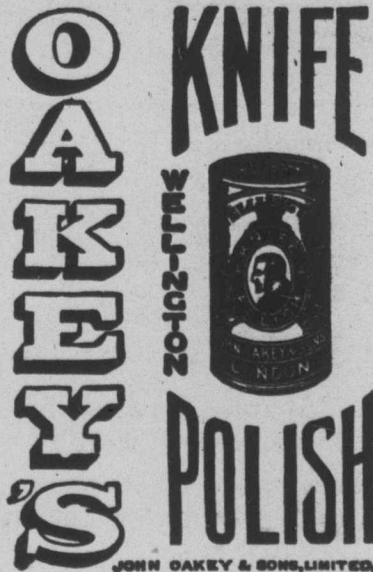
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SHIP AT ONCE
INDEPENDENT METAL COMPANY, Limited

175 King St. East
 TORONTO

Long Distance Phone, Main 2378

OAKLEY'S KNIFE POLISH



20-10-1111

JOHN OAKLEY & SONS, LIMITED,
 LONDON, ENGLAND.

AGENTS:

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

Kindly mention this paper when writing advertiser

LARGEST CANADIAN DEALER



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E. PULLAN TORONTO

30 DOZ. CASE FILLERS
 ONE DOZ. CARTON FILLERS
 1/2-INCH CUSHION FILLERS
 CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
 TRENTON ONTARIO

SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO.
 Agents Montreal

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

60-62 JARVIS ST.

TORONTO SALT WORKS
 GEO. J. CLIFF

This page is referred to frequently by buyers in need of supplies, and for this reason you should be represented here. Don't miss this opportunity.

CANADIAN GROCER, 143-153 University Ave., TORONTO

EDWARDS'

Worcestershire Sauce

Chas. M. Edwards & Company
 E. B. Thompson, Sole Proprietor

20 FRONT ST. EAST TORONTO

MINCE MEAT

In Pails 28 lbs., tubs 65 lbs. and barrels.

Write for samples and quotations.

E. B. Thompson, Sole Proprietor

20 FRONT ST. EAST TORONTO

Salesmen Wanted

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

KING GEORGE'S NAVY


**CHEWING
TOBACCO**

will satisfy where others fail

The veteran "Chewer" is a mighty hard man to please, but King George's Navy always satisfies the most discriminating.

And the margin of profit on every sale should recommend King George's Navy to every aggressive dealer.

If you are not now selling it get a trial supply to-day.



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.

Twines
and
Wrapping Paper

BROOMS

First Cars 1917

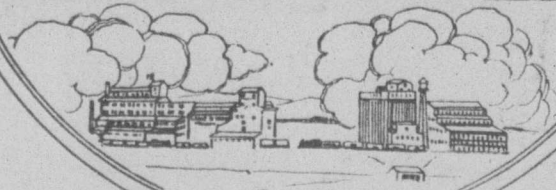
Broom Corn

At Hand

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

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware
Willow Ware
Brushes



Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

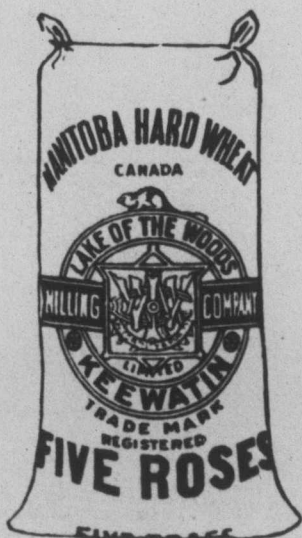
This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

**LAKE OF THE WOODS MILLING CO.,
LIMITED**

*Montreal "The House of Character" Winnipeg
Offices in 16 Canadian Cities*



Daily Capacity
27,400 Bags of 98 lbs