

**PAGES
MISSING**

32nd ANNUAL FALL NUMBER

CANADIAN GROCER

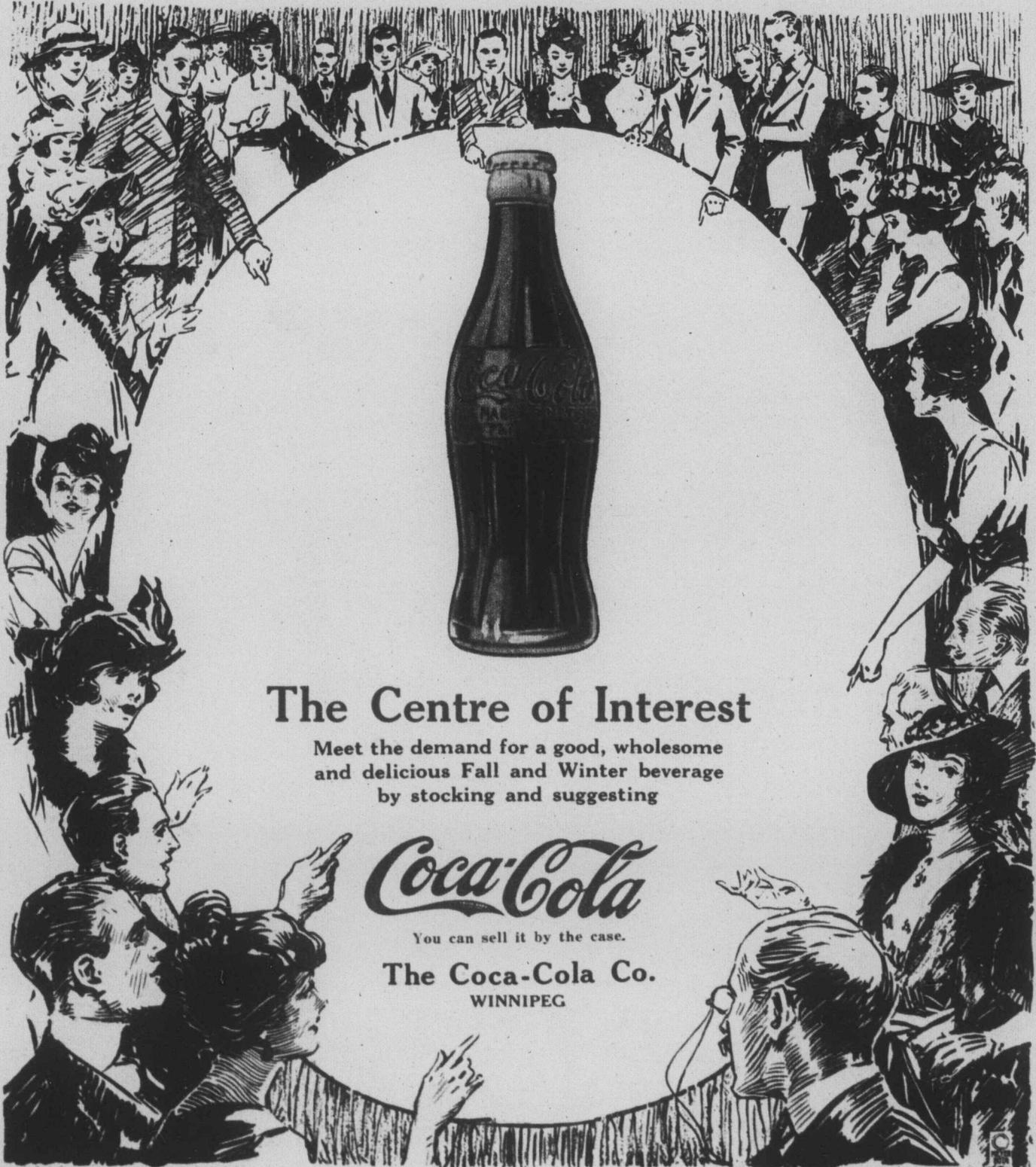
Member of the Associated Business Papers --- Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, OCTOBER 25, 1918

No. 43



The Centre of Interest

Meet the demand for a good, wholesome and delicious Fall and Winter beverage by stocking and suggesting

Coca-Cola

You can sell it by the case.

The Coca-Cola Co.
WINNIPEG

LET US MARKET YOUR PRODUCT IN WESTERN CANADA

Our selling organization covers the Prairie Provinces from the head of the Great Lakes westward.

Give snap and variety
to your cooking with

Lea & Perrins

The original
and genuine
Worcestershire Sauce.

Sold by Grocers Everywhere.



No Better Salt
in the World

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

Lantic
Sugar

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

Made in
Canada



REGAL
FREE RUNNING
Table Salt

Manufacturers—We have unexcelled
facilities for marketing your products.

We solicit accounts of large and progressive Manufacturers
wanting active and responsible representation.

H. P. PENNOCK & CO., LIMITED

WHOLESALE GROCERY BROKERS

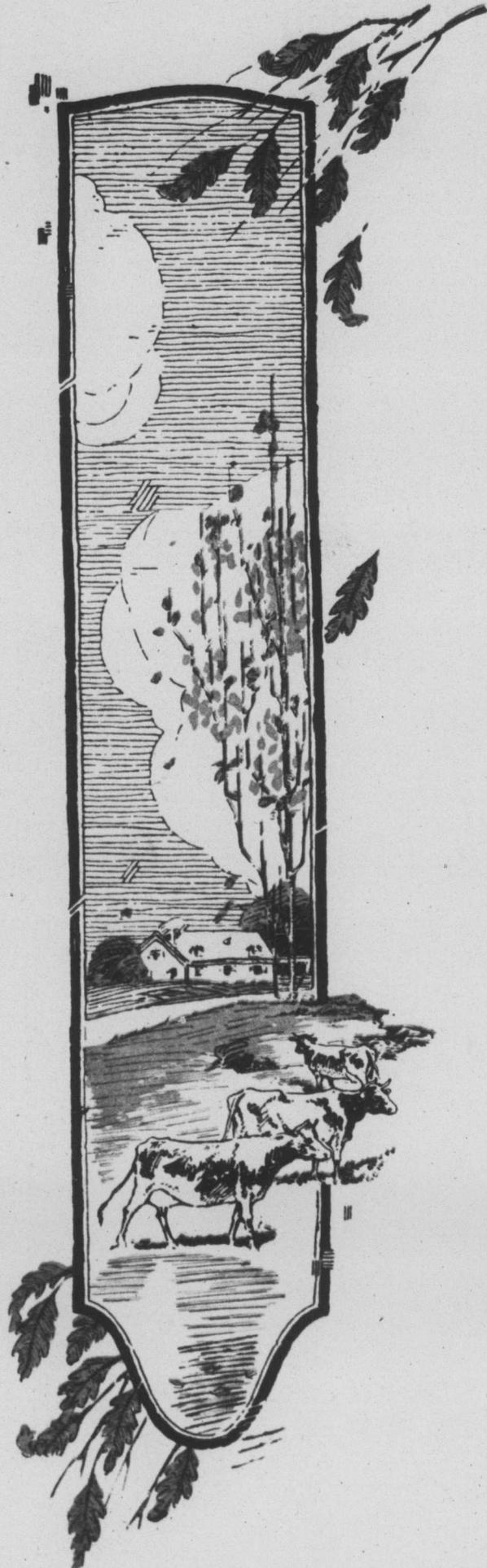
SASKATCHEWAN
MANITOBA

Head Office

WINNIPEG

Manitoba

ALBERTA
WESTERN ONTARIO



Bordens



Borden Milk Products for your Fall and Winter Trade

If there is one time more than another when the popular demand for the Borden lines seems to be intensified it is during the cool weather months. For the hundred and one little social functions that crowd the Fall and Winter seasons, the BORDEN MILK PRODUCTS are particularly suitable—their delicious convenience appeals to everybody, and the dealer's stock is kept moving briskly.

Let every housewife know you handle and recommend Borden's.

Bordens



Borden Milk Co., Limited

Leaders of Quality

MONTREAL

Branch Office: No 2 Arcade Bldg., Vancouver

WETHEY'S



Canada Food Board
License No. 14-128

Housewives Want
WETHEY'S
 CONDENSED
MINCE MEAT

because it is mince meat in its most popular and economical form.

GROCERS HANDLE IT

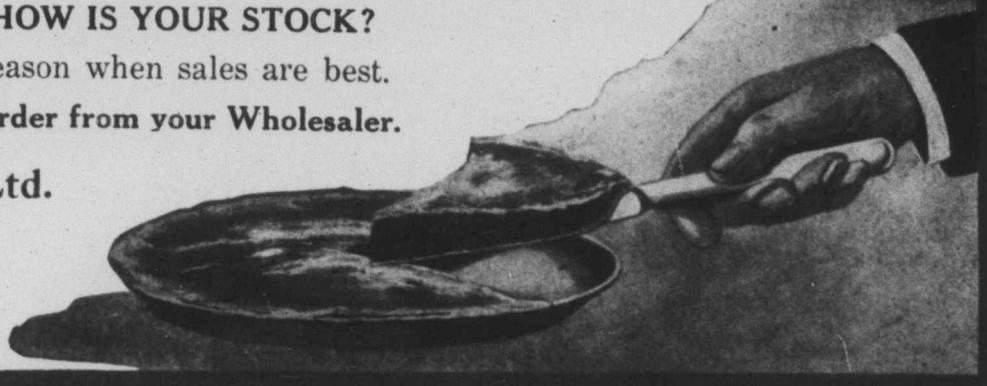
because the experience of years has proven its right to be regarded as staple as sugar.

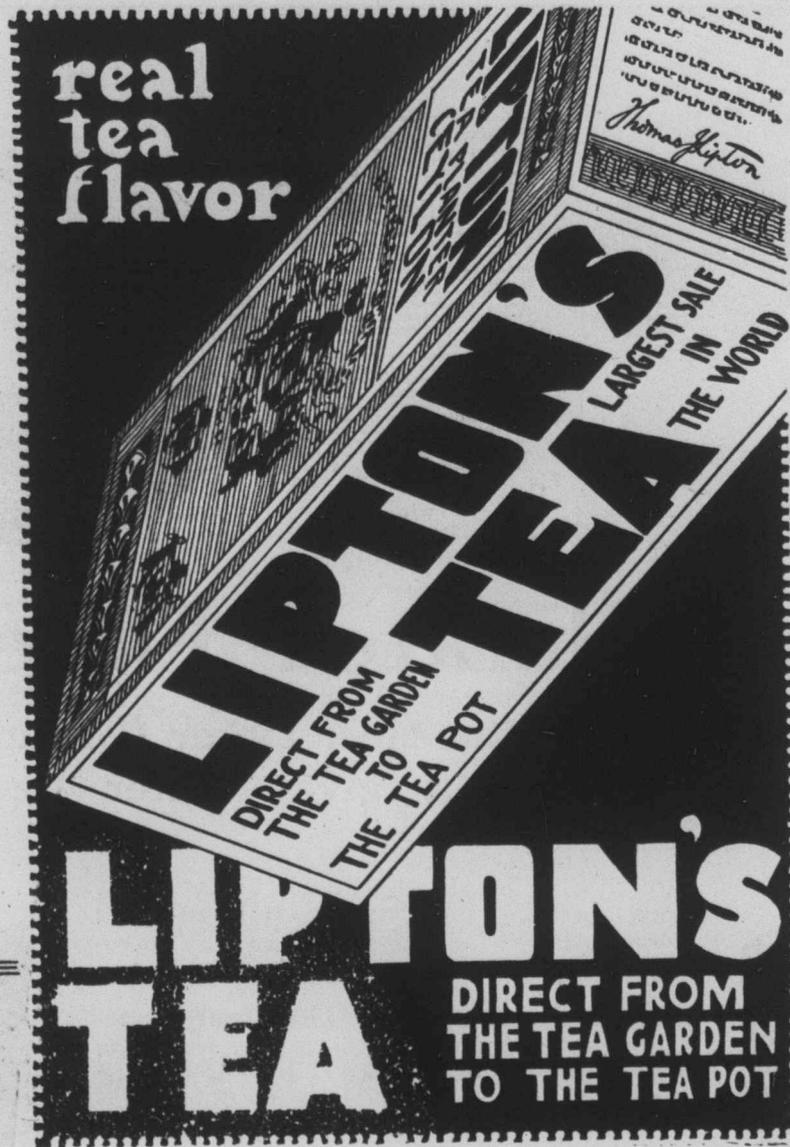
HOW IS YOUR STOCK?

This is the season when sales are best.

Order from your Wholesaler.

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





“If you want the best tea go to the firm that grows it”

Go to the firm that grows it, blends it, packs it and sells it—the firm that hands you a guarantee such as no other firm in Canada can do.

Lipton's Tea

means a Tea for every taste at a price for every pocketbook.

And when you sell Lipton's in the sealed, air-tight convenient packages you are certain it will come to your customer's table in full strength and flavor.

That means repeat sales—and there's a good profit for you on every package.

Send for latest prices and let us put you on our mailing list.

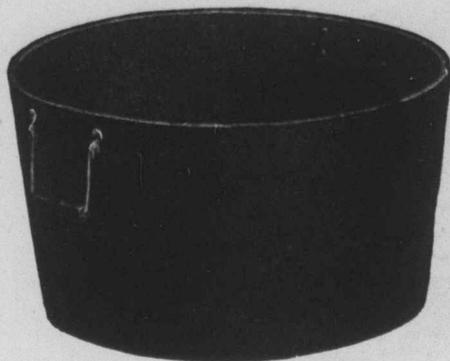
THOMAS J. LIPTON

Tea, Coffee and Cocoa Planters

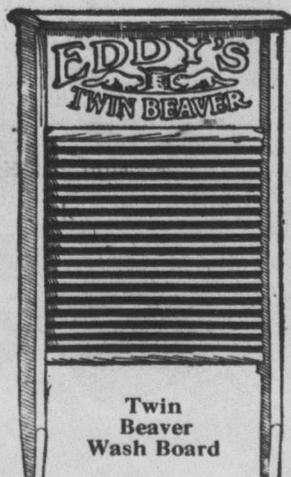
CEYLON

Chief Office for Canada: 24 Front St. W., Toronto

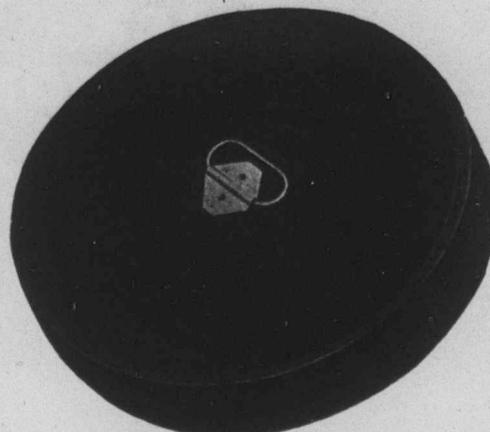
If any advertisement interests you, tear it out now and place with letters to be answered.



Wash Tub or Babies' Bath Tub
4 Sizes



Twin
Beaver
Wash Board



Barrel Cover—2 Sizes

Eddy's Indurated Fibreware

looks better than the Zinc, Tin or Galvanized
Iron article and it gives better service

Prevailing conditions have boosted the prices of these metals and have boosted the popularity of Eddy's Fibreware correspondingly.

Housewives find in Eddy's Fibreware something more than a substitute for the zinc, tin or galvanized iron utensil. They find it an ideal line in every respect—good-looking, long-wearing and perfectly sanitary.

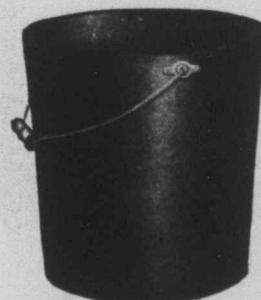
Show your customers how serviceable and economical Eddy's Fibreware really is. Draw their attention to the fact that every utensil is absolutely seamless and therefore cannot shrink, fall apart or become water-soaked.

You will notice illustrated here a few of our lines—tubs, washboards, cuspidors, etc. There are many other useful articles that are not shown, but you will find the complete line pictured and described in our illustrated list.

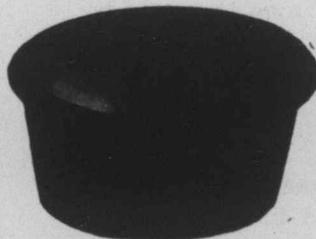
Get a copy from our traveller or
from us and look it over at your
leisure.



Butter or Spice Pail



General Utility "Star"
Pail



Cuspidor—2 Sizes



Fire Bucket

E. B. EDDY COMPANY, LIMITED

Makers of Canada's Famous Matches Since 1851

HULL, CANADA

Story for Week Dated October 25, 1918.

Being No. 5 in the Series

Unrolling a Ribbon of Eddy Matchwood

YOU could hardly imagine anything less like a ribbon than a handful of matches, and yet at one stage in their manufacture some varieties of E. B. Eddy Company matches look just like a big, broad, biscuit-colored ribbon.

Match splints made by what is known as the veneer process come first from the log in the form of ribbon. The "ribbon" of matchwood is simply unwound from the log. It looks as easy as unrolling a bandage, but there is big horse-power behind that little unrolling process.

A neatly-cut poplar log drops into a close-fitting recess in a very simple-looking machine. There is a metallic click as the jaws of the machine close on the wood. Then, at the touch of a lever, the log, held in a vice-like grip, begins to revolve.

Far more swiftly than you could peel an apple the ribbon of matchwood unwinds, and is gathered up in great loops by boys who stand by the machine.

It seems impossible that solid wood should be so swiftly transformed into wide, flexible strips in such lengths. The boys pull them off the machines, pile them together, one above the other, and send them through another machine which, with a few swift blows, chops the ribbon of wood into myriads of match splints. Each ribbon of veneer is the exact thickness of an Eddy match.

The blows of the chopper cut the matches out in tiny square splints.

Match sticks made by the veneer process which unwinds the matchwood like ribbon, are square in section. There is another process which turns out match splints almost round in section. That is the continuous process, which will be described next week on this page.

Special Selling Points of Eddy's Famous "Silent 5" Matches



Eddy's Silent 5 Matches

They are made from selected wood, clear, straight-grained, which will not break off in striking. The wood is clean Canadian White Pine from the Eddy Company's own timber limits.

They are Sesqui tipped, non-poisonous, safe in manufacture and in use, fully conforming to every Government regulation.

They strike silently, and the heads do not fly off dangerously.

They are dipped in a swiftly igniting wax which ensures a clear, strong flame which does not burn down too fast.

They are rendered chemically self-extinguishing by a special process which makes the stick char down to a fibre tough enough to hold the head strongly, even after the match is out, and yet which does not glow red so as to cause risk of fire if dropped on the ground or floor.

Methods of manufacture by which these Special and Successful Selling Points of Eddy Matches are produced will be described in forthcoming articles in this series.

MAPLE BUTTER

"CANADA'S BEST"

Pure Maple Syrup

"SUPERIOR BRAND"

Pure Sugar Syrup

"SWEET HOME"

Table Syrup

"COOK'S FRIEND"

Molasses

CHOCOLATE BUTTER

"SWEET NUT"

HONEY BUTTER

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

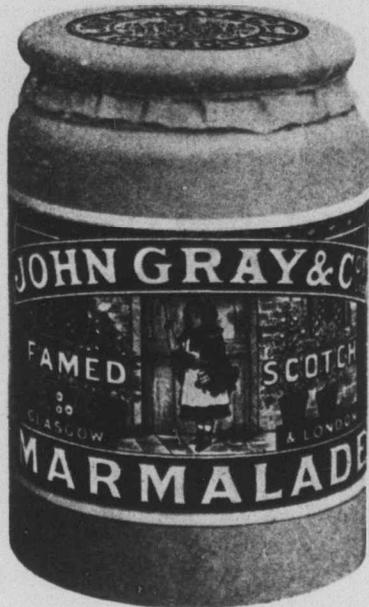
Prices Mailed on Request

SOLE MANUFACTURERS OF BAINES' CONFECTIONS

Canada Maple Exchange, Limited
MONTREAL

Canada Food Board License No. 11-499.

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



JAMS MARMALADES PEELS

Cables: LAMBERTON, GLASGOW

Codes: A B C, 4th and 5th Editions

JOHN GRAY & CO., Ltd.

GLASGOW

Established over a Century

CONFECTIONERY

MARZIPAN

CHOCOLATE

AGENTS:

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

LIND BROKERAGE CO., LTD.
TORONTO





The Wash-day Favorite in the Canadian Home

You always satisfy the housewife when you sell her a cake or two of

Wonderful Soap

For Wonderful Soap cleanses quickly and thoroughly and will not injure the softest, filmiest fabric.

Another good line to feature is *Crystal Soap Chips*. It is just as dependable as Wonderful Soap and like it will wash delicate fabrics without spoiling them in the least.

A stock of Wonderful Soap and Crystal Soap Chips will help you towards increased sales and better profits.

Guelph Soap Company
Guelph - Ontario

Repeat Sales of these lines are assured by the Quality—

When you introduce your trade to the pleasing goodness of these **BLUE SEAL** Products, their further custom is a foregone conclusion. This because there is a super-excellence about



OLIVE BUTTER SONORA and BLUE SEAL MUSHROOM CATSUP

that "gets across" with people of most critical tastes.

We show you here one of these products—the Olive Butter. Note the handy-sized, neat-looking package—a dandy article for a good display, and overseas boxes.

The other lines are put up in a similar attractive way and their quality is similarly excellent. Our **Blue Seal Mushroom Catsup** is particularly piquant and very customer-pleasing.

SONORA is a new appetizer which should appeal to the most fastidious customer. It makes a perfect Mayonnaise dressing. With the addition of cream it can be used very sparingly for a high-grade premier quality where it is desired.

We authorize any grocer to refund the purchase price to any dissatisfied customer who is not convinced that our products are superior to any other similar lines on the Canadian market.

You should be stocked with these lines. They are brisk sellers and good profit-makers, too.

E. W. Jeffress, Limited
WALKERVILLE, ONT.



The Label guarantees the Quality

Quality and Purity are the determining factors in the creating of bigger and better jam sales.

The Stuart label on a container is an iron-bound guarantee of tip-top quality and absolute purity.

Build on these two Stuart qualities for better jam sales and you won't be disappointed. Make it a Stuart season in your jam department.

STUART LIMITED

Sarnia, Ontario

PRICE ANNOUNCEMENT TO THE TRADE



Due to the rapidly increasing cost of raw material and labor, we are compelled to advance our price on 2 in 1 Shoe Polish and Black Knight Stove Polish, effective September 23rd last.

The acute shortage of supplies will not permit us to say for how long we can meet trade demands. No orders for future delivery can be booked at these prices.

Black Knight Stove Polish | **\$1.30 Per Doz.**
2 in 1 Shoe Polishes

We continue to offer our

Liberal Free Deal

as follows:—

With 6½ doz. ½ doz. free, Shipping 7 dozen
With 12 “ 1 “ “ Shipping 13 dozen

Your Profit

Retailing at 15c you are assured almost 50% profit on either deal.

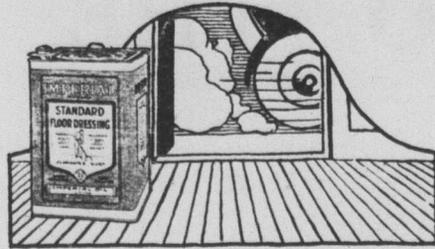
Frost Warning

Keep Black Knight Stove Polish, 2 in 1 Black and 2 in 1 White Liquid Shoe Polish in a warm place over the winter. In event of this freezing on your hands, it will be practically impossible to replace this season.

Place your orders now for immediate shipment.

Newspaper, Magazine, Street Car, Painted Walls and Bulletin Advertising is now appearing.

The F. F. Dalley Corporations Limited
Hamilton, Canada



LAYING THE DUST

90% of the ever-present atmospheric dust in your store can be captured and held.

STANDARD Floor Dressing

does this and more in your store. It keeps the goods on the shelves cleaner and fresher looking, and adds a note of tidiness and brightness to the whole store.

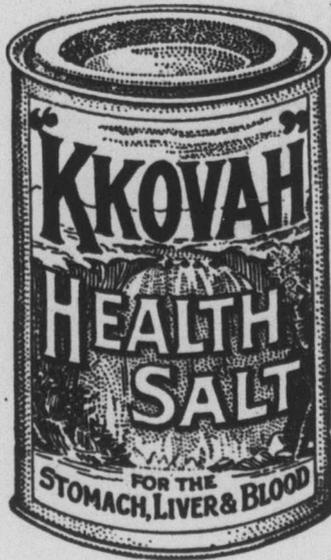
It definitely lays the dust because it is a sanitary, non-evaporating, wood preserving product. A gallon will take care of 500-700 square feet of surface, and one application will last for several months if the accumulating dust and dirt are swept regularly with a stiff brush or broom. Easily and quickly applied with an ordinary sprayer.

Sold in one and four gallon cans and in barrels and half barrels.

IMPERIAL OIL LIMITED

BRANCHES IN ALL CITIES

Get these two sellers into your displays



Keep things going right now by showing the two Kkovah lines.

Your customers thoroughly approve of Kkovah goodness and Kkovah dependability.

“KKOVAH” HEALTH SALT

A sparkling, healthful, delicious drink. A teaspoonful in a tumbler of water first thing in the morning purifies the Stomach, Liver and Blood, and tones up the system generally.

“KKOVAH” CUSTARD POWDER

Here is the ideal egg substitute. Gives Mrs. Housewife perfect results without the use of eggs—a point she'll surely appreciate. You make a neat profit on every sale and it's a good repeater.

Send in your order to-day for the two Kkovahs and connect with some good extra business.



SOLE AGENTS FOR CANADA

Maclure and Langley, Limited

Montreal

TORONTO

Winnipeg

For people who are particular—



QUEEN QUALITY PICKLES

Everywhere to-day people are demanding quality goods and they are taking their custom to the stores that carry the best.

Grocers selling such a high class line as

Queen Quality Pickles

are in a position to satisfy the most critical quality seeker because they are stocking the very best that can be made.

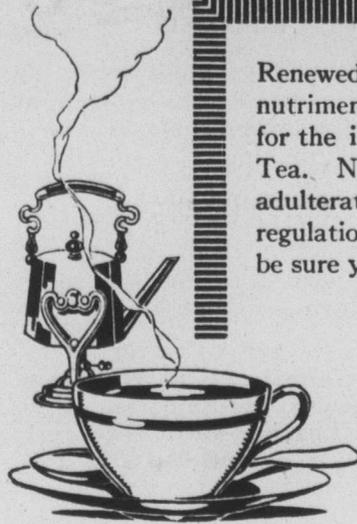
Queen Quality Pickles are made from the very choicest selected stock, prepared with fine flavored vinegar and high grade spices. They are made under ideal conditions by men who know how.

If your jobber doesn't carry Queen Quality Pickles write to-day to

**Taylor & Pringle Co., Limited, Owen Sound
Manufacturers**

**Distributors: MacLaren Imperial Cheese Co., Limited, Toronto
E. Cutmore, Brantford Fearman Bros., Hamilton Maclure & Langley, Winnipeg**

JAPAN TEA



Renewed vigor in the hour of fatigue, nutriment for the strong and health for the ill are in each cup of Japan Tea. Natural purity and absence of adulteration are Japanese Government regulations. Drink Japan Tea and be sure your tea is pure.

*"Tea tempers the spirit,
awakens thought and
refreshes the body."*

14

A big consumer demand is sure evidence of sterling quality—no amount of advertising, no matter how aggressive, can retain that demand if the quality is not dependable.

When superior quality and aggressive advertising are combined as in the case of JAPAN TEA it creates a demand that keeps the Grocer's cash register ringing.

New customers are attracted, first customers come back and old customers are retained when you sell them Japan Tea—the delightfully satisfying product of old Japan.

Keep a display where the housewife will see it.

Sell these comfortable, long-wearing, working gloves to the men of your town

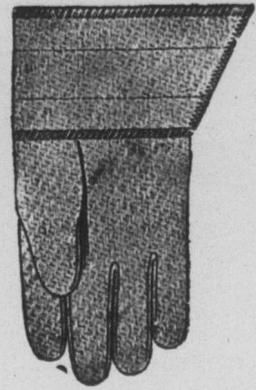
TAPATCO
REGISTERED BRAND TRADE MARK

TAPATCO GLOVES are just ideal in every respect for those little household jobs that would otherwise mean a grimy pair of hands or perhaps a skinned knuckle.

And it's not to the men alone but to the women as well that TAPATCO GLOVES appeal. In fact every good housewife needs a pair of TAPATCOS for the several occasions where an easy fitting working glove is called for.

The styles are varied enough to cover everybody's requirements. **Gauntlet, Knit Wrist and Band Top** styles in heavy, medium, and light weights. **Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts** in Tan, Slate and Oxford.

TAPATCO GLOVES are handled by the jobbing trade.



The

American Pad & Textile Company
Chatham, Ontario



The Standard Family
Remedy with an
enviable reputation

Every aggressive grocer can make good extra profits by stocking and pushing the sale of

CHAMBERLAIN'S TABLETS

For home use or for sending to the men in the trenches Chamberlain's is a splendidly reliable line—one that always gives unstinted satisfaction.

Try a little display in your store. Tell your customers about it. Suggest a package or two in every soldier's parcel.

Chamberlain Medicine Co., Limited
TORONTO, CANADA

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

Furnivall's

FINE
FRUIT
PURE JAM

Specify Furnivall's when ordering your next stock of Jams and Marmalades



Your wholesaler can supply you. He stocks Furnivall's and you'll be glad you selected this brand when you get fully acquainted with its easy selling, customer-pleasing qualities.

Every bit of Furnivall's is good. The Furnivall label always guarantees a jam of the very nicest flavor and the very highest quality.

Sound, fresh gathered, sun-ripened fruits, pure cane sugar, a sanitary, perfectly equipped factory—these are a few of the reasons why Furnivall's Jams are so superior.

A complete list of varieties, sizes and prices will be mailed you on application.

FURNIVALL-NEW, LIMITED
HAMILTON, CANADA

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. Montreal—Geo. Hodge & Sons, 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., Ltd. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Canada Food Board License No. 14-167

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

“INDIAN CHIEF” BRAND CLAMS

Always perfectly fresh and new



Selected, prepared and sealed without solder or acid the very day they are taken from the clam beds.

No possible precaution that would tend to enhance their excellence is ever neglected in the preparation of Indian Chief Brand Clams.

Dealers can always recommend them. Their goodness will please the very critical customer.

Don't forget that Indian Chief Brand Clams are ready cooked—heating to a simmer makes them ready for the table.

That's a point of big appeal to the restaurant trade and to the housewife too.

Prominent and regular display will profit you well. Begin now.

SHAW and ELLIS

Pocologan Charlotte Co.
New Brunswick

SELLING AGENTS: Alberta, D. McLeod & Co., Edmonton; Manitoba, George Adam & Co., Winnipeg; Ontario, Bowron Bros., Hamilton; Montreal, R. B. Hall & Son; Maritime Provinces, Angevine & McLaughlin, St. John, N. B. and Truro, N.S.

The DOMINION MOLASSES CO., Ltd.

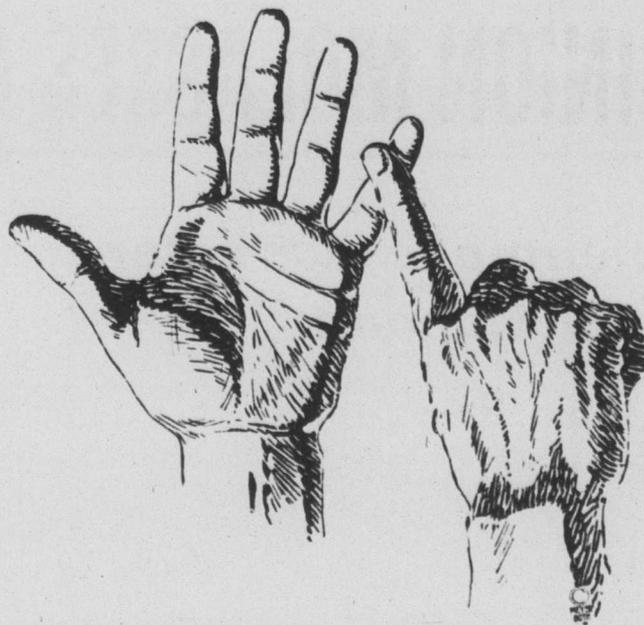
*As the name implies we cater to the whole
"Dominion of Canada."*

Our Representatives:

- Mr. GEO. D. LACHAINE,
40 Dalhousie St., Quebec.
- Mr. J. P. NAUD,
120A Stadacona Ave., Montreal.
- Mr. C. DeCARTERET,
Kingston, Ont.
- Mr. J. N. McINTOSH,
Box 125, Westboro, Ottawa, Ont.
- Mr. WALLACE ANDERSON,
49 Wellington St. East, Toronto, Ont.
- Mr. GEO. H. GILLESPIE,
392 Richmond St., London, Ont.
- Messrs. J. W. BICKLE AND GREENING,
Hamilton, Ont.
- Messrs. W. H. ESCOTT CO., LTD.,
181-183 Bannatyne Ave., Winnipeg, Man.
Also Branches: Fort William
Saskatoon
Regina
Calgary
- Messrs. THE DOMINION BROKERAGE CO.,
621 Fourth St., Edmonton, Alta.
- Messrs. D. M. DOHERTY & CO.,
134 Abbott St., Vancouver, B.C.

The geographical situation of our plant at the "Gateway of Canada" puts us in direct touch by steamers and sailers with the molasses producing centres.

The Dominion Molasses Company, Limited
HALIFAX :: :: NOVA SCOTIA



Five good reasons for selling **BLUENOSE BUTTER**



1. Bluenose Butter has a particularly pleasing flavor that appeals to discriminating people.
2. Its quality is always uniformly good.
3. Bluenose Butter is a good repeater. A first purchase is always the prelude to regular come-back sales.
4. It always opens up in excellent shape.
5. The goodness of Bluenose Butter—the satisfaction it will give to every customer is a certain road to greater customer confidence and better sales.

Get a trial order of Bluenose and see how quickly it will sell. Sold in $\frac{1}{2}$ lb., 1 lb. and 2 lb. tins.

Smith and Proctor
HALIFAX, N.S.

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

Delicious as a Breeze from the Old Atlantic

are the sea foods of quality that are put up and sold under the well known

BRUNSWICK BRAND

Scientific effort, intelligently directed, have made Brunswick Brand Sea Foods as high class and as customer pleasing a product as a dealer could wish to sell.



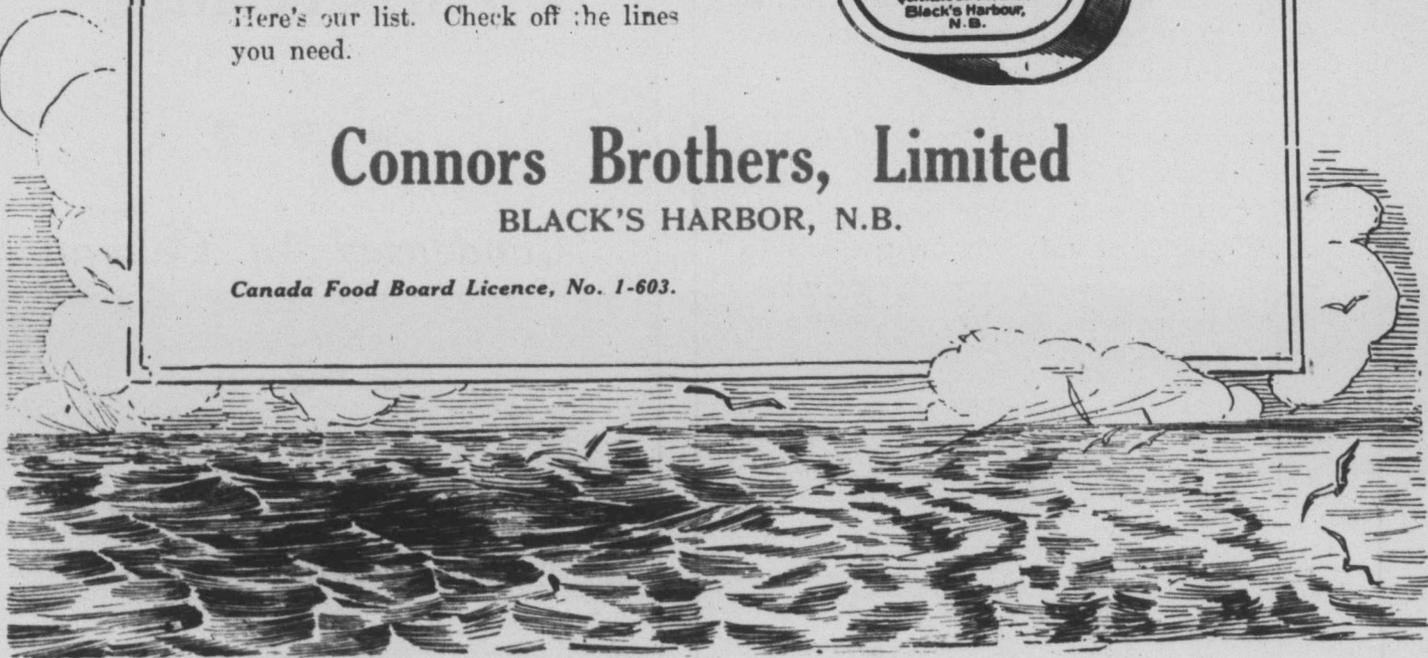
To-day, in every Canadian community, there is an increasing call for good wholesome fish foods. This is augmenting the demand for Brunswick Brand and putting big business in the way of Brunswick Brand dealers.

Here's our list. Check off the lines you need.

Connors Brothers, Limited

BLACK'S HARBOR, N.B.

Canada Food Board Licence, No. 1-603.



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

P. E. I. PRODUCE

We solicit your enquiries for
 POTATOES
 FULL COOKED DINNERS
 SEED POTATOES
 P. E. I. CLAMS

Carvell Bros.

Wholesale Grocers and Produce Merchants
 CHARLOTTETOWN - - P. E. I.

OYSTERS AND FISH

Get in touch with me for

XXX Oysters
 Smelts
 Frozen Herring
 Frozen Mackerel

Fish is the food of the moment.

EMILE PATUREL

SHEDIAC, N.B.

License No. 1-748.

Do you require live
 representatives?
 Write Us

WE REPRESENT:

Roman Meal Co., Toronto, Ont.
 John B. Paine Co., Toronto, Ont.
 Harry Horne Co., Toronto, Ont.
 T. Upton Co., Ltd., Hamilton, Ont.
 Choco-King Mfg. Co., Hamilton, Ont.
 Ingersoll Packing Co., Ingersoll, Ont.
 Montreal Biscuit Co., Montreal, P.Q.
 Canada Nut Co., Vancouver, B.C.
 DeBlois Bros., Charlottetown, P.E.I.
 Edmund Van Dyk Co., New York, N.Y.
 California Canneries, New York, N.Y.
 Golden Gate Fruit Co., New York, N.Y.
 Austin Nichols & Co., Inc., New York.
 Wilson & Co., Inc., Chicago, Ill.
 A. N. Christie & Co., Newark, N.Y.
 Bayle Food Products Co., St. Louis.
 Elmer Candy Co., New Orleans.

Gaetz & Company

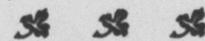
47-49 UPPER WATER ST., HALIFAX, N.S.

P. O. BOX 145

ADVERTISING to be
 successful does not neces-
 sarily have to produce a basket-
 ful of inquiries every day.

The best advertising is the
 kind that leaves an indelible,
 ineffaceable impression of the
 goods advertised on the minds
 of the greatest possible number
 of probable buyers, present and
 future.

Quick-Action Advertising



Condensed Ad. Column



2 cents per word, per insertion.

Replies to Box Numbers 5 cents.



THERE is never a doubt about the quality of Royal Acadia Sugar. "*Every Grain Pure Cane*" is the best description of this peerless sweetener. It is sold in 2 and 5-lb cartons, 10, 20 and 100-lb. bags, half barrels and barrels. It always satisfies.

The
Acadia Sugar Refining Co., Ltd.
HALIFAX, CANADA

RELEG

Pronounce "REAL EGG"

A real Egg Substitute and something your customers will surely appreciate



For Baking and for General Cooking there is no better or more satisfying egg substitute than "Releg."

"Releg" is sold in packages of four different sizes with simple directions on every package by following which the housewife can get 100% satisfaction—just as good results as eggs would give her—at a mere fraction of the cost.

Show "Releg" in your displays and drive this point home to every housewife—that "Releg" is Economical, Dependable and Satisfactory — *always.*

Send to-day for a trial order.

Releg Company, Regd.

33 KING STREET, QUEBEC, CANADA

Ontario Representatives
LOGGIE SONS & CO.
32 Front St. W., Toronto

Western Representatives
W. H. ESCOTT & CO., LTD.
Bannatyne Ave. East, Winnipeg

Maritime Provinces' Representatives
ANGEVINE & McLAUGHLIN
Truro, N.S.

Get Your Fruit Supplies From McCart

First quality fruits—the kind of fruit that's certain to make satisfied customers for you.

APPLES, IN BOXES OR BARRELS
ORANGES — LEMONS — GRAPE FRUIT
CRANBERRIES
IN BARRELS OR CASES
SWEET POTATOES

We are in the market to buy or sell Potatoes or Apples in car lots.

Try our commission department. We will get you highest market prices and prompt returns. If you have Potatoes, Apples, Vegetables, etc., to sell, consign to us.

W. J. McCART & CO.

80 COLBORNE STREET

TORONTO, CANADA

“PRIMROSE” PILCHARDS



Strictly Prime Quality

Ocean Caught

Packed Only By Hand

Rich in flavor, and high in food value.

Defiance Packing Co., Ltd.
Head Office: VANCOUVER, B.C.

Canneries at West Vancouver and Port Renfrew, B.C.

Sales Agents: Balfour, Guthrie & Co. Vancouver, B.C.

Salmon Commandeered



SNOW CAP BRAND PILCHARDS

are more delicious than SOCKEYE and are less than half the price.

For Salads and Sandwiches

They are More of a Dainty Than Tuna Fish.

“Snow Cap”

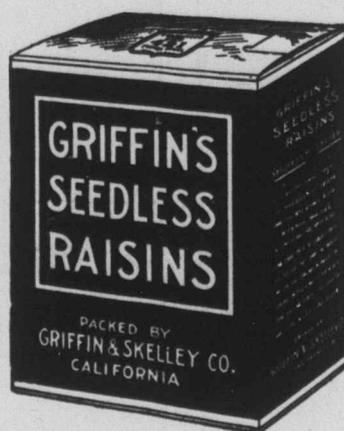
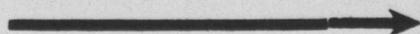
is Hand Packed by

Packed in 1 lb. Talls and 1-2 lb. Flats Sold by Your Jobber.

The Nootka Packing Co., Ltd.
 NOOTKA, B.C.

Your customers do not need to pay extra-
vagrant prices for Fruit for their
Christmas baking

FEATURE



ECONOMICAL

NUTRITIOUS

TASTY

“Best Incorrodible Tea Lead”

We regret that owing to causes beyond our control, due to national emergency, we have been unable for some considerable time to supply tea lead for repacking tea. Immediately the position admits we will again be at your service, when enquiries will have prompt attention.

ISLAND LEAD MILLS LIMITED
LONDON, ENGLAND

Agents: J. Hunter White, St. John, N.B.; Hugh Lambe & Co., Toronto;
Cecil T. Gordon, Montreal

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



Give Little Miss Vi a Welcome.

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

beverage is springing up all over the Dominion.

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

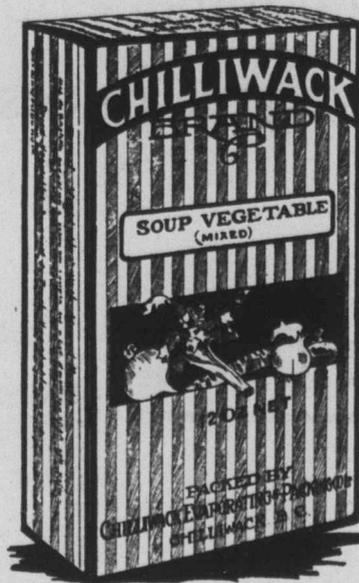
Vi-Cocoa

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

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

409

When fresh vegetables are scarce



comes a big call for such a delicious line as Chilliwack Brand Julienne.

Evaporated potatoes, carrots, turnips, onions, peas and beans are scientifically mixed to produce this delightful vegetable soup. It can also be used for boiled vegetable dinners.

Remember — it has the same flavor as fresh picked garden vegetables.

Your jobber will supply you.

CHILLIWACK EVAPORATING & PACKING COMPANY

415 Dominion Bank Bldg., Vancouver

WAR CONDITIONS

necessitate 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.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINE

OURY, MILLAR & CO.

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

First-class Grocers
handle first-class goods

A mighty good reason for that standard
of excellence in scouring soap



SAPOLIO

The General All-Around Cleaner

For toilet and bath there is nothing to
equal the every-day toilet soap—HAND
SAPOLIO.



ENOCH MORGAN'S SONS CO.
NEW YORK, U.S.A.

Canadian Selling Agents (excepting British Columbia) Harold F. Ritchie & Co., Ltd.
Toronto, Ontario

**CENTURY
SALT**

---a salt that's
easy to sell

—a salt that's purified and
refined to the very last de-
gree—a salt with the clean,
sparkling purity so much
desired by every good house-
wife—a salt that makes satis-
fied cus-
tomers.

Be sure
your stock
is well dis-
played.

THE DOMINION SALT CO LIMITED
SARNIA, ONT.

DWIGHT'S

BAKING SODA

It was first over 70 years
ago---It is first today

No other brand of baking
soda selling to-day has the
proud record back of
Dwight's Cow Brand.

Absolute purity best de-
scribes it. It gives satisfac-
tion always and always re-
peats.

Order from your jobber.

Church and Dwight, Limited
MONTREAL

*Unmatched in Quality and
in Popularity—*

Royal Salad Dressing

AND

Royal Mayonnaise

Your customers will need no urging to continue using these two Salad Dressings once they get acquainted with their delicious goodness.

The two Royals sell well throughout the entire year. And now with salads being substituted for meat by increasing numbers of people, the demand for such fine-flavored dressings is receiving added impetus.

Keep Royal Salad Dressing and Royal Mayonnaise well displayed and guarantee them both. The satisfaction they'll give will mean much to you. And they retain their flavor down to the very last drop.

The Horton-Cato Manufacturing Co.
WINDSOR, CANADA



**BLACK
TAN
TONEY RED
DARK BROWN**

**Let Your Customers Know
That You Sell The Best**

**“NUGGET”
SHOE POLISH**

Is

**Best for Leather
Best for Your Customers
Best for You**

If Your Jobber Cannot Supply All the “NUGGET” Lines, Write

**The Nugget Polish Co., Limited
54-56 McMURRICH ST.
TORONTO**

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

Get in Communication with the Most Liberally Managed Grocery Firm in Canada



Canada Food
Board License
No. 197

Established since 1879, our firm has developed to be in fact one of the most important wholesale grocery houses in Ontario. This success is the result of constant aggressiveness developed on principles of honesty and liberality.

Confident in the resources of our Country and alive to its prosperity, notwithstanding war time difficulties and abnormal high prices of all merchandise, we have within the last two years enormously increased our stock in volume. This is because we are catering to an ever more exigent trade disseminated in the Ottawa Valley, Northern Quebec and New Ontario. Due to the above reasons our sales went up to astounding figures last year.

Our stock is surprisingly comprehensive. Enjoying great buying capacities together with unsurpassed warehousing facilities, even quite far away merchants. *are getting more satisfaction from us than from nearby competitors with stocks incomplete or assembled at maximum costs.*

Special attention given to mail orders. Telephone or wire your requirements at our expense.

S. J. Major, Limited

WHOLESALE GROCERS

Ottawa

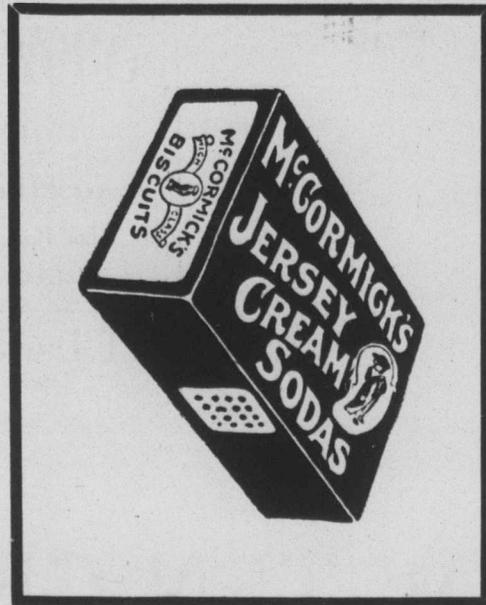
Canada

Founded in 1879.

Speaking of Food Values

THE average merchant does not have time to investigate the relative food values of the many lines he carries.

THE customers are beginning to inquire. The merchant will therefore make no mistake when he guarantees that McCormick's Jersey Cream Sodas contain more actual food value than white, brown, graham, whole wheat, or rye bread—because this is actually so.



McCormick's JERSEY CREAM SODAS

are **BREAD'S BIGGEST RIVAL**. They are guaranteed wholesome and nutritious.

This appeals to your customers. You can make bigger profits by encouraging even larger purchases of the McCormick lines.

**THE MCCORMICK MANUFACTURING
COMPANY, LIMITED
LONDON, CANADA**

**Branches: Montreal Ottawa Hamilton Kingston
Winnipeg Calgary St. John, N.B. Port Arthur**

Canada Food Board Licenses 11-003, 14-166



NEW TEN CENT PACKAGE

More Convenient with Sifter Top

Same Weight—Snowflake Quality

Our aim in changing to this new package is to get a more serviceable and convenient package—one that will stand up better and avoid shifting on shelves. Also adding to its usefulness with a sifter top.

1 Case 3 Dozen \$2.70

5 Case Lots Less 5%. Freight Prepaid

S. F. LAWRASON & CO.
LONDON, ONTARIO



OLEOMARGARINE

Every Pound *Guaranteed* Fresh

WITH Creamery Butter abnormally high, more customers are turning every day to Oleomargarine. Now is your opportunity to build up a big, steady business for years to come. Get your customers to try "H.A." Brand to-day. Tell them it is guaranteed. Show them how by using it, they save at least 15c. per pound. Remember, it is Canadian made and you can get it fresh from the churn daily.



Canada Food Board Blanket License No. 165

THE HARRIS ABATTOIR COMPANY, LIMITED
TORONTO - - - CANADA

1



Classified Directory of Store Equipment Advertisers

Account Registers

McCaskey Systems, Ltd., Toronto, Canada.

Account Systems

McCaskey Systems, Ltd., Toronto, Ont.

Automatic Computing Scales

International Business Systems, Limited (Dayton Scales), Toronto.

Barrels

The Sarnia Barrel Works, Sarnia, Ont.

Bins, Tipping

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

Biscuit and Cake Cabinets

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

Broom Racks

Walter Woods & Co., Hamilton, Ont.

Butter Dishes

H. P. Eckardt & Co., Toronto.
Oval Wood Dish Co., Tupper Lake, N.Y.
Walter Woods & Co., Hamilton, Ont.

Bone Cutter

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

Butcher and Grocer Clothing

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

Butter Tubs

Walter Woods & Co., Hamilton, Ont.

Butter Paper

Walter Woods & Co., Hamilton, Ont.

Butter Cooler, Dry Air

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

Cake Cases

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

Cash Carriers

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

Cheese Cutters, Computing

Walter Woods & Co., Hamilton, Ont.

Coffee Mills

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

Cold Storage Doors

Jno. Hillock & Co., Toronto.

Computing Scales

International Business Machines, Ltd., Toronto.

Cordage

Walter Woods & Co., Hamilton, Ont.

Confectionery Cases

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

Counter Check Books

McCaskey Systems, Toronto, Ont.

Walter Woods & Co., Hamilton, Ont.

Credit Registers

McCaskey Systems, Ltd., Toronto, Ont.

Delicatessen, Cafe and Grocers' Cooler

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

Delivery Forms

McCaskey Systems, Ltd., Toronto, Ont.

Dishes, Butter, Lard, Etc.

Oval Wood Dish Co., Tupper Lake, N.Y. Canadian agents, Victoria Paper & Twine Co., Toronto.

Display Stand and Mist Stand

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

Display Counters

Jno. Hillock & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Egg Carriers

H. P. Eckardt & Co., Toronto, Ont.
Walter Woods & Co., Hamilton, Ont.

Egg Case Fillers

Millar Bros., Montreal.
Trent Mfg. Co., Trenton, Ont.

Egg Carton Fillers

Trent Mfg. Co., Trenton, Ont.
Millar Bros., Montreal.

Egg Case Cushion Fillers

Trent Mfg. Co., Trenton, Ont.

Egg Case Corrugated Flats

Trent Mfg. Co., Trenton, Ont.
Millar Bros., Montreal.

Fish and Poultry Box Refrigerators

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

Fish Cases

Jno. Hillock & Co., Toronto.

Fruit and Vegetable Stands and Counters

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

Ice Cream Cabinets

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

Ice Machines

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

Meat Grinders

W. A. Freeman Co., Hamilton, Ont.
Walter Woods & Co., Hamilton, Ont.

Meat Blocks

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

Meat Market Equipment

John Hillock & Co., Toronto.

Meat Slicers

International Business Machines, Ltd., Toronto.
W. A. Freeman Co., Hamilton, Ont.
Walter Woods & Co., Hamilton, Ont.

McCaskey Systems

McCaskey Systems, Ltd., Toronto, Ont.

Motor Trucks

Carriage Factories Ltd., Toronto.
Ford Motor Co., Ford City, Ont.

Office Panellings

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

Oil and Gasoline Storage and Distributing System (Portable)

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

Oil and Gasoline Self-Measuring Pumps

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

Oil Filtering and Circulating Outfits

S. F. Bowser & Co., Inc., Toronto.

Paper

E. B. Eddy Co., Hull, Que.
Walter Woods & Co., Hamilton, Ont.

Paper Balers

H. P. Eckardt & Co., Toronto.
Walter Woods & Co., Hamilton, Ont.
Climax Baler Co., Hamilton.

Paper Bags

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

Patented Bin, Counters and Fixtures

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

Pumps for Gasoline

S. F. Bowser & Co., Toronto.

Pumps for Molasses

Walter Woods & Co., Hamilton, Ont.

Pumps for Vinegar

Walter Woods & Co., Hamilton, Ont.

Receiving Slips

McCaskey Systems, Ltd., Toronto, Ont.

Refrigerators

W. A. Freeman Co., Hamilton, Ont.
John Hillock & Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Refrigerator-Counters

W. A. Freeman Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Kitchener, Ont.
John Hillock & Co., Toronto.

Refrigeration Systems

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

Registering Measures for Pipe Lines

S. F. Bowser & Co., Inc., Toronto.

Restaurant and Cafeteria Equipment

John Hillock & Co., Toronto.

Sales Pads

McCaskey Systems, Ltd., Toronto, Ont.

Silent Salesmen

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

Show Cases

John Hillock & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.
Walter Woods & Co., Hamilton, Ont.

Slicing Machines

Hobart Mfg. Co., Toronto.

Store Fittings

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

Store Tables

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

Tanks for Oil and Gasoline

S. F. Bowser & Co., Toronto.

Tops for Motor Cars

Carriage Factories, Limited, Toronto, Ont.

Time Clocks

International Business Machines, Ltd., Toronto.

Twine

Walter Woods & Co., Hamilton, Ont.

Vinegar Measures

Walter Woods & Co., Hamilton, Ont.

Wall Shelving

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

Wood Mantels

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

Wrapping Paper

Walter Woods & Co., Hamilton, Ont.

"Riteshape"

THE DISH THAT CARRIES DISTINCTION

How much food sticks to the wrapping or dish you use?
 How much food soaks into the dish or wrapping?
 Are you bending every effort to save food distributed through your hands?

If you are conscientiously trying to co-operate with food conservation measures you not only apply good methods to purchase and storage of foods, but get it into the hands of your customer without waste or contamination.

And in that case the Riteshape dish will interest you. The Riteshape dish is made from hard maple; it will not soak up the juices and oils of its contents.

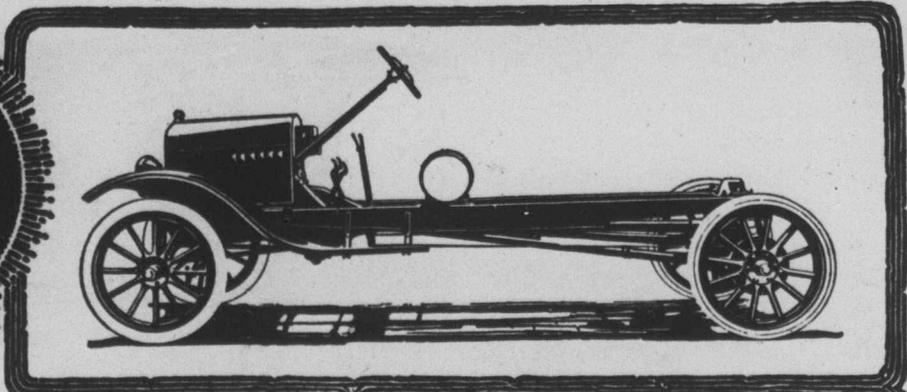
The Riteshape carries the food from your store to the home without loss or damage.

Your customer can take ALL the food she bought out of a Riteshape dish.

Ask Your Jobber, or

<p>The Oval Wood Dish Co., Inc. <i>Manufacturers</i> TUPPER LAKE, N.Y.</p>	<p>Victoria Paper & Twine Co. <i>Distributors</i> TORONTO MONTREAL HALIFAX</p>
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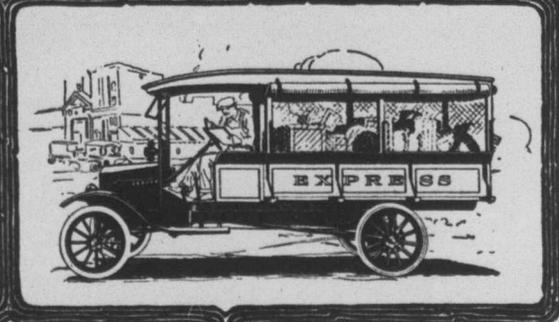
O.W.D. PLANT



Competition Will Grow Keener

UP-TO-DATE equipment must be utilized for meeting keen after-the-war competition. This competition may be largely overcome by acquiring a delivery system which will dominate your territory and give your customers a kind of service that has heretofore been lacking.

Many merchants, manufacturers, hotel keepers and express men have already adopted the Ford One-Ton Truck to solve their transportation problems—Have you solved yours?

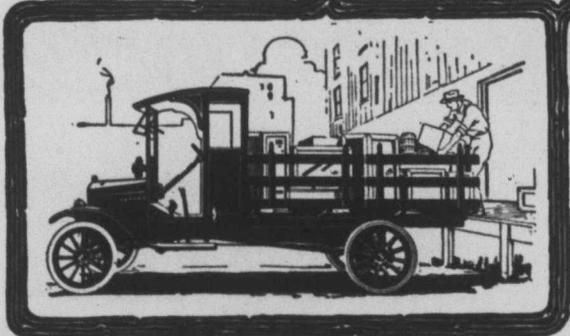


Runabout	\$ 660
Touring	690
Coupe	875
Sedan	1075

F. O. B. Ford, Ontario

All prices subject to war tax charges, except trucks and chassis

All prices subject to change without notice



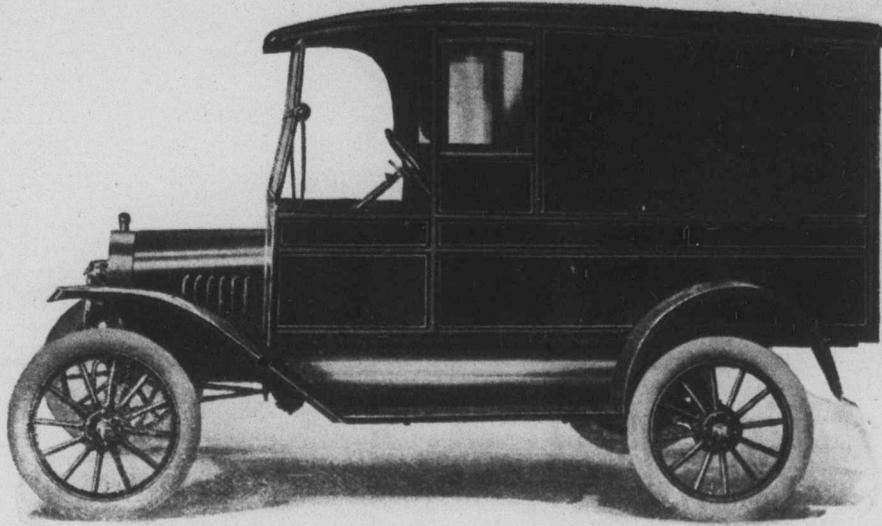
MANY styles and types of body are easily obtained and attached to the Ford One-Ton Truck Chassis. The "Open" and "Closed Express," and the "Stake," the "Panel," the "Platform Body," the "Bus," the "Wagonette," and others are made to supply the varied and particular needs of Ford Truck owners.

Price (chassis only) \$750

F. O. B. Ford, Ontario 85

FORD MOTOR COMPANY OF CANADA, LIMITED
 FORD - - - - - ONTARIO

“Can You Send It At Once?”



This Style Body, \$146.00.

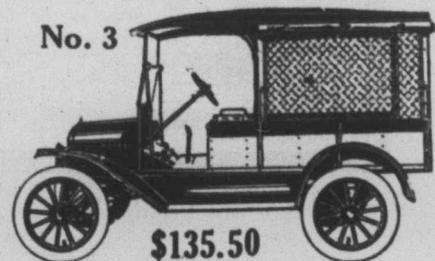
Quick Delivery Pleases Your Customers

“MOTOR DELIVERY IS THE GREATEST TRADE WINNING ASSET
ANY MERCHANT CAN ADD TO HIS BUSINESS EQUIPMENT”

The famous, steel-ribbed, patented Babcock Commercial Body for Motor Delivery is now made in Canada, exclusively by ourselves. If you want good looks, style, impressiveness and a long-lasting body on your delivery chassis, get

Babcock Commercial Bodies

Steel foundation (patented) makes rigid, unbreakable, strong, enduring frame. In the style illustrated, the side panels are beautifully finished, roof is solid, covered with heavy duck, windows both sides of drivers' seat, full length rear door. This is the handsomest full panel body made, and for the money cannot be equalled anywhere. Write us for further particulars.



If We Have No Agent in Your District, Please WRITE DIRECT FOR PRICES

Illustrated Folder on Request.

CARRIAGE FACTORIES LTD.

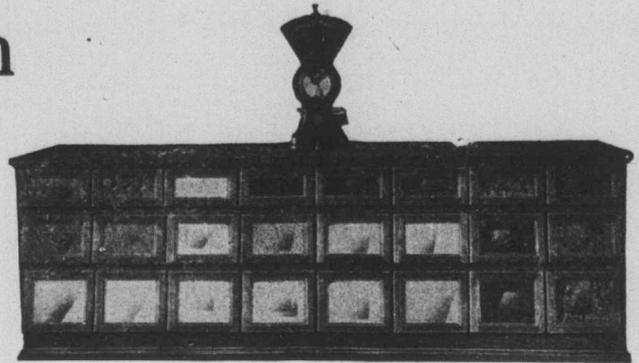
HEAD OFFICES:
Excelsior Life Building, Toronto

SALES OFFICES:
Montreal, Toronto, Winnipeg

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

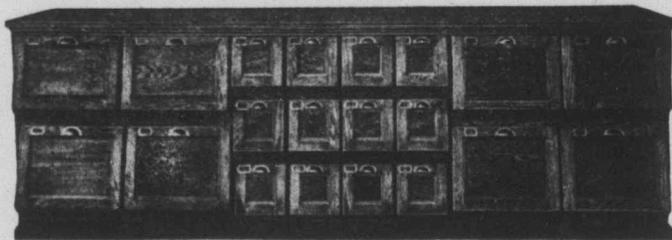
Here we show you a few of the Walker Bin money-makers

They'll save you time, labor, fuss and worry, and make your store what you want it to be—what it ought to be—a place of bigger business and better service.



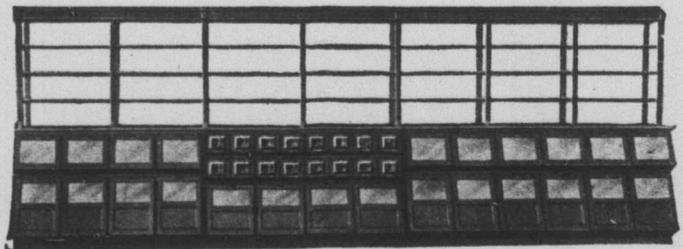
No. 3 UNIVERSAL

Three rows of bevel displays in line of vision. The glass in top row 4" x 10"; middle row 6" x 10"; lower 8" x 10", giving assorted displays of small capacity, affording a maximum display with minimum stock.



REAR OF COUNTER

Shows three capacity bins. Lower row about 56-quart capacity. Upper row about 52-quart capacity, with removable division in centre. Small centre bins 10-quart capacity with removable division. Made in stock lengths 9 ft., 12 ft. 4 in., 15 ft. 8 in. (9-ft. length shown). By adding one bin to row on either side of centre unit gives additional 3 ft. 4 in. counter length.



Combination X Sectional Wall Case

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



No. 24 Salesman

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

Send floor plan of your store and write to-day for Catalog, sketches of suitable fixtures and full particulars of the money-saving, money-making Walker Bin equipment.

The Walker Bin and Store Fixture Co., Ltd.

KITCHENER, ONT.

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

CONSERVATION

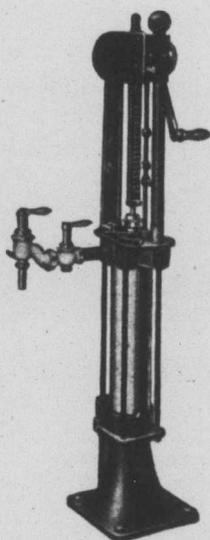
lies at the very base of the Government's war program. The Allies must have more oil. Production of oil is at its height. More oil for war purposes can be had only by rigid conservation.

For more than thirty years

BOWSER SYSTEMS

have been conserving the nation's oil and gasoline.

They also conserve:



Time
Labor
Space

BOWSER SYSTEMS
are:—

Leakproof
Lossproof
Fireproof
Evaporation proof
Deterioration proof
Convenient
Rapid
Highly Efficient

Tell us your problem. We'll help you CONSERVE OIL.

A system for every requirement.

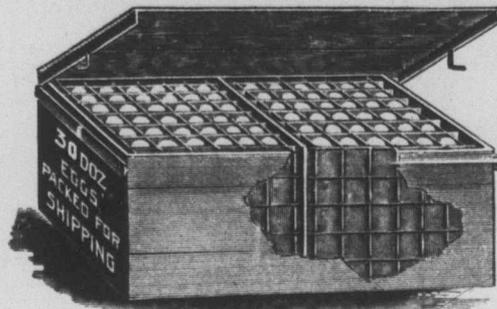
S. F. Bowser & Company,
Inc.

Toronto - Canada

*Sales Offices
in all Centers*

*Representatives
Everywhere*

THE MILLER BROS. CO., LIMITED



Manufacturers of
White pulp egg case fillers and extra flats in standard and extra large sizes for 12 and 30 dozen egg crates.
20-38 DOWD STREET, - MONTREAL, CANADA

ORDER NOW

FOR DELIVERY JANUARY 1st

The counter check books you will require for next year. Everything has about doubled in price, and pad prices must advance. Your protection comes by placing your order with the makers of the famous

McCaskey Register System

MCCASKEY SYSTEMS, LTD.
Toronto, Canada

The Megantic Broom Mfg. Co., Ltd.
Manufacturers of Brooms and Clothes Pins



Lake Megantic, Que.

Represented by

Boivin & Grenier, Québec.
Delorme Frère, Montréal.
J. Hunter White, St. John.
N.B.
H. D. Marshall, Ottawa.
Harry Horne Co., Toronto.
Tomlinson & O'Brien, Winni-
peg.
Oppenheimer Bros., Vancou-
ver.

These agents have always a stock on hand sufficient to satisfy the demands of clients in their territory.

Satisfaction on these three lines guaranteed.





Fixtures that are Money Makers



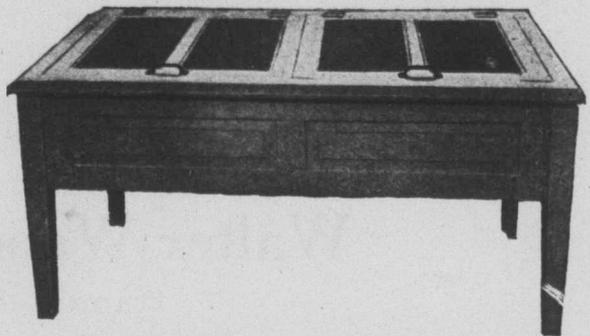
There is a place in every dealer's store for two such dependable business builders as

The Arctic Refrigerator AND The Arctic Fish Case

Both are built by experts who have made an exhaustive study of refrigeration for commercial and domestic purposes.

The Arctic Refrigerator keeps a stock of perishables in perfect security and shows them in a way that keeps them selling. The Arctic Fish Case is just what you most need to get a bigger share of the fish demand.

Write us to-day for fuller particulars of these two Arctic Money Makers.



**John Hillock
& Co., Limited**
TORONTO

Waste Paper Balers

Great shortage of paper-making materials. High prices now for baled waste paper, cardboard, etc.

Don't Waste Paper—Sell It.

ALL STEEL
CLIMAX
FIREPROOF

BALING PRESS

Turns it Into Money
FREE TEN DAYS' TRIAL

*Made in twelve sizes.
Send for full particulars to-day.
Use the coupon attached.*



Patent Nov. 9, '15.

*A boy can
operate it*

Climax Baler Co., Hamilton, Ont.

Tear Off and Mail To-day

The
Climax
Baler Co.,
Hamilton, Ont.
Gentlemen: Without
obligating us in any way,
please send full particulars
and prices of your steel Paper
Balers.

Name
Address

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

Do you need

Wrapping Paper, Twines, Cordage, Brooms, Brushes or Baskets?

We can supply you promptly and with the kind of goods that will keep your register ringing.

The fact that we have maintained a constant and increasing demand during the years we have been in the business is sound evidence of the A1 character of our goods and our service.

We also carry a full line of Grocers' Sundries.

Write for our illustrated list and note the prices that offer you a real profit on every sale.

Walter Woods and Company
Hamilton and Winnipeg

Sell Cane's Washboards

— the washboards that always give a maximum of good service.

Basswood frames free from splinters and splinters.

Show these boards in a corner of the store.



**WM. CANE & SON CO.
LIMITED
NEWMARKET, ONT.**

"Keystone" Dandy

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

STABLE BRUSHES

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

Write for prices, etc., to

Stevens-Hepner Co., Limited
Port Elgin, Ontario

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

Reliable Brands That Mean True Economy

During four years of war these lines have never yet disappointed you.

H.P. Sauce Imported from England

You should cover your winter supply before cold weather sets in.

Crossed Fish Brand Sardines

Genuine Norwegian fish packed in purest olive oil. We anticipated the shortage of imported sardines, bought heavily on Crossed Fish Brand, and have been able to keep you supplied all along.

Sapphire Brand Sardines

California fish packed French style in pure olive oil. Quite equal to most brands of imported goods.

Shelled Nuts of All Kinds

Almonds, Brazils, Filberts, Pecans, Pignolias, Peanuts, etc.

Inquiries Invited

W. G. PATRICK & CO., LIMITED

Importers

Toronto

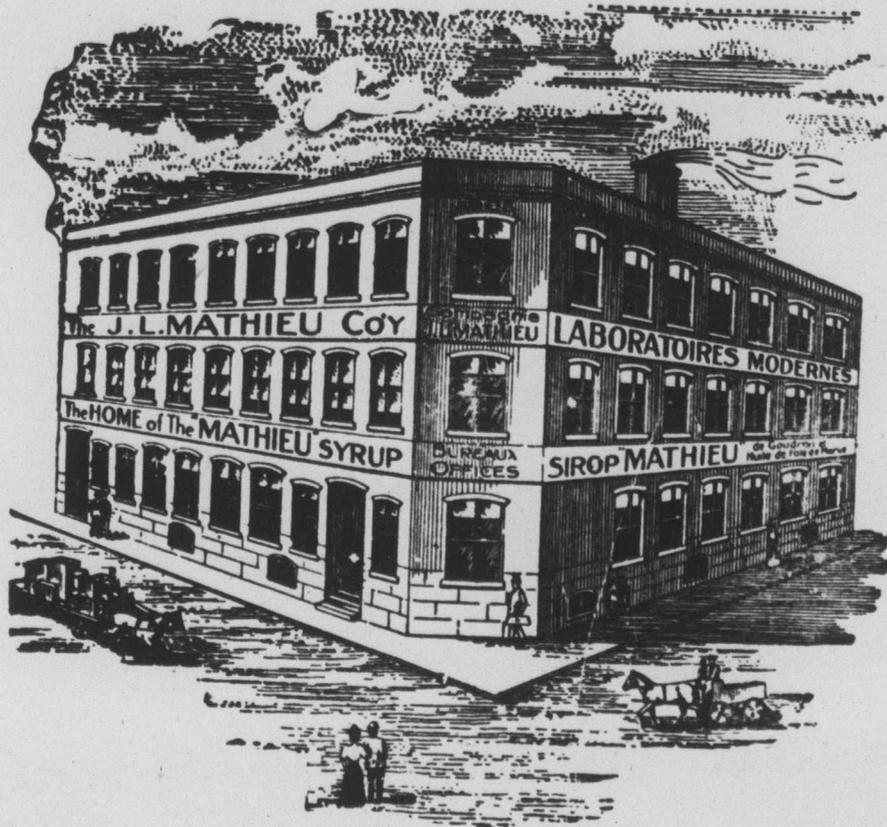
Montreal

Winnipeg

New York

Chicago

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



Showing you where the Mathieu Products are made

YOU KNOW THE MATHIEU PRODUCTS—

Mathieu's Syrup of Tar and Cod Liver Oil and Mathieu's Nervine Powders

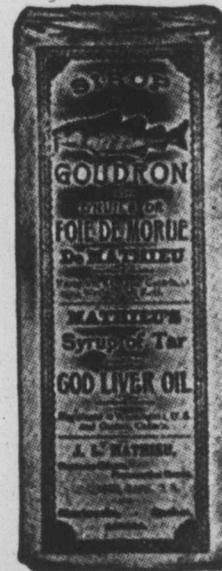
They are two as dependable little remedies as any dealer could wish to sell.

You should sell and recommend them every day. There is a particularly good winter demand for them and a good round profit on every sale.

The "Syrup of Tar" is especially suitable for winter displays. It is a reliable remedy for Coughs, Colds, Pneumonia, La Grippe, etc.

Mathieu's Nervine Powders give excellent results in case of headache, neuralgia, sleeplessness, etc. It is a dandy nerve tonic and contains no harmful drug whatever.

Order a good supply of these Mathieu remedies and increase your winter turnover.



Breaks Up a Bad Cold. Always Reliable.



J. L. MATHIEU COMPANY

SHERBROOKE

PROPRIETORS

QUEBEC

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

Connect Your Store
with the Demand for

PURINA PRODUCTS



Ralston Wheat Food License 2-038

Cereal Mill License 4-198

Wholesale Flour and Feed
License 12-208



Ralston and Canuck Cereals are Highest Quality

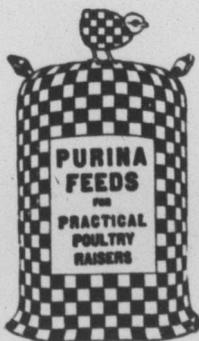
We specialize in substitutes for
wheat and guarantee highest quality.
Our entire mill has been overhauled
and modern machinery installed.

When ordering cereals ask for:

- Canuck Rolled Oats
- " Oat Meals
- " White Corn Flour
- " Pearl Hominy
- " Hominy Grits
- " Gold Dust Corn Meal



Our Purina Poultry Feeds are recognized as the leaders in America.



- Purina Chicken Chowder
- Purina Scratch Feed
- Purina Calf Chow

All orders—large or small—will
receive our prompt attention.

The Chisholm Milling Company, Limited

TORONTO, ONTARIO



These Reprints Will Help You Sell Trench Goods

IN following pages are a number of suggestions for goods for the "Overseas Box."

These pages are being held in type, so that retailers may order reprints of any they would like to pass along to customers. By having your own name on them you should get a number of your customers to come back to your store for these goods.

Order Your Reprints by Page Number.

Give number of the page and name of advertiser in ordering reprints. Where the appeal is addressed directly to the merchant, we will change this to an appeal to the consumer; also substitute your name for that of the manufacturer.

Rates are as follows, one color only :

100 reprints of one page	\$1.50
200 " " " "	2.00
100 " each of two pages	2.25
200 " " " " "	3.50
100 " " " five "	5.00
200 " " " " "	9.00

Other rates in proportion.

Canadian Grocer 143-153 University Ave.
 TORONTO
 PHONE MAIN 7324



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

TRENCH GOODS SUGGESTIONS



“Smile! Smile! Smile!”

Johnny Canuck's smile of victory is helped along wonderfully by the parcel from the folks at home. Particularly when a few cans of

Borden's
Reindeer Condensed Coffee

are enclosed. Containing milk and sugar in proper proportions, Reindeer Coffee can be prepared in camp, trench or dugout with the mere addition of boiling water.

Tell your customers about both Reindeer Coffee and Reindeer Cocoa and suggest them with every overseas parcel.

The Borden Milk Co., Limited

“Leaders of Quality”

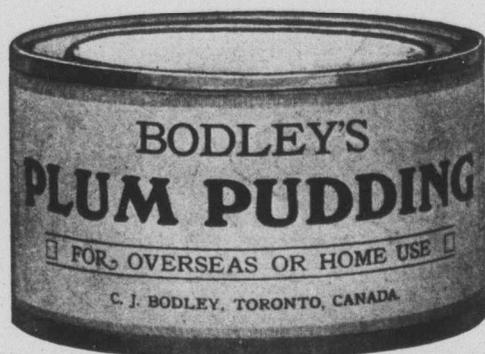
MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



TRENCH GOODS SUGGESTIONS

Bodley's lines for the Overseas Christmas Box



He'll appreciate them!



YOUR customers will welcome a suggestion from you in the making of the parcels for their boys "Over there."

You cannot suggest a more acceptable enclosure for the fighting man than one

or more of Bodley's Cakes and Bodley's Plum Puddings.

See now that your stock is ample. The Bodley lines are equally saleable for home consumption, and a good display will connect you with what is a very profitable demand.

Wire at our expense for quotations immediately.

C. J. Bodley, Limited
TORONTO

Food Control License Number 5-309



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

TRENCH GOODS SUGGESTIONS



**“Gee!
Ain’t that fine!”**

What more suitable suggestion can you offer for the Overseas Parcel than a can or two of

DOMINION BRAND PLUM PUDDINGS

Let Dominion Brand Plum Puddings dominate your Trench Goods displays. Boost it. Boost it for Home use as well as for sending Over There. Have your customers try a can at home —then they’ll need no urging to send it to the boy in France.

Get well stocked now.

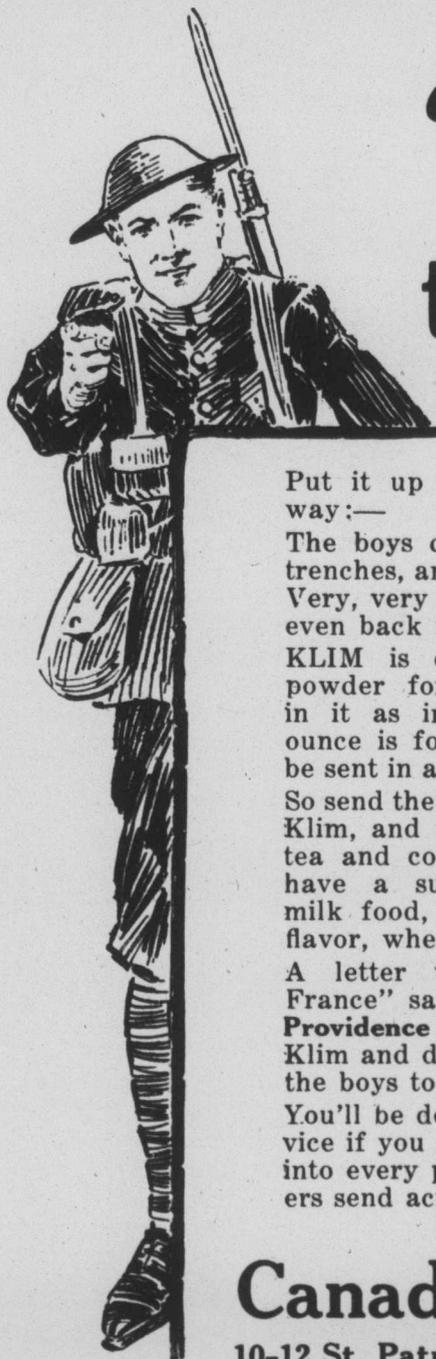
Dominion Cannery Limited
HAMILTON, CANADA

Canada Food Board License No. 14-12



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

TRENCH GOODS SUGGESTIONS



“Tell the Folks to send Klim”

Put it up to your customers this way:—

The boys cannot get milk in the trenches, and they certainly need it. Very, very seldom is milk available even back in “rest camp.”

KLIM is dry separated milk in powder form. No useless water in it as in canned milks—Every ounce is food—no better food can be sent in as small a space.

So send them Klim. They can drink Klim, and they can use it in their tea and coffee. They can always have a supply of body-building milk food, with the genuine milk flavor, wherever they go.

A letter to — “The Friends of France” says: “KLIM is a gift of Providence over here.” Dissolve Klim and drink it hot. It will help the boys to hold on.

You’ll be doing the boys a real service if you get a tin or two of Klim into every parcel that your customers send across.



Canadian Milk Products, Ltd.

10-12 St. Patrick St. Toronto

10 St. Sophie Lane, Montreal

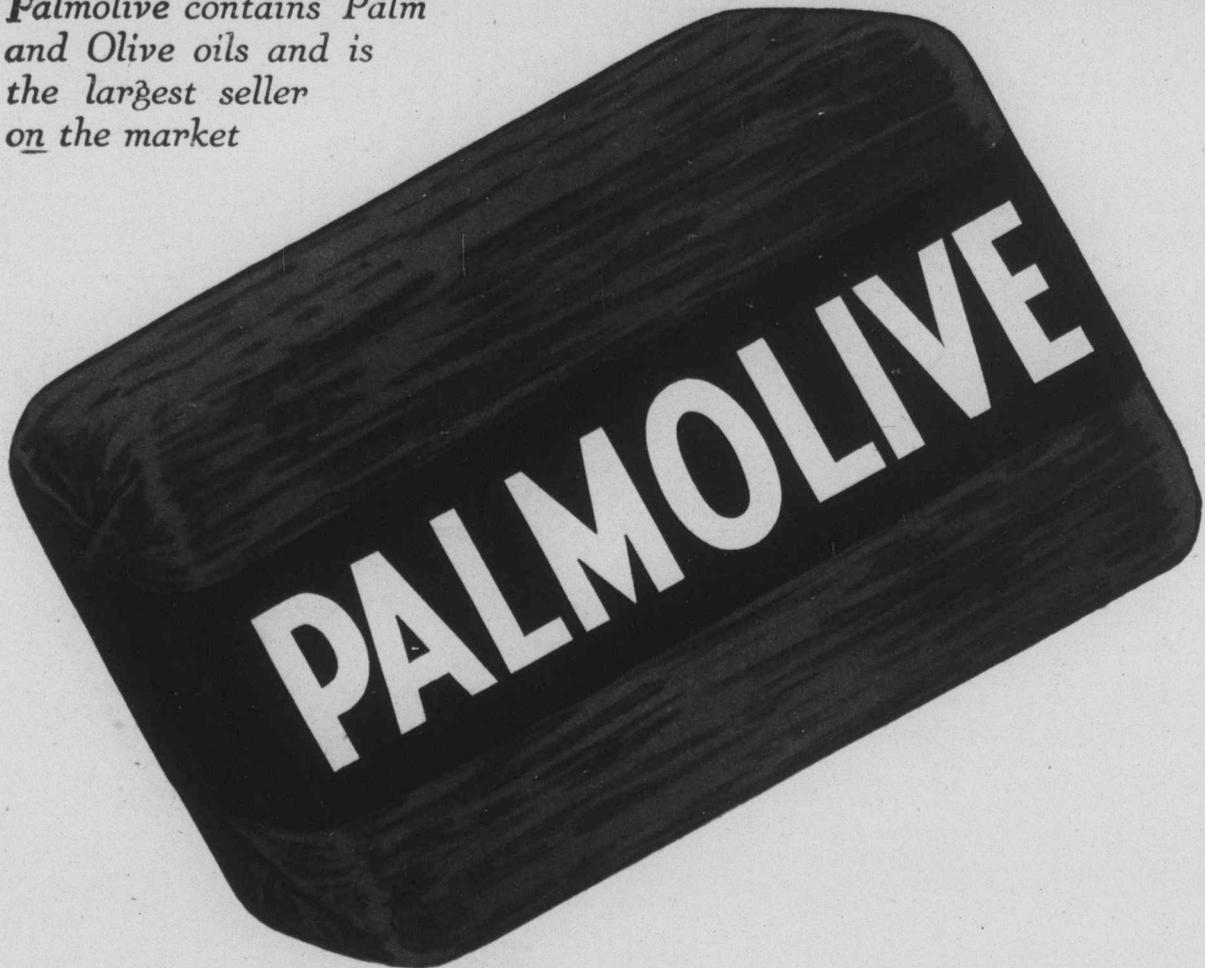
Also stocked by W. H. Escott Co., Ltd., Fort William, Winnipeg, Edmonton, Regina, and Kirkland & Rose, Vancouver.

Canada Food Board License No. 14-242.



TRENCH GOODS SUGGESTIONS

*Palmolive contains Palm
and Olive oils and is
the largest seller
on the market*



The Soap Preferred by the Boys Over There

The *Special Overseas Size Cake* for the Boys Overseas is the most popular enclosure you can suggest when making up those overseas parcels.

Show it in your trench goods displays. Let your customers know you sell this special size and suggest it. Talk about it. Recommend it. You'll sell lots of it and your profits will be worth while.

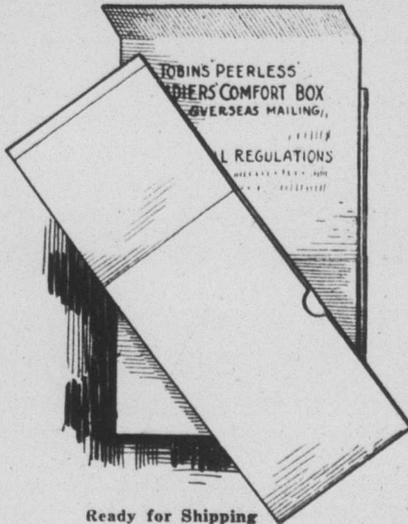
THE PALMOLIVE COMPANY OF CANADA, Limited
TORONTO



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

TRENCH GOODS SUGGESTIONS

HIGH-GRADE SPECIALS IN OVERSEAS TRADE



Ready for Shipping

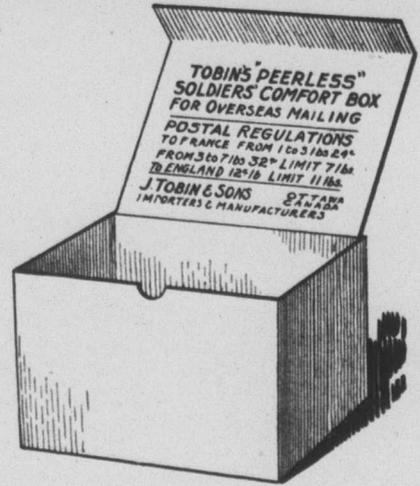
Tobin's "Peerless" Overseas Mailing Boxes, etc., etc.

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

They are the best mailing boxes on the market. They are "TOUGH AS LEATHER — LIGHT AS A FEATHER." Strongly recommended by our postal authorities, because they are so easily packed and examined if necessary. AND — the boys get these boxes. 3 sizes, France and ENGLAND.

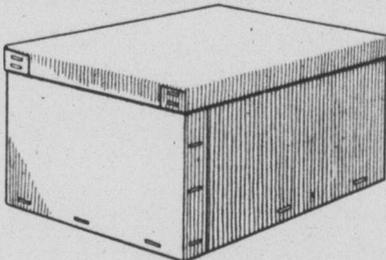
Are you getting any of this trade, Mr. Merchant. If not, GET BUSY and write J. TOBIN & SONS, OTTAWA, ONT. They are keenly alive to your wants or enquiries, whether by mail, phone or wire. Circular for the asking, with other trench specialties.

J. TOBIN & SONS, Ottawa, Ont.



Box Set Up

This is the Box for your customers' Overseas Parcels



The Original Overseas Box for your Customers as used by Red Cross Societies Everywhere.

Here is a box that's built to stand hard knocks—a box that's positively guaranteed to reach its destination in the same condition as when mailed. NOT CARDBOARD OR CORRUGATED BOARD, but solid material; no wrapping required. Note the fastenings. No stickers or tapes used, but steel staples.

Over one million shipped without one complaint. Compare it with any other box on the market and judge for yourself. Now is the time to order for Xmas trade. Prices:

5" x 6" x 9", per hundred, \$10.00 F.O.B. Ottawa.
5½" x 7" x 9", per hundred, \$12.00 F.O.B. Ottawa.

Boxes Limited
Queen and Booth Streets
OTTAWA

Y & S STICK LICORICE in 10c Cartons



Everything in Licorice for all Industries using **LICORICE** in any form.

Made in Canada by

National Licorice Company
MONTREAL





*FOR THE BOYS IN
THE TRENCHES*

**“Sumore”
Roasted and Salted Peanuts
Filberts and Almonds**

How baking does bring out the delicious flavour of an apple—
it's improved 100 per cent. over the raw apple.

We use the same idea to improve the flavour of our salted nuts—
offer it to you toasted instead of raw. Try “SUMORE” Salted
Nuts—**THEY ARE TOASTED.**

Packed in Canada by

MONTREAL NUT AND BROKERAGE CO.
30 and 32 Jurors Street MONTREAL

Sole Selling Agents:

LOGGIE, SONS & COMPANY
32 Front Street, W. TORONTO



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

TRENCH GOODS SUGGESTIONS



“Tell Them to send
King George’s Navy”



*A favorite
at home and Over There*

Tell your customers whose kin are overseas to send them King George's Navy Chewing Tobacco regularly and often.

The boys thoroughly appreciate good tobacco. It is doubtful if there is any one thing they welcome more in the parcel from home. And King George's Navy is just the kind of Chewing Tobacco they want to get—sweet, soothing and with that palate-tickling goodness that makes a chew worth while.

Feature King George's Navy now as the soldier's best-liked chew. Suggest a few plugs when the Overseas parcel is being made up. You will thus secure good extra business and sizeable profits.

And in Smoking Tobaccos—**Master Mason, Rose Quesnel and Long Tom.** Every soldier smoker likes them. They've got the natural flavor that wins favor from the most critical.

Be sure you're well stocked.



SMALL'S FOREST CREAM MAPLE BUTTER

KNOWN THE
WORLD
OVER
AS THE
BEST IN
QUALITY
& IN TASTE

ESTABLISHED 1865
SMALL'S
OTTAWA
FOREST-CREAM
MAPLE BUTTER
SMALLS LIMITED
MONTREAL

SOLD ALL
OVER
WHERE
QUALITY IS
KEPT FOR
25¢ A TIN

It is good for the boy at home, and a Christmas parcel containing a one or five pound tin is a winner with the boys "Somewhere in France." Sales are numerous. Small's Maple Products have long been recognized as standard on all markets of the world at all jobbers.

To the Wholesale Trade:

Raw Sugars

Please send us your enquiries and we will do our best to supply, subject, of course, to the restrictions and regulations of the Food Board.

WEST INDIA COMPANY, LTD.
Coristine Building MONTREAL



Give
Little Miss Vi
a Welcome.

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

beverage is springing up all over the Dominion.

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

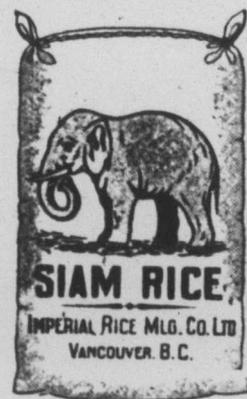
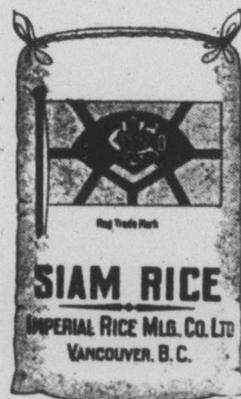
Vi-Cocoa

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

Write for trade terms and particulars to the Walford Mfg. Co., Ltd., Delectaland, Walford, England. 468

Imperial Rice Milling
Co., Ltd.

VANCOUVER, B.C.



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

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



HE crackle of wood in the kitchen stove—the appeal which a steaming plate of Rolled Oats or Cornmeal Porridge makes to you these crisp Fall mornings—the rapidity with which you see your shelves become bare—all are reminders that the season for the heaviest consumption of cooked cereals is again with us.

A simple suggestion on your part will enable you to sell Quaker Oats, Tillson's Oats and Quaker Best Cornmeal to every customer.

A display of these products in your window or on your counter will more than repay you.

Our Fall advertising on Quaker and Tillson's packages is now in full swing—our new plant at Peterborough is completely equipped to fill your orders with dispatch.

The Quaker Oats Company
PETERBORO, CANADA

QUALITY SERVICE PRICES

Established 1875



T. KENNY & CO., Limited

WHOLESALE GROCERS

SARNIA

PROMPT DELIVERY

CHATHAM

NO CARTAGE

Phones 5, 85

Phones 154, 155

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

“A Seal like that is half the sale!”

Mr. Grocer— if you have yet to learn the selling value of the ANCHOR CAP seal on food products in glass packages just try them on your next order.

Try them and see how the clean-cut, good-looking seal creates the buying impulse. Anchor Caps will boost your sales of goods in glass and reduce your loss



through spoilage, leaking or returned goods to the vanishing point.

Tell your wholesaler you want Anchor Caps on that next order of glass packages. He can supply them on any line you may require.



Neat displays are easy when Anchor Caps are used

Anchor Cap & Closure Corporation of Canada, Ltd.

50 Dovercourt Road

Toronto



Every family will need a keg of Cider this Fall

MR. GROCER—Are you ready to meet the demand?

You can meet it with satisfaction to your customers and profit to yourself if you stock

CALDWELL'S PURE APPLE CIDER

Caldwell's is just the kind of beverage to tickle the palate of the connoisseur—pure, unadulterated, unfermented, filtered and refined to a sparkling brilliancy.

Also put up in 5-gallon tins and 10, 20 and 35-gallon oak casks.

Through your jobber

THE CALDWELL CIDER COMPANY

Manufacturers of Pure, Refined, Sweet Apple Cider
NEW TORONTO

Customers Enjoy the Flavor of Alberta Oats

Grocers who have recommended PURITY OATS to their customers find that the flavor is remarked about.

PURITY OATS

are carefully milled from Alberta Oats—the finest the world grows. That's why they have a flavor that brings people back to the grocery store for another package.

PURITY OATS are a product of the same company that mills the famous PURITY FLOUR, which is a guarantee of their excellence.

Western Canada Flour Mills Co., Limited

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

Canada Food Board License Nos.— Cereal 2-009. Flour 15, 16, 17, 18.



The Purity Kid.

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

DECLARATION OF FAITH

MY faith in the future of our country is unlimited and rests upon psychological as well as material factors.

All Canadians feel that there is a great future in store for their native land and in this they are actuated by those sentiments of love which evolve from traditions and aspirations of the very highest order.

Patriotism constitutes the greatest incentive towards the development and progress of a country.

It is our good fortune that Providence should have lavishly dispensed its blessings and benefactions wide over our land, as our natural wealth demonstrates.

This, combined with the spirit of enterprise, industry and energy which characterize our people, will be the paramount factors that will give an ever-increasing impulse to all our activities.

Therefore, let us cherish the hope that full optimism will fill all hearts and minds as to the future of our fair land.

Zeph. Hebert, President

HUDON, HEBERT & CO., LIMITED
MONTREAL, QUE.



Pure Milk from one of Canada's finest dairying districts

Is always used in the making of Malcolm Milk Products.

There is a splendid dairying country around about St. George, Ont., the home of the Malcolm lines. Plenty of pure milk is always available and only the very best is selected for the making of Malcolm's. And the manufacturing process—scientific and thorough—brings out all the richness and delicious goodness of the milk, making the Malcolm milk products the choice of people who buy quality first.

Show these favorites in your displays and let them prove our claims.

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

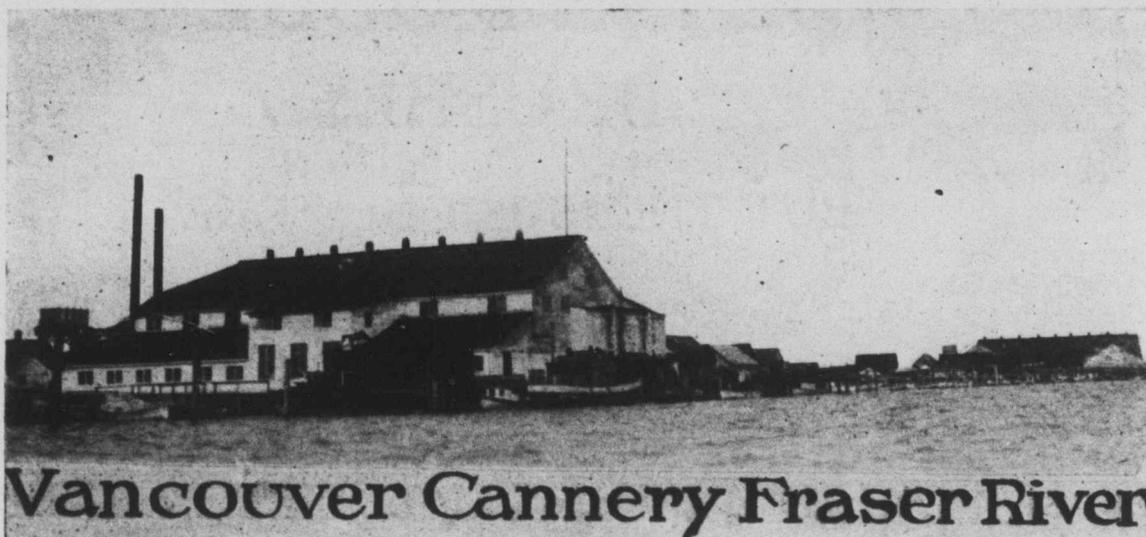
This is a Bona-fide Canadian Company



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

Canada Food Board License No. 14-151

Canned Herrings in Tomato Sauce
Canned Kippered Herrings
Canned Pilchards, all shapes and sizes



Vancouver Cannery Fraser River

This is one of our Canneries

THE OTHERS ARE:

Burrard Cannery, Fraser River, B.C.

Sunnyside Cannery, Skeena River, B.C.

East Bella Bella Cannery, East Bella Bella, B.C.

McTavish Cannery, River Inlet

San Mateo Cannery, Barkley Sound

In these up-to-the-minute plants we possess every facility for processing and packing the very finest salmon and herring.

We always select the pick of the catch, and the quality of our goods is guaranteed.

You can sell our lines with confidence.

Gosse-Millerd Packing Co., Limited

597 Hastings Street West,
VANCOUVER, CANADA



There are Probably
Fifty Different
Manufacturers

— OF —

**SET IN RUBBER
BRUSHES**

BUT THERE IS ONLY ONE



DON'T BE FOOLED BY THE TERM "SET IN RUBBER"
IF A BUNDLE OF STRAW WERE SET IN RUBBER YOU WOULD HARDLY CARE TO
LATHER YOUR FACE WITH IT

The making of good Brushes is a complicated art, of which the setting in rubber, however difficult to do well, is but a minor part.

First comes the development of the skilled labor, used for the many different operations, in which years and years of careful training is required; then the accumulated experience of years in the selection of the proper materials; then the blending of these materials in a way to suit the many special needs of the brush-user and the treating and preparing of these materials, and finally the product,

"BETTER BRUSHES"

They are necessarily "Set in Rubber," but so also are the poorer kinds. Protect yourself and your customer by buying



THE BRUSHES THAT ARE BUILT ON A *QUALITY* BASIS

T. S. SIMMS & COMPANY, LIMITED

Builders of "BETTER BRUSHES"

ST. JOHN (FAIRVILLE), N.B., CANADA

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

For your hard-to-please trade—

MARSH'S GRAPE JUICE

The delicious Concord beverage that discriminating people will use this season in preference to any other.

Try a window display of Marsh's.

Five case lots or more pre-paid to any point in Ontario or Quebec.

The Marsh Grape Juice Company
Niagara Falls, Ontario

Agents:
MacLaren Imperial Cheese Co., Ltd.,
Toronto, Ont.
Rose & Lafamme, Ltd.,
Montreal, Que.

Every Housewife Knows

BABBITT'S CLEANSER

Just show Babbitts on your shelves and on your sales counter and suggest it when she asks for a good all round cleanser. Babbitt's Cleanser repeats because it always gives excellent service.

PREMIUMS FOR TRADE MARKS

Canadian Selling Representatives:
WM. H. DUNN LIMITED
MONTREAL

Ontario Agents:
DUNN-HORTOP LIMITED
TORONTO

Canada Adopts Allied War Flour

THE Canada Food Board's decision to raise the amount of substitutes in wheat flour to twenty per cent. makes it absolutely imperative that a thoroughly efficient Baking Powder be used, otherwise there will be a great and unnecessary waste of foodstuffs.

War Pastry is thoroughly nutritious when properly baked. Pie-crust and cakes can only be leavened by a powder that does not complete its work until the pie or cakes are in the oven. Egg-O Baking Powder is double-acting to ensure complete leavening. We recommend it for use with **heavy** war flours. Less can be used, and it will do more work than so-called high-grade Trust-brands.

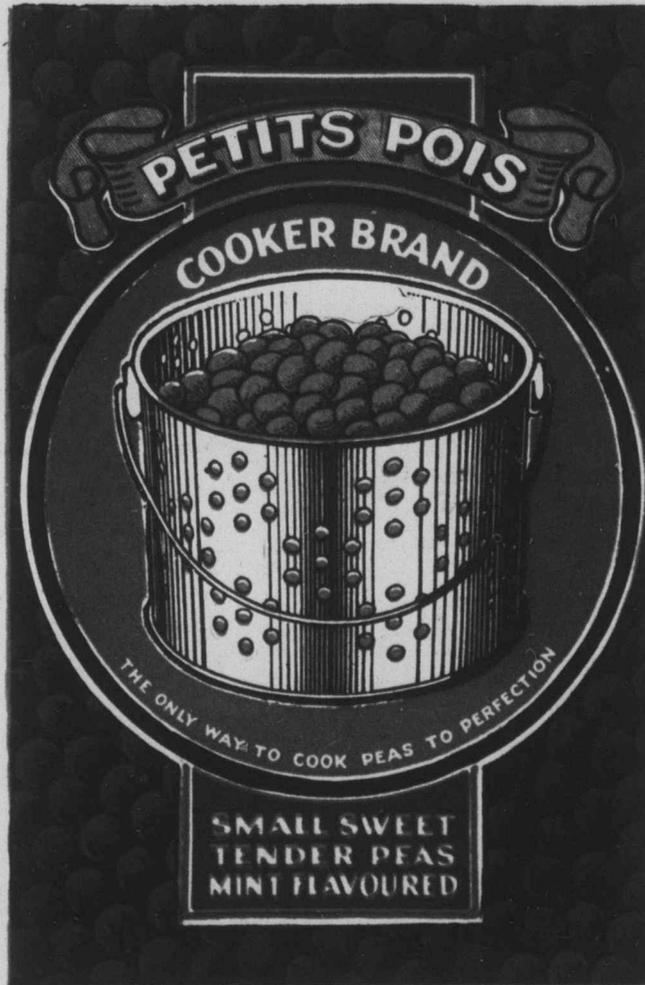
All users, Cooks, Chefs, Housewives, should be sold Egg-O. It suits their purposes best.

Mr. Merchant—Have a good stock on hand; the demand is growing. Your customers will insist on Egg-O.

EGG-O BAKING POWDER Company, Limited

HAMILTON, CANADA

1918 Crop Now Ready for Delivery



COOKER BRAND

MINT FLAVORED

PACKAGE PEAS

New season's crop of COOKER BRAND PETITS POIS—small, sweet, tender Peas—are more delicious than ever. These Peas when prepared according to directions, produce a dish of the most

Delicious and Nutritious Food at the Minimum of Cost

The ever increasing demand for COOKER BRAND is entirely due to the Householder's appreciation of their superiority over Peas in any other form.

The season is here for introducing COOKER BRAND PACKAGE PEAS to your customers—they will appreciate the introduction.

FOR SALE BY ALL JOBBERS

Sales Agents—

MACLURE & LANGLEY, Limited
TORONTO WINNIPEG MONTREAL

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

A Quality Product
made from
Western Wheat



Canada
Food Board
Licence No.
2017

EXCELSIOR CREAM MACARONI

is made in our own factory in Winnipeg and made by a special French process which imparts to it an irresistible deliciousness.

There are many varieties—

Excelsior Cream Long (shown in cut) and Cream Macaroni, Cream Spaghetti, Cream Vermicelli, Playing Cards, Soup Stars and Alphabets.

You can sell any or all of these products confident that their goodness will please your customers and bring them back for more.

Excelsior Macaroni Products Co.

WINNIPEG, MAN.

Exclusive Agents:

Donald H. Bain Company

WINNIPEG

SASKATOON

REGINA

CALGARY

EDMONTON

VANCOUVER

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

You sell Quality when you sell these three

Shirriff's True Vanilla, for instance. It is 50% stronger than the Government requirements call for.

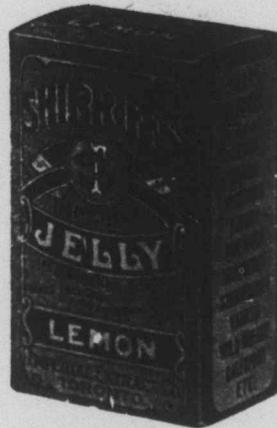
Shirriff's Marmalade and Shirriff's Jelly Powder are equally dependable. They'll please your customers and put good profits in your cash drawer. Try them.

Shirriff's



*Shirriff's
True Vanilla*

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



*Shirriff's
Jelly Powders*

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



*Shirriff's
Scotch Marmalade*

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

Imperial Extract Company Toronto

H. F. Ritchie & Co., Ltd., representatives for Western Canada, Quebec
and Maritime Provinces

Canada Food Board License No. 14-91

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



Liked by every member of the family

The goodness of No-Vary Products appeals to every lover of first quality foods. No-Vary lines are 100% satisfaction givers which accounts for the quick sales and the regular repeat orders that always characterize their displays.

NO-VARY

Quality Groceries

“If it’s No-Vary it’s always good.”

Put these guaranteed quality lines on your sales-counter and back them up with your best recommendation. They’ll sell and satisfy in a way that will mean a quicker turnover and better profits besides.

The Wholesale Jobbers listed here market No-Vary Always Good Products in Western Canada:

- | | |
|--------------------------------|----------------------|
| A'exander Grocery Co., Ltd. | Camrose, Alta. |
| Brandon Grocery Co., Ltd. | Brandon Man. |
| Camrose Grocery Co., Ltd. | Camrose, Alta. |
| Medicine Hat Grocery Co., Ltd. | Medicine Hat, Alta. |
| Moose Grocery Co., Ltd. | Moose Jaw, Sask. |
| MacLean Grocery Co., Ltd. | Regina, Sask. |
| Red Deer Grocery Co., Ltd. | Red Deer, Alta. |
| Swift Current Grocery Co. | Swift Current, Sask. |
| Simington Co., Ltd. | Calgary, Alta. |
| Weyburn Grocery Co., Ltd. | Weyburn, Sask. |
| Yorkton Grocery Co. | Yorkton, Sask. |



No-Vary Products Co., Limited WINNIPEG

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

Cream of Tartar

10 cwt. casks crystals—300 lb. bbls. powdered.

Cream of Tartar Substitute

300 lb. bbls. powdered.

Bicarbonate of Soda

300 lb. kegs.

Tartaric Acid

224 lb. bbls. crystals or powdered.

Citric Acid

112 lb. kegs crystals or powdered.

Medicinal Castor Oil

4 cwt. bbls.

Glycerine

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

Borax

Crystals or powdered, 300 lb. bbls.

Blue Vitriol

450 lb. casks crystals.

B. & S. H. THOMPSON & CO.

LIMITED

MONTREAL

ESTABLISHED 1790

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

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



Shippers and Manufacturers!

Are you looking for a
**Wholesale Grocery
Organization**
to handle your product?

We can give it to you. Throughout the West our houses handle only first quality goods. So that when you put your product in our hands you are introducing it under the proper success-making auspices, as we cover the entire field from Lake Superior to the Pacific Coast.

**Annual Purchasing Power Twelve
and a Half Millions**

You can form an idea of our buying power by reading over the following list of wholesalers for whom we are purchasing agents:

- A. Macdonald & Co., Vancouver, B.C.
- A. Macdonald & Co., Nelson, B.C.
- A. Macdonald & Co., Fernie, B.C.
- A. Macdonald & Co., Fort William, Ont.
- Macdonald-Cooper, Ltd., Edmonton, Alta.
- Macdonald-Cooper, Ltd., Calgary, Alta.
- Macdonald-Crawford, Ltd., Moose Jaw, Sask.

- Macdonald-Crawford, Ltd., Saskatoon, Sask.
- Macdonald-Crawford, Ltd., Swift Current, Sask.
- Macdonald-Crawford, Ltd., Battleford, Sask.
- Macdonald-Chapman, Ltd., Winnipeg, Man.
- White Star Mfg. Co., Ltd., Winnipeg, Man.
- Occidental Fruit & Canning Co., Limited, Kelowna, B.C.

Consolidated Purchasing Co., Limited

313-319 Pacific Ave.

:::

WINNIPEG, Manitoba

E. NICHOLSON, General Manager

WE INVITE CORRESPONDENCE FROM MANUFACTURERS AND SHIPPERS

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

E. D. Smith's Raspberry Jam

**Does Your Stock of This Popular
Seller Need Replenishing?**

Any of the agents listed below can fill your order from the 1918 Pack.

A good window or interior display of E.D.S. Raspberry Jam will connect you with a profitable demand that is steadily growing.

Send your order to agent nearest your store.

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

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

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

Are You A Tea Expert?

Are you fully qualified to pick out the bulk tea which you are depending upon to build up a successful tea trade?

Or do you depend upon the judgment of a traveler who may know very little, if any, more about tea than you do?

Not many men are tea experts. It takes years of experience and a highly cultivated sense of taste, smell, sight and touch to make an expert judge of tea.

It takes exceptional skill and care to blend teas so as to maintain year in and year out a uniform standard of quality for a particular blend.

A grocer **MUST** pick out a good tea and **MAINTAIN** its standard of quality. Even a slight variation is noticed and complained of by his customers, and trade lost to a competitor or to a pedlar.

The sure foundation on which to build up a successful tea trade is on the unchanging quality of Red Rose Tea, which is blended by expert tea judges, and thoroughly mixed by expensive machinery that would be impossible for any but a large establishment to afford.

The grocer who sells tea in the Red Rose package gets the benefit of all our unexcelled facilities and experience in the tea business to help him build up a solid, profitable tea business. The nation-wide success of Red Rose Tea is a guarantee that it will pay any progressive grocer to make Red Rose his **LEADER**.

T. H. Estabrooks Co.

Limited

St. John Toronto Winnipeg Calgary



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

You will Save Money

by sending us your orders.
Our Price List quotes you
lower prices than any other
house in the trade.

PLEASES YOUR
CUSTOMERS,
PROFITS
YOU.



Per Dozen

6 oz. . . . \$1.25	16 oz. . . \$2.50
8 oz. . . . 1.50	2½ lb. . . 5.90
12 oz. . . . 2.10	5 lb. . . . 10.50
5 c/s lots less 10.	
10 c/s lots less 15.	

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



Compare our prices with
those asked by others
and you will find you
will save money by mail-
ing your orders to:

THE
PERFECT
YEAST

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



Per 3 dozen box \$1.35
at Winnipeg or at any
of our connecting
houses, shown at the
foot of this page.

Macdonald-Chapman, Limited

WHOLESALE GROCERS

WINNIPEG

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

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

CANADIAN GROCER

Vol. XXXII.

TORONTO, OCTOBER 25, 1918

No. 43

"They Attacked at Dawn"

WITH the first pale streak of dawn tinging in the eastern sky, a thousand guns crashed out their message of death. Far away dim shadows of a still dark world seem torn into fragments by bursting shells. The drum beats of the guns merge into a mighty chorus, then in the dimness the strained eye can see far off shadowy forms of men moving forward with a seemingly slow and methodical pace, following the ever advancing barrage of the guns.

It is morning. The battle line is advancing. They started at the dawn.

With every passing second the light grows clearer, and the enemy better able to meet the attack, with every passing moment the chance of success grows less, for every hour passed means one hour less of friendly daylight, in which to achieve and consolidate the great objective. So they attacked at dawn.

There are many merchants who have not learned this great lesson. This afternoon is as good as this morning, and tomorrow as to-day. They have not realized the strategic value of the attack at dawn.

There never was a time when the need of prompt action was more imperative than it is to-day. Men have grown used to war, and to the multitude of difficulties and sacrifice that it entails. Now, mayhap, at some not far off day men must grow used to peace again, and to the great unknown conditions that peace, after war, must bring. They must be ready to attack at dawn. They cannot wait for the light of day to see what lies before, they cannot hold back till someone else has gone forward and beaten out the way. Then the objective may be beyond all reach.

The wise merchant knows the possibilities of danger that may beset his way. He knows of certain safeguards that assure safety, as far as safety may be assured. There must be provision made against a reckless, unthinking daring.

He must be ready to attack at dawn.

A STATEMENT TO THE TRADE

FROM THE CHAIRMAN OF THE CANADA FOOD BOARD

FOR the coming year Canada and the United States are pledged to send the tremendous total of \$17,500,000 tons of foodstuffs to the Allies. Do you realize how much this is? Before the war the joint average exports amounted to 5,550,000 tons. Thus we are faced with the moral demand to send over three times as much as we did in the hey-day of our prosperity. Food must be controlled in the strict sense of the word, and that means food must be directed into the proper channels, as much as ever. It will be produced in greater quantities in 1919. The Food Board is already far advanced in its preparations for next season.

Meanwhile in the homes, with the results of the 1918 harvest, we must save every particle we can. The idea must not spread, and must not be allowed to spread, that we have done everything that is necessary. Going on at our present gait will not make possible a 300 per cent. increase on shipments four years ago. There must be more than the refusal "to let up;" there must be a long pull, and a strong pull, and a pull all together, for victory.

Every man who goes from this continent across the Atlantic must be fed from this continent. He ceases to be a producer here, and must be fed by some one else here. There will be 3,000,000 more men overseas before the next crop comes. If we know it in time there is no reason why we should not succeed in doing this extra also. Only we must grip it clearly.

Our position in breadstuffs and meats is a luxury compared with some neutral countries. Norway, Sweden, Denmark, Holland and Switzerland are all far worse off than most people realize; Russia is in a fearful plight to face a hard winter.

Over \$90,000,000 worth of meat and dairy products have been purchased in Canada alone in the last twelve months by Great Britain. It is a tremendous total, but we must not allow prosperity through such purchases to blind us to the reason why the British authorities are forced to buy. Do not overlook the fact that it is a war compulsion. We are in a privileged position to do a legitimate trade, but we should not be white people if we declined the little extra which may mean a pinch here and a tuck-in there, that we understand as a moral sharing of the food scarcity.

During the past year beef exports have increased 75,000,000 pounds, or over 6.795 per cent. over pre-war average. Pork products have increased 125,000,000 pounds, or 571 per cent. Butter increased over 11,000,000 pounds, and the saving by conservation of wheat has equalled 25 million dollars.

In order to make the situation clearer and more definite, grocers can only sell as substitutes to go with wheat flour the following four lines:—barley flour, rye flour, corn flour and oat flour, and the quantity must be equal to 20 per cent. by weight of the sale of flour made.

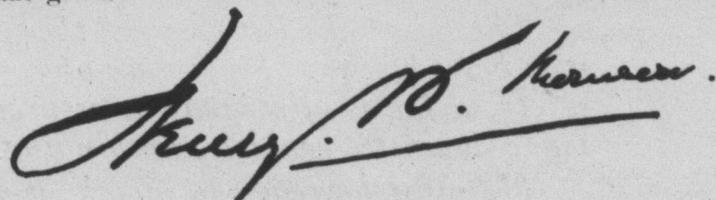
The Canada Food Board realize the great help and support the grocery trade of Canada has given them, and the vast majority of the men in this trade in Canada can, with pride, say that they have done their "bit" by supporting the Allies and the men at the front with the all important food supplies.

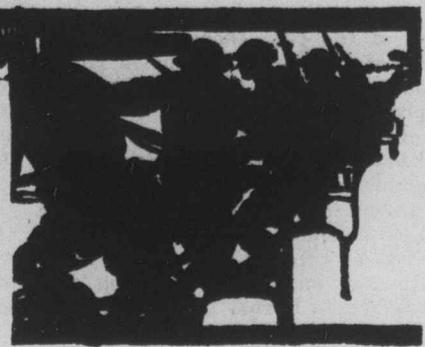
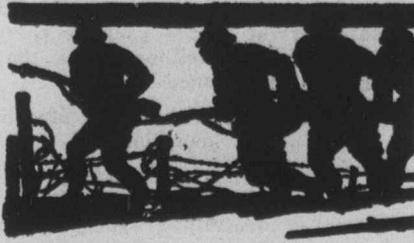
There is another important feature that should be considered by the trade, and that is the unanimous support and help to be given to the Victory Loan. The supplies shipped from Canada to-day have to be financed by Canadian money, and every dollar raised means a dollar's worth more food to go overseas.

The business community throughout the Dominion can support the Minister of Finance in his great effort, by using their circulars and stationery to contain "slogans" and other publicity matter, to bring before every individual in Canada the importance of lending every available dollar.

If Canada is a good enough country to live in it should be a good enough country to lend money to. The security is ample and there is no sacrifice on behalf of the people at home in supporting to the utmost of their ability everything that will tend to bring this terrible conflict to a conclusion, and Victory to our arms.

With the united support of the trades in Canada, there is little doubt of success, and it is only necessary to bring the matter before them, for them to follow the course they have always taken in the past, and that is "make good."





THE man who goes after anything with a will usually gets it. That obtains in business as well as everywhere else.

There are some merchants who have believed that selling boxes for the soldiers could be made good business. Under this belief they have made it so.

The idea of service has been the greatest single factor. They have made it easy for the customer by attending to details, and they have made it interesting by providing novelties.

This is the story of one firm who have made this business a feature, and who have found it more profitable than the regular Christmas week's trade.

Beating the Regular Christmas Trade

Trench Box Sales Make New Record

MOST merchants look upon the Christmas trade, the trade in the week just preceding Christmas as the banner week of the year, it usually is the time of extensive buying, and of the sort of buying that shows the merchant a cheering variety of profit. In the experience of Wyckoff and Gafeny, Dundas Street, London, Ont., however this week's business has to take second place. They have made a feature of the sale of boxes for soldiers overseas, have put a good deal of thought into building up this trade, and as a result they state that the week's business that preceded the date when parcels would have to be mailed to reach the trenches by Christmas day showed larger sales than their Christmas week's business.

J. L. Wyckoff in speaking of this trade was more than enthusiastic. It had proved for them, not only the best single week of their business experience, but had also proved to be one of the largest items in the whole year's trade, an unfailing and profitable addition to their regular business.

This firm has not fallen into this business. They have worked to get it, and have worked to keep it once it was obtained, and the results have fully justified the effort.

There have been a number of factors that have enabled them to build a large bulk of sales in this department. But probably first and foremost among these is advertising. They have let the people know that they are in this business,

and they have kept on letting them know, so that the name of the store has become more or less associated in the minds of many people with this activity. They have done this in a number of ways. First of all by newspaper advertising. Every now and then they devote their newspaper space to calling the attention of the public to this department, not only around Christmas time, but throughout the year, and they have found that in this way real results have been obtained. New customers have come to the store drawn by this newspaper appeal, and in many instances these customers, who possibly have never entered the store before have become steady customers of this department, and in a number of cases at least



This is the way in which Wyckoff & Gafeny, London, by means of a permanent display keep the soldiers' needs always before the customer.

- 1 can sausage.
- 1 meat cubes, large.
- 2 bars chocolate:
- 1 cake of maple sugar.

This is of course only one of the many assortments that in the more expensive boxes cover a very large range of goods. There are many people who take very kindly to these packed boxes. They may give an order for several of them to be sent to several different addresses. There are other people who are eager to choose their own contents, and for them the "Overseas Counter" is a greatly appreciated assistance. There is one thing about these sales, they are made without any humming and hawing over the prices. They buy the thing because it seems to meet the requirements, and nothing is too good for them. Of course every effort is made to keep these goods as moderately priced as may be, but even with these moderate prices, the kind and quality of the goods sold assures a good profit.

Sugar For Overseas

As has been mentioned before the store is always on the lookout for some little novelty or something that will particularly appeal to the boys in the trenches. One of the things that is in greatest demand is sugar. This fact, and the fact that they had a moderate supply of loaf sugar suggested the idea

of sending little packages of loaf sugar in the parcel. Mr. Wyckoff has had special boxes made that when packed will contain just half a pound of loaf sugar. These boxes are made to fit into the larger box with the minimum demand on the limited space available, and Mr. Wychoff believes, that the sugar which they have carefully saved for this purpose will be one of the most popular and most appreciated items.

Apples in Special Boxes

Another idea that was very favorably received in the past was a small box of fancy apples. The boxes for these apples were specially made for the store, having wooden ends and press board sides. The wooden ends gave them a solidity that was a thorough protection for the fruit. When packed these boxes contained just a dozen apples. During the last Christmas season 200 of these boxes were sold in addition to the regular trench box sales. The idea appealed to people, and many sent a box of apples in addition to their other parcel, and many letters of thanks have announced the safe arrival of this parcel, and have expressed the delight with which they were received. As a result the firm contemplates a still larger sale of these packages this Christmas.

Of course the parcels for Christmas is the big end of the business, but is not by any means all. Keeping this department constantly before the public

has meant a year long trade that has doubled what could be expected from the Christmas trade alone.

Wyckoff and Gafeny have paid attention to this business for several years now, and it has been a business constantly growing, and with constant possibilities of further growth. Last year the sales doubled that of the previous year, and especially was this increase noted in the week to week sales. Hardly a day passes without at least one or two boxes being sent away, and that is the sort of business that counts for it means repeated sales. This season the firm is making still larger preparations and they are counting on a record that will set all past years well in the background.

CALIFORNIA BEAN CROP WORTH MILLIONS

The bean crop of southern California will bring \$40,000,000 this year, according to preliminary estimates received by the Los Angeles Chamber of Commerce. The production will amount to about 9,000,000 bushels according to these figures, which is equal to last year in quantity but will surpass it in value.



One of the window displays used by Wyckoff & Gafeny, Dundas Street, London, to feature boxes for the soldiers. Note the tickets calling attention to the articles that are connected to the articles themselves by ribbons

Getting Repeats on Trench Goods Business

Some Items of Service That Have Meant Repeat Business for the Store—The Value of Direct Suggestion

THE Wellwood Fruit Company, 400 Yonge street, Toronto, has found trench goods business sufficiently worth while to have made it a very important feature of its annual turnover. It has been able to get the "come back" into this trade so that more or less actual business is done every month of the year. And they are not lessening in any way the efforts that have brought success, but are rather laying the foundation for a greater turnover in this profitable new business.

Principle Feature—Display

Located in a busy part of Yonge Street where there is a good pedestrian traffic, Wellwood's have taken advantage of this to make their appeals on trench goods direct to the prospective customer. Well-dressed windows have a pulling power. The frequency of changing them is sometimes governed by the class of passersby. As a general thing, the oftener a window is freshened through rearrangement, the more attracted will the customer be whom it is desired to interest.

The window appearing herewith was run recently and conveys a good idea of its worth in pulling Overseas Box business. The general arrangement is effective and the class of goods shown largely suitable for sending overseas. The fruits in the background serve to make the display more attractive. In the foreground are the suitable dried fruits, nuts, canned fish, cocoa, chocolate, gum, and other lines that can safely be sent in a sealed package. Small cards indicate the desired message to an interested one looking within and in this way interest is enlisted at once.

Direct Suggestion Made

In bringing the service which the store affords more directly home to the public, and especially to those having friends overseas, suggestions are made on neatly printed cards. A box is filled with a certain assortment and the top of the box left open. The articles are placed in loosely and a ready inspection thus is afforded. Then a neat card with these, or similar words is used: "This assortment mailed to France, \$2.75; to England, \$3.25, postage paid. Boxes at other prices

inside." Another box contains ripe rosy apples and the appeal made reads: "Two dozen apples, carefully selected, wrapped and mailed to soldiers, charges prepaid; France, \$1.30; England, \$1.80."

The interested prospect, seeing a neatly arranged package at a named price will readily decide if the investment is not a good one. Very often the price is the least consideration, and hundreds of sales are made.

Things That Count

J. H. Brown, manager of this store, stated to CANADIAN GROCER that the cultivation of this business required care and consideration. There were many little things to be fully understood. To better illustrate this it was pointed out that many packages were so poorly tied that they became undone before leaving the local Post Office. The postmaster had recently pointed to an accumulation of packages that had come in and these were in such condition as to prevent their being forwarded. Therefore, a point for the dealer to make, and a good one, was that of the care taken in tying up a box to ensure delivery overseas. It is a big point indeed.

Then again, the one price for the contents of the box, including mailing cost, was a feature that ought to be played up. Boxes are obtainable with printed instructions on them, stating what the

weight may be for a given postage cost either to France or to England. The dealer, in a short time, will be in a position to know what assortments will weigh, and it is most important that the weight be exactly within the prescribed postal limits.

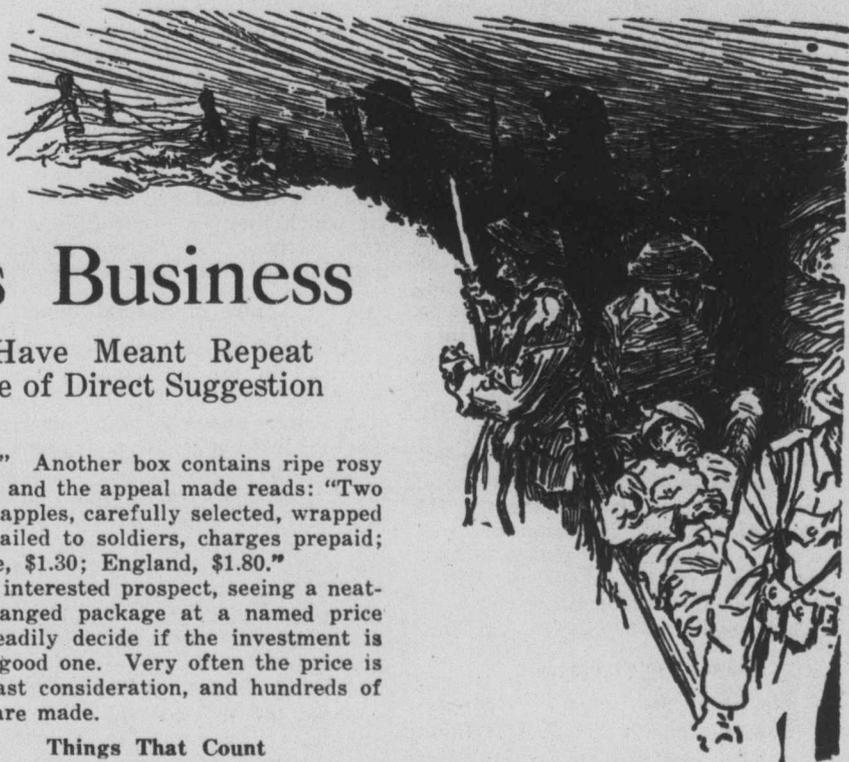
A Twelve-Month Line?

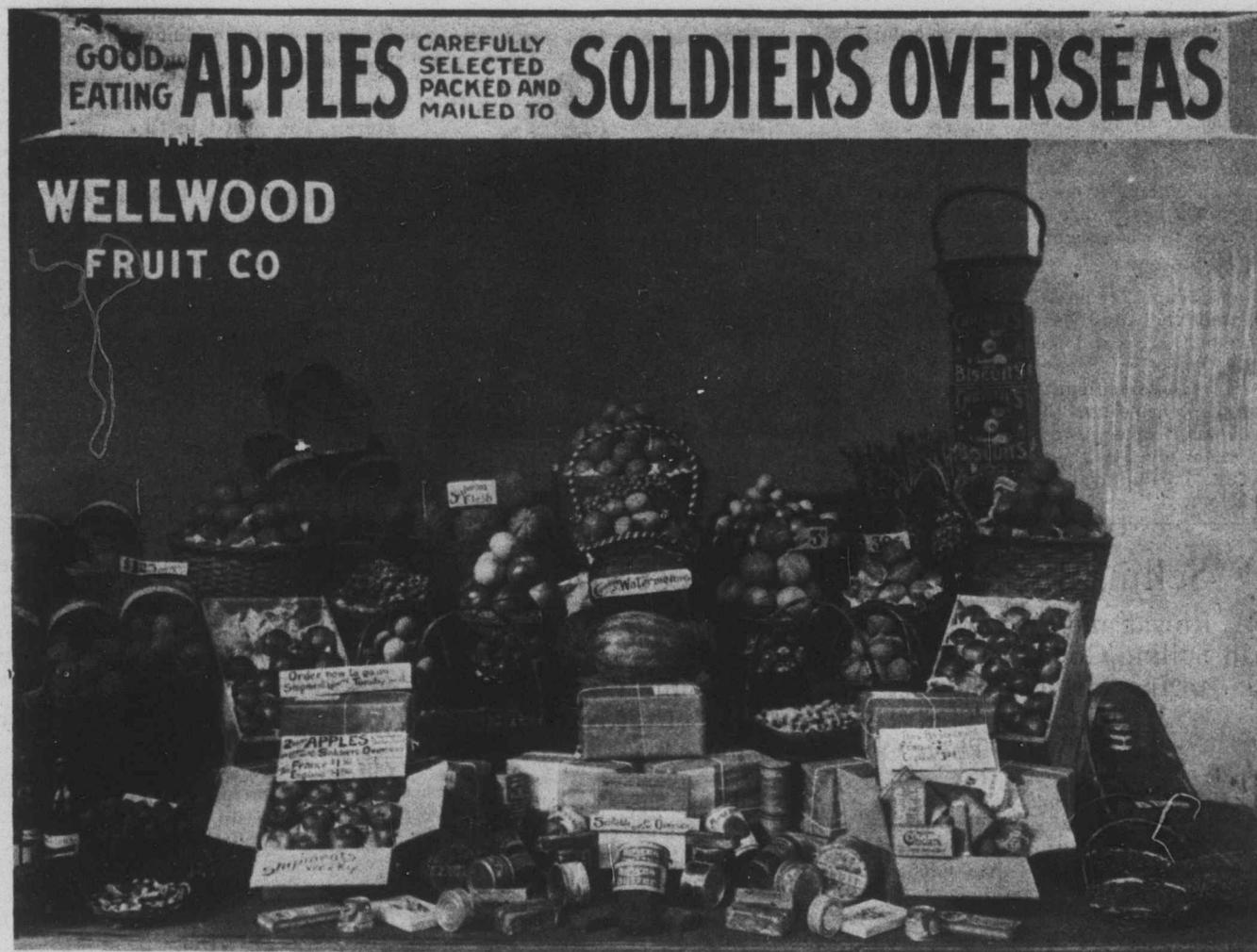
Wellwood's are making this line a feature of their business throughout the year. Some are sending packages regularly. Others may wish to send at odd times, even far removed from the holiday seasons.

To make this possible, a special service has had to be given. Every care in selecting the contents of a package was necessary. As a demonstration of how active this business was, even in the middle of September, CANADIAN GROCER was shown a pile of over 50 packages ready for mailing. This was the result of about a week's selling. Later, the number of boxes sold weekly would greatly increase.

Selection by Dealer

There is one thing to remember, and that is to select goods for this Overseas trade that will reach there in prime condition. Many have placed food in these packages that would not carry any distance without spoiling. And in this respect it was pointed out that the average customer left selection to the store. The salesman's knowledge of what would keep best and also what would be appreciated, was usually relied upon, and with a view to securing more business from the same customer again, at a future time, the wise storekeeper would take every care in choosing. There still was





Attractive window display calling attention to boxes for the soldiers. Note the featurng of special boxes of apples.

a good selection of chocolate, nuts, figs, pudding, sardines, canned milk, fish, maple sugar, and so on. There was really a big variety to select from.

Combine Display-Advertising

From time to time Wellwood's use a certain amount of newspaper space to advertise their line. It makes a direct appeal and when this is done the store window is arranged to strengthen the appeal made through the paper. The two means of publicity dovetailed nicely and direct results follow. There is business for the man who goes after it, and in this special line, in which profits are good, the policy of initiative will surely win.

ONE FIFTY DOLLAR VICTORY BOND WILL

- Buy 1,400 rifle cartridges, or,
- 100 lbs. of high explosive, or,
- 50 pairs of soldiers' socks, or,
- 10 gas masks, or,
- Knives, forks and spoons for a company, or,
- Mess kits for a platoon, or,
- Pay Canada's war bill for 4 1/3 seconds, or,
- Pay a soldier for 40 days, or,
- Feed a soldier for 3 1/2 months, or,
- 100 men for a day.

A Daily Sale of Trench Boxes

Never a Day Passes That Some of These Boxes Are Not Sent on Their Message of Cheer to the Front—The Bulk Business From Churches and Societies is a Growing and Profitable Side to the Factor

THE idea of so many merchants that the selling of goods for soldiers is a seasonal affair and that this trade is only to be had at the time when the store is already overloaded with work is amply disproven by the experience of F. Millman and Company, Woodstock, Ont.

In response to a question as to whether this war or was not the case Mr. Driver, the buyer for the store, stated that this trade was looked upon as just as much a regular part of the daily trade as any other department in the store. Not a day passes, Mr. Driver asserted, that we do not sell probably ten to a dozen boxes or the goods to fill them, at any rate it is safe to say that some sales are recorded practically every day of the year.

Churches and Societies, a Trade Worth Cultivating

There are customers who send these boxes at regular intervals, and given a sufficient number of these a steady business is assured. Then there are the people who send a box now and then,

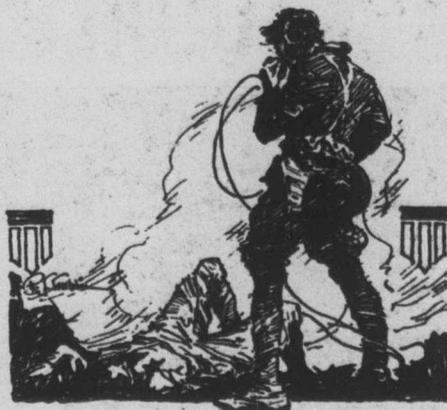
just when the impulse seizes them. Then too there is an ever growing trade in the different societies and lodges and churches, who are making it a regular practice to see that their members who are serving at the front are kept in remembrance.

Still another source of business in this line is from the Red Cross. Mr. Driver referred to a recent order received from this source that had totalled \$400. The goods represented in this order were dates, chocolate, gum and shelled nuts and almonds. This will give some idea of the amount of business that may be derived from these sources alone. In every town and village, however small, there is sure to be some organization looking after the sending of food and comforts to the soldiers, and this is a business that is very well worth considering, and the merchant who does consider it and who pays some attention to it, is pretty sure to profit substantially.

Special Drives Renew Interest
The Millman store pays a good deal

of attention to this trade. At regular intervals a drive on this trade is instituted. Window displays are arranged featuring these goods, and interior displays back up the appeal of the windows. Not that the trade is ever neglected, but they have found that by making a special push once a month or so, that many people are reminded of this department, who might otherwise grow forgetful.

There is another phase of this business too, that the store has found of value to them, that is a jobbing trade in the empty boxes. Some of the smaller stores at outside points have made no effort to encourage this business, but the demand comes nevertheless, and they find themselves without the goods to meet it. It is natural for them to turn to



the store that they know has specialized in this business. Some of them rather than bother with this business have turned the business over to the Millman store. The profit in this small jobbing trade in boxes is not a large factor perhaps, but it is something, and something that entails little labor. Then there is the selling of boxes to the people who are sending socks and mufflers. That trade, too, is worth catering to, for there are very few such boxes that do not contain some at least of the goods sold in the grocery store.

Altogether the store has found that taking everything into consideration, this business and the items of trade that come as a direct result of this business form a total that makes a very appreciable item to add to the year's turnover of the store.

Selling From Lists Found Best Policy

T. A. Rowat and Co., London, Ont., Find That the Use of Lists in Selling Goods For Soldiers Overseas Has a Tendency to Increase the Number of Sales—People Like the Individuality That They Can Put Into Boxes of Their Own Choosing

ANOTHER merchant who has gone into the business of selling boxes for the soldiers is T. A. Rowat, of London, Ont. Mr. Rowat has adopted the policy of selling from lists. Of course where people want ready packed boxes he is ready to supply them, but he has found that one of the best ways of cultivating this trade is to let people choose for themselves.

With Mr. Rowat's trade, price is a secondary consideration, they are looking for the goods that please them and are ready to pay anything that is reasonable. As a result he has found that it was not the best policy to urge any particular box or selection of goods but to supply the customer with a list suggesting the possible goods for such boxes, and to let them be their own judge as to just what items of this list are likely to please the one to whom the parcel is addressed. Mr. Rowat believes that this system has a tendency to increase the interest in the sending of parcels which naturally results in the sending of a greater number, and it permits a continual variation of the contents.

List Constantly Changing

The lists used by the store are constantly changing, almost every day some new article is added to give the touch of novelty that is so much desired.

But the store does not depend on these lists to sell the goods. There is a special case right in the centre of the store devoted to the display of these goods, and this too is kept constantly changing, so that the customer will be constantly faced with a new appeal on entering the store. On the top of this case a large pile of boxes calls attention to the character of the display. While, of course, there is an increased volume of

business in this line at the Christmas season, it is a steady year round sale that can be counted upon to show a goodly profit at all times.

No regular estimate of the amount of

business done in this line has been kept by the store, but early last year some 2,000 boxes were laid in with the idea that these would look after the year's trade with a reasonable margin of safety. The margin of safety, however, had ceased to exist long before the end of the year, and another rush order for boxes had to be placed to look after the Christmas trade. It is a good business, Mr. Rowat thinks, that has the good feature of in no way affecting or curtailing the regular business of the store.

HUGE EXPORTS FROM THIS CONTINENT

For the year ending July 1st, 1919, the Allies look to the American continent for 17,550,000 tons of meats, fats, sugar, feed grain and bread stuffs. This means 5,730,000 tons more than was shipped in the year ending July 1st, 1918, and the surplus alone is 197,000 tons greater than the entire shipments based upon the average for the three years before the war. Conservation and production are absolutely essential in Canada.

COCOA CROP OUTLOOK FAVORABLE

Cocoa planters throughout Guadeloupe are united in the opinion that the principal cocoa harvest of the year, which begins in November, will probably be very good. The weather so far has been very favorable for the growth of the pods, and the trees have borne well, but as the danger from hurricane will not have passed before the last of October, no estimate regarding the amount of the coming crop can be made at present.

As a result of the war, laborers have been very scarce, and it is possible that a part of the crop will be lost because of lack of hands at harvest time. Cargo space for the shipment to France of the stocks now on hand is gradually being provided and there is every indication that few difficulties of this nature will be experienced in the future.

T. A. Rowat & Co.,
Grocers

250 Dundas Street,
London, Ont.

OVERSEAS ASSORTMENT

Biscuits in tins
Biscuits in packages
Gum (overseas packages)
Fruit cake in tins
Fruit cake in packages
Maple sugar
Prepared coffee
G. Washington coffee
Sliced pineapple
Powdered milk
Soup
Malted milk tablets
Preserved ginger
Brown bread in tins
Sugar, wrapped
Chocolatta
Chocolate
Canned tongue
Deviled tongue
Toffee
A. D. Mints
M. Mallows in tins
Sardines
Dates
Figs in glass
Figs in tins
Cream cheese
Canned chicken
Trench candles
Sausage in tins
Veal loaf in tins
Canadian boiled dinner
Corned beef hash
Beef steak and onions
Butter in tins
Plum pudding in tins

Three Thousand Boxes a Year

Putting Trench Box Sales on a Year-round Basis—The Use of Selling Lists an Effective Means of Building Trade—Backing These Lists With Continual Display Service to the Customer is Appreciated

AMONG the firms who have had an outstanding success of the trench box for the soldier idea might be mentioned the store of H. Malcolmson, Chatham, Ont. During the past year this firm disposed of upwards of three thousand boxes.

In figuring out the way in which this has been done, the outstanding fact seems to be this, that Mr. Malcolmson and his clerks have ceased to look upon this department as an interesting experiment, on which a little money might be made, and have come to think of it as one of the established departments of the store, not as a novelty idea to catch the Christmas trade, but as a year round business to be watched over and encouraged, to be stimulated when necessary with a little extra selling pains and to be kept constantly before the public attention.

When a certain department of the store begins to lag, the progressive merchant does not assume that for the time being at least this department is dead. Instead he figures out ways in which it can be brought to the public attention, how these goods may be given an especial appeal. It has been the adoption of some such idea by this store that has made this trench goods department such an important branch of the trade.

Thinking of Department as a Year-Round Trade

Possibly Mr. Malcolmson has not definitely thought of it in this way. Indeed a conversation with him would seem to suggest that he had never thought of this department as anything else than a year round trade, and that this confidence, backed by good merchandising methods had made it what he believed it to be.

One of the most important of these methods is constant and attractive display. This department is given one corner of the store, and this corner is arranged in such a way as to call itself to the attention of any customer in the store. A long counter with a latticed canopy, an illustration of which appears herewith, is a sufficiently novel setting to assure the attention of the public. That department has become a recognized factor of the store. It is there six days a week and fifty-two weeks of the year, a constant suggestion to people with friends and loved ones overseas.

The merchant who makes a feature of this trade at Christmas, and then relegates it to the background, can hardly be surprised if his customers do the same. Any merchant knows that goods that are placed under the counter instead of on it are liable to be the property of the store far longer than they should be. The public needs the buying suggestion to make that public a purchaser.



The permanent display of trench goods that is an effective selling factor in the H. Malcolmson store, Chatham, Ont.

On this counter is displayed a very varied assortment of goods suitable for shipment overseas. The casual observer might be surprised at some of the items in the list, but the selection of most of these goods has been the result of experience. If some mother whose son is overseas finds that he delighted in something, it is more than probable that a

hundred other mothers' sons would be equally pleased with it.

Keeping Eye Open for New Suggestions

Mr. Malcolmson keeps an eye open for new suggestions of what things are in demand and he has them all in stock and all displayed on the counter. He is on the lookout for novel lines that he may suggest to his customers. There is a pleasure in that quite apart from the profit, and it may be mentioned in passing that the store aims to increase the sending of these parcels by making them as inexpensive as may be, by keeping the store's profits sufficient but no more than sufficient. In addition to the year round display Mr. Malcolmson advertises this department at regular intervals. The local papers reach many outside points, and many orders are received by mail from places outside the city itself.

There are boxes already packed at certain set prices. There are people who like to have the business of deciding as to the contents done for them. There is a far greater number, however, that prefer to choose for themselves, who have some idea of the preferences of the boy to whom the parcel is going, and who delight in selecting something that they know will meet with his unstinted approval.

Use of Lists a Great Selling Factor.

For the assistance of these people in addition to the display Mr. Malcolmson has typewritten lists enumerating the large variety of goods that may be found in the display. The

**OUR
Overseas
Counter**

has many good things that will suit the soldier boys "over there." The most perfect overseas box made, strong, light, and easily filled, two sizes, each the same price—10c each.

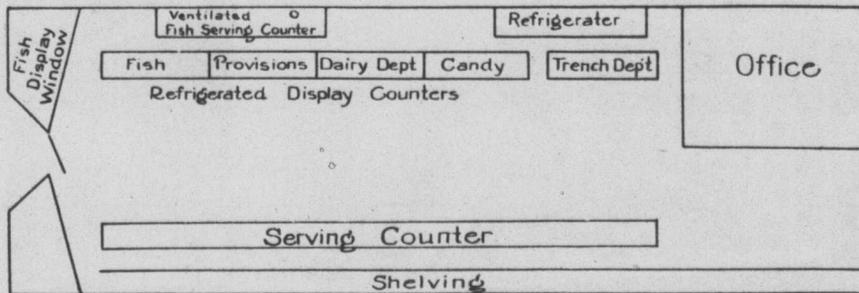
Things to put in are so numerous here that we would prefer to have you come in and look them over. We have them arranged so you look them over readily, and a price card is with them, so you may see the cost.

Should you not have the time to pack your box, we will do it for you and do it well—there is no charge for this.

H. MALCOLMSON
Canada Food Board
License No. 3-1374

Specimen of the type of advertisement used by H. Malcolmson to stimulate the trench goods business

customer can go over this list and pick out the things desired. This method usually results in a good sized box being sent. There are so many things that the buyer knows will be appreciated that they have not the heart to skimp in the buying. So it is that Mr. Malcolmson has found the selling from lists backed by the display that visualizes to the customer the things that she is buying the most effective method of building sales in this department, both in number and volume.



Floor Plan of the H. Malcolmson Store, Chatham, Ont

Where the customer desires it the box once purchased will be handled entirely by the store. It will be packed and wrapped and mailed, without any further trouble to the customer, a service which Mr. Malcolmson has found is greatly appreciated. If there are dangers in this system, Mr. Malcolmson has been fortunate in escaping them. He has not had a complaint of a parcel that he has mailed from the store going astray.

There is no pretence that this department is a gold mine. Mr. Malcolmson does not want it to be so, but it shows a nice margin of profit on each transaction, and when this is multiplied by some three thousand transactions in the year it totals a very sizeable item. That is quite apart from the business that this department encourages among the folks at home. It helps to make new customers, and to interest old and tried ones. It is a business that Mr. Malcolmson says is eminently worthy of consideration.

A GROCER'S SON IN FRANCE

The following is a letter written by V. R. Dowson, of the 75th Battalion, son of Robert Dowson, 234 Queen st. west, Toronto. It deals with the Canadian advance and the taking of Le Quesnel, on August 8th last.

"This is my first day back in 'Blighty.' The Strand looks awfully good to me just now too. I arrived late last night and I will bet I looked like the last rose of summer just come down from the line, without a hat or even a chance to have a shave or wash.

The Canadian cars that are used to meet the trains were at Victoria Station, and before I could change the French money into English, a 3rd Batt. sergeant was after me, telling me that I was to be sure not to miss the car, as it would take me first to the Canadian Pay Office and then to the Maple

Leaf Club. Coming to London from France is different from coming here from Witley Camp. I am to report to R. A. F., London, in a few minutes' time.

I obtained one or two souvenirs, such as German bayonets, pipe, spectacles, looking-glass, pocket-comb and pom-pom shell. I nearly got an automatic, but 'Heinie' shot both steel plates off the heels of my boots and knocked the shoulder badge out of my shoulder while I was lying beside a 'Heinie' unbuckling

up the ground all around me, but I beat him to it.

When we had taken our part of the town we pushed on like all the Canadians did, and, as he was dropping heavies, 5.9s behind us, I thought it best to dangle on ahead, so we straggled through the wood into an orchard. Here we sighted blue uniforms on our right, and, as the French commenced the attack at the same time as we did, and as it was on their front, we supposed that it was the French, and began wandering around knocking apples down out of the trees with our rifles and bayonets. None of us could make out where the fire was coming from. No sooner would we get up and prod an apple or two down, than about two guns would open up and we would have to flop 'toute suite.' We got entrenched when the fact struck us that we were practically cut off and surrounded, and we figured that we would take a big toll from him with our Lewis guns before he got us, as we could see him in the act of making a counter-attack about two companies strong, and we were only one platoon. However, just as we opened up on him, and he located us, the French mixed with Canadians burst through the woods, and went at him. As soon as we saw them come through we opened up a hot fire and then jumped up and rushed across the open at him. I guess he thought a battalion was after him and he beat it on the double. Our platoon, having reached our objective, returned to picking little green apples. They saved my life, so to speak, for I gave my water to two cavalry men who were marooned in a shell-hole and held there by machine gun fire. I had quite a job getting out to them. They were pretty badly hurt, but we managed to get them in at night. They 'napoo'd' my water, so I was without for twenty-four hours, and those little sour apples were a God-send."

CURTAILMENT OF PROFITS KEEPS PACKING INTERESTS OUT

The contention of this paper is that the effect of any limitation of profits would be a serious blow to any possible growth of the packing industry in Canada. A large American packing concern whose head offices are believed to be in Detroit has for some time been considering the opening of a branch at Windsor. After due consideration of the conditions this company decided against the move owing to the recently announced governmental rule that the packing plants should not exceed a profit of 2 per cent. on gross sales. The limitation of expansion in this business that is illustrated in this incident is likely to have a very serious effect on Canadian trade. The demand for live stock is dependent upon competitive buying in the open market, and the fact that the buyers are being narrowed down in any way will eventually react against the producer.

Winners of Christmas Window Contest

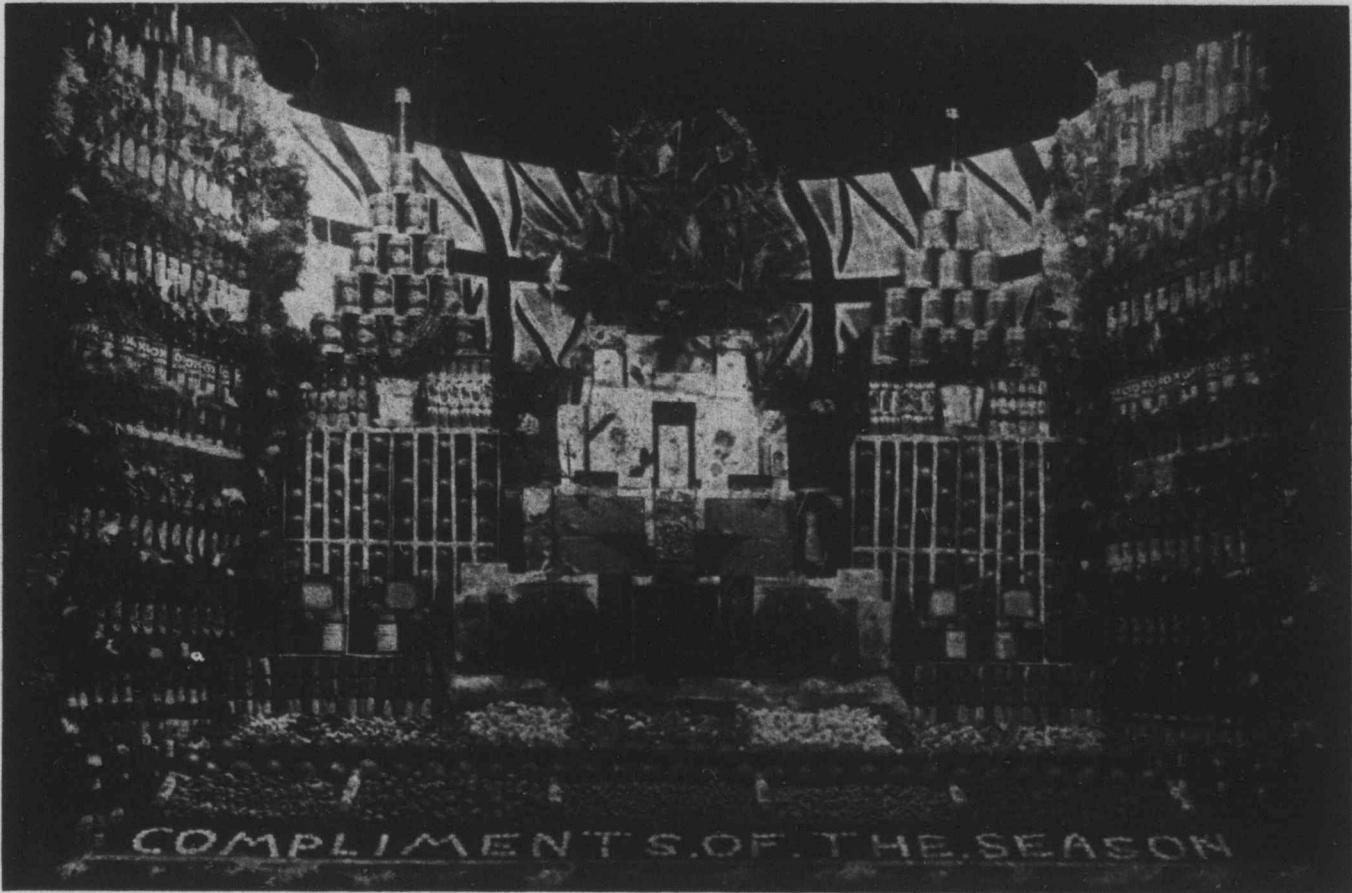


ISLAND & BAMFORD, *Dundas Street, Toronto*, were the winners of the first prize in Class A of CANADIAN GROCER'S Christmas Window Competition.

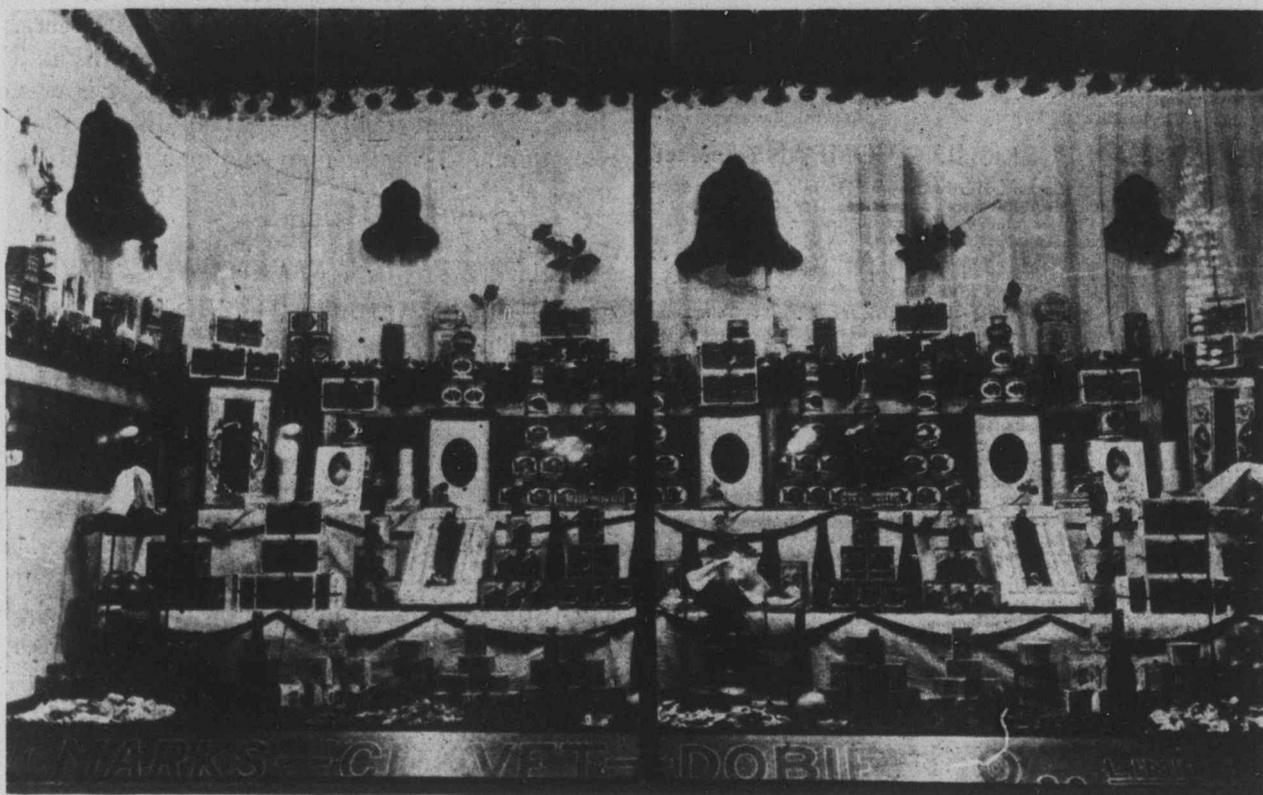
The centre of the window was in pyramid form with one angle of the pyramid jutting out almost to the glass. This pyramid arose in successive steps, on which were displayed large bottles of olives, olive oil and soft drinks.

The base that slanted up to the pyramid from the floor of the window displayed a conventional pattern worked out in colored candies, nuts, fruit and similar lines. At the side of the window were rows of Christmas stockings, while the whole was framed with an arch of colored tissue paper; the lights striking this display from an angle set it out in sharp relief, and made it a most effective selling argument.

Winners of the Christmas Contest



THE window of J. F. Fumerton & Co., Kelowna, B.C., winners of first prize in Class B, was dressed by Ernest Lawley. It was trimmed with bunting with three bells hanging from top. First, a row of package dates, then a row of currants with compliments of season printed in with peppermints, then a row of bulk figs, a row of nuts of all kinds in the shell separated with Xmas crackers and a row of oranges at the back. Next, a row of assorted candies separated with a spray of holly and a row of Xmas stockings. At the back a pyramid was built of empty boxes for the centre of the background and trimmed with two glass jars of shelled nuts and a jar of cranberries in the centre. The rest of pyramid was of fancy boxes of chocolates of assorted sizes. At the top was a small decorated Xmas tree. The sides of pyramid were Xmas crackers, jars and comb honey and bottles of maple syrup and two cases of oranges, and on top were Xmas crackers and a fern in the centre, and at the back a pyramid of canned fruits. A big flag formed a background for the whole display.



TWO MORE CHRISTMAS WINDOWS

THE exhibit at the top of the page was the winner of second prize in Class A. It was entered by Marks Clavet and Dobie Co., Port Arthur, Ont. It was awarded a prize because it was felt that the arrangement, though following the conventional lines, had a very strong selling appeal.

The lower display, winner of the third prize in Class A, was entered by Harold Crone, of the McLean Grocery, Moose Jaw, Sask. It shows a unique arrangement of two windows in which cards are effectively used to call attention to the many articles displayed.



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

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THE CHRISTMAS WINDOW CONTEST

IN this issue are reproduced the winners in CANADIAN GROCER'S Christmas Window Contest. This has been one of the most popular movements that the paper has ever inaugurated. There are many merchants who are regular contestants and who find that quite apart from any matter of winning prizes the effort has thoroughly repaid them in better window displays, and in the better sales that these have engendered.

This year as usual a contest of this nature will be conducted. Merchants and clerks who have not participated in the past will do well to consider the displays here presented. It may be that someone will think that they could improve upon these. Well and good. It is not impossible, and the chance is open to all.

We repeat this offer from year to year because the Christmas season is a season when every merchant pays more attention than usual to his windows. If in the pleasant rivalry engendered by such a contest, the general average of quality in window displays is improved, the purpose aimed at by CANADIAN GROCER will have been fully achieved.

THE SMALL THINGS THAT AFFECT SALES

VERY small things frequently have an important bearing on sales, and the customer more often than most people realize takes her cue from the man who sells the goods. The salesman who throws things on the counter or handles them carelessly, by

so doing discredits the goods he sells. Unconsciously the careless handling is reflected on the customer's mind as an indication of their little value. A good salesman always handles his goods with care, as though he appreciated their worth, and was anxious to impress this fact on the customer. It is a small thing, but it is small things that differentiate the real salesman from the man who merely hands goods across a counter.

A TEXT FROM ELBERT HUBBARD.

THE late Elbert Hubbard in one of his interesting little monographs epitomized much of the theory of successful business in the terse phrase, "We make money out of our friends. Our enemies will not trade with us." One might use a volume of words and add nothing to the completeness of this dictum. We are dependent on our friends for our business, therefore, it behooves us to make friends and to keep them. The merchant who thinks otherwise is the merchant who is financing on his jobbers' credit, and because he has few friends, and because his enemies either active or passive are many, he has few customers. No store can afford to lose a friend, yet they are doing it every day by careless systems, and half-hearted service, and sometimes cavalier treatment. Some merchants think that this does not matter, that force of habit will still keep a customer wedded to the store. Sometimes it does for a time, but sooner or later our enemy will cease to trade with us. No store is strong enough to make enemies, and no store is so strong that it will not be benefited by making friends. The great aim and object of every store should be to make friends. Sometimes it may appear that the consideration for the customers' wishes is so much waste effort, but nothing that cements a friendship can be a waste. Friends are the largest asset any store can own.

FIX YOUR POLICIES YOURSELF.

WE have spoken of the necessity of making friends. This is a far different thing from making masters. There cannot be two masters of the same concern, and the merchant who lets the individual or the community in which he lives be that master is bartering his chance of success. E. U. Berdahl, secretary of the Retail Merchants' Association of South Dakota in a recent address put this thought very pertinently and very forcefully: "First of all the elements that seem to prevail against a lot of small town retailers is that lowly element of fear—fear of local competition, fear of distant competition and fear of the customers themselves. The minute you let some one else dictate your business methods, be they your competitor or your customer,

you had better unload. I don't mean by this that the customer or the business associates should be disregarded. The old policy of "the public be damned" is found only in the records of the past. You must, of course, know and consider local conditions, local demands, etc., and fix your policy accordingly—but FIX it yourself."

LET THE CLERK DO HIS SHARE.

THERE are many merchants who seem to think that the business would fall into ruin if they took their hands off the wheel even for a moment. Ask them why they do not hand over certain work to their clerks, and they will look horrified and reply "Oh, I have to look after it myself to see that is well done." That is of course following out that good old misguided maxim: "If you want a thing done well do it yourself." That maxim sounds wiser than it really is. The business that is limited by one man capacity for doing things must of necessity be small. Business grows by the syndication of responsibility. Marshal Foch may know best how to carry out his own commands, but he couldn't win the war alone. He may retain the direction, but he must depute the work to others.

Moreover, the merchant who adopts the policy of doing all the important things himself must be contented with the half-hearted service on the part of his clerks that this policy engenders. Responsibility is the best tonic that a clerk can have. There are few men who will not grow with enlarging opportunities. If the clerk cannot be trusted to shoulder some responsibility, he is hardly worth keeping, and the logical conclusion of this policy is the one man store.

ADVERTISING POWDER IN WAR-TIME.

ONLY a few months after the United States had entered the war, while American munitions factories were buried under war orders that seemed sufficient to last forever, the Winchester Repeating Arms Company began an advertising campaign to induce people to buy rifles for hunting and trap shooting. The output of this factory was oversold for years to come. It took courage to adopt this policy, and there were people who knowing the conditions, laughed at their folly. But the company was right, it was looking ahead, years ahead, maybe to the time when they would be able to deliver the goods, and when the people their demands fostered by this campaign would be ready to buy. They were building a market for the future.

There are some merchants even yet who question the value of advertising, they question its ability to get results. If you are tempted to adopt this viewpoint, think of this company who advertised for business years away.

There are times when advertisers will feel definite results from their advertising, cases they can point to where this or that one bought because of the advertising appeal. This is a happy situation. But the value of advertising does not stop there. It stops nowhere, and the indirect influence is by far the largest element in the success of advertising. There is always an enormous dormant market that can be stirred to life by the direct appeal. It is too good a chance for the merchant to miss.

HELP TO SPEED THE CARS THAT FEED THE NATION.

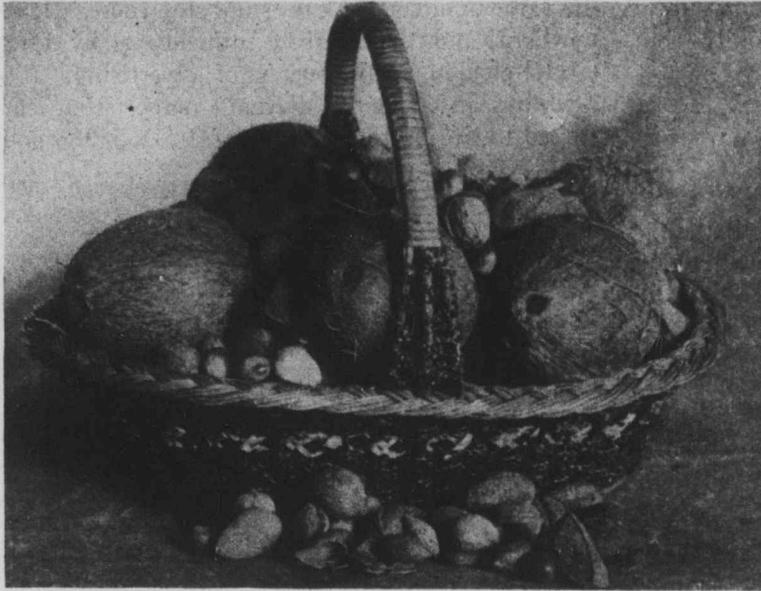
S. W. Somerville, head of the Bristol, Somerville and Co., Hamilton, calls our attention to a very important matter in present day business, the necessity of accepting goods promptly. Failure to do so entails a slowing up in the systems of transportation a serious factor in these days when the needs of nations demands that every single unit of rolling stock should give its maximum of service. It is a serious factor too, in the added needless charges that must be borne by someone. Mr. Somerville makes a strong case, but none too strong. It is one way in which the merchant can help his country.

"The 'Win the War' movement requires everybody should handle goods quickly from the railway station. Where there are slight damages it is up to the consignee every time to take the goods in, being careful to sign for them as damaged, so that the railway company must honor a claim. Demurrage these days is being charged very promptly and at a high rate, and refusal of a shipment generally on account of some small damage incurs big demurrage charges. The consignee *if only to protect the shipper* should not delay and incur charges by refusing a shipment.

"Another point to be considered, that every consignee before signing for goods in good order, or, having a town carter sign for them, should see that the goods are actually in good order and also that they are all there. If there are any shorts, see that he does not sign for the short articles. If there is any breakage or damage, sign for them 'so and so broken or damaged.' Then the railway company will have to settle excepting in the case of glassware.

"The pilfering going on in certain sections of the railways to-day is very serious. Cases are being opened and nailed up carefully, leaving no apparent signs of pilfering, and everybody getting goods from the railway companies should take precautions."

Gift Baskets—Xmas and Other Seasons



HERE is a suggestion for these decorative gift baskets. What could be better than some such display for the centre of the Christmas table. It is one suggestion, but the variations from this scheme are legion, and any one of them would find a ready sale, and would be an attractive feature of the store's display until the sale was made.

TO get something a little out of the ordinary, something that every other merchant has not got, is one of the most effective ways of focusing the attention of the buying public. It is a way to make that public think of the store in the same moment that they think of the article sold, and that kind of thought relationship is always a business builder. For this reason French & Co., Dundas street, London, have made a feature of gift baskets, and this one little novelty line has resulted not only in a special trade in this novelty, but has introduced them to hundreds of people who, without this might never have visited the store.

Specializing in Fruits

This firm has made a specialty of the sale of fruit. Long tables stretch from end to end of the store; on these are arranged every imaginable variety of fruit. This department is probably the principal item of their business, and for that reason they give to it an attention that many merchants do not feel it justifies. It is this attention, however, that makes this profitable business more than ever profitable.

The great argument against the sale of fruits is their perishable character, and the high percentage of waste that attends their sale. If this item of waste can be eliminated they will be found to be the more than ever profitable. The constant care devoted to this line, and the energy put into the sales have meant an unusually rapid turnover, which of course is the secret of successful handling, and has placed this line in the position of predominance which it occupies in the store's trade.

Catering to a Special Trade

This store in fact has not catered par-

ticularly to the regular family trade. The heavy staple lines are not handled at all, and the whole attention of the store staff is devoted to the sale of fruit, of fancy glass and canned goods, olives in all varieties, maraschino cherries, fancy preserves and confections, tinned fruits and meats, dried and candied fruits, meat sauces and pickles, in fact the long line of goods that in the general grocery store, owing to the heavy burden of staple lines, are given rather a secondary place. In this store the emphasis is placed on these goods, on goods that some grocers are inclined to look upon as luxury lines, and to imagine that with their increased cost and the increased cost of all food products that they are hardly saleable. French and Company however have definitely proved the opposite. They have devoted their attention to all these lines and have not only been able to sell them but have been able to watch a heartening increase in sales from week to week.

The Gift Basket a Feature

The most unusual item of their business however is in the gift baskets, that has enabled them to draw to their store the kind of trade they must depend on for the sale of these goods.

Are these gift baskets a real business proposition? many merchants will ask. And the answer, based on the experience of the store is, that they most unquestionably are. And they are made so because they are kept before the public. They are used for instance very largely in window and counter display, and there is no other way in the decorative qualities of fruit can be so forcibly brought to the public attention as by these unit basket displays. The conventional piles of oranges and grapefruit and similar

goods that are the delight of the Italian fruit merchant have their appeal unquestionably, but it is an appeal to another class. With the basket display the appeal is more to the particular people, not necessarily the wealthy, but to people who are attracted by care in handling, attention, and service. It is the same sort of an appeal as is made by modern sanitary equipment. It is the idea of care in salesmanship.

It is not meant to suggest, however, that the decorative element is the important matter. The important matter in all merchandizing must of course be a matter of sales, and these gift baskets meet that test. They are sold by the hundreds. At the Christmas season the demand is of course increased, but it is nevertheless a business that is of value all the year.

Displaying the Baskets

At one side of the store to the rear reaching from the top of the counter to the roof and about 20 feet in width there is a glass-faced display case in which there is arranged an interesting display of baskets of all shapes and sizes, baskets to contain any variety of fruit or novelty. They are attractive baskets in themselves, stained a deep brown, yet they are not costly. They would vary in price probably from about 15 to 50 cents. The sales are usually made from samples of filled baskets, but should the customer have any particular wish in the matter they can be filled to suit the individual taste.

Many Purposes Served

They are sold for a multitude of purposes. During the year there are always social gatherings. There are weddings, for instance to be catered for, and

these daintily-arranged baskets can be used as a centre piece, or they may be, and often are, made a grateful gift to a sick friend. They may be a parting gift to a traveller, or they may replace the somewhat hackneyed gift of a box of candies that the young man gives to the lady of his heart. There are many social gatherings, there are hundreds of sick folk, and a multitude of travellers and young ladies, and every one is a potential factor in this trade. At the Christmas season they are particularly in demand. They are used often as an acknowledgement of a courtesy. They are given often where a more formal gift would be inappropriate. They are often added to other gifts at Christmas time as a little added reminder. There are indeed a myriad of ways in which they can be used and in which they are used.

Appeal Not to the Wealthy

Moreover, the objection that some may raise that they appeal only to the very

wealthy is not borne out by the experience of this store. Mr. French states that probably the bulk of the sales are made out to young men and young women earning good salaries, but not by any means to be classed as wealthy. The baskets are sold at a variety of prices ranging from fifty cents to six and seven dollars. The average sale would of course come somewhere between those figures. These baskets, filling as they do a want for so many different occasions are a year round business, but at the Christmas season the demand is a very substantial thing indeed. They are filled with care sometimes with fruit alone, sometimes with a more variegated assortment of goods. It takes some care to fill these baskets attractively, Mr. French states, but it is work that in itself affords a good deal of pleasure. Last Christmas season they worked well into Christmas morning before the orders on hand were finally filled.

A Drawing End for the Store

The novelty of the idea has a great appeal, and there is an ever-enlarging number of people who are taking advantage of this form of gift to overcome the difficulty experienced in choosing something that will at once be appreciated, and will at the same time obviate many of the difficulties in selecting a suitable gift, for they can never be out of place. Some of the customers of the store may only purchase one basket in the year; there are others who become fairly regular patrons of this department, but all are brought under the influence of the stock displayed in the store, and the results are far reaching. It is a scheme that many merchants might use to their advantage. Even if only for the Christmas trade it would add an attractiveness to the store, and a tidy little item to add to the Christmas profits, neither of which items are to be despised.

Tons of Syrup as Sugar Substitute

A business that can actually be reckoned in tons. Merchants who have seen the opportunity for syrup sales, in the sugar scarcity, have by their own selling arguments made it a real item. Arguments and methods that have been used with success.

ONE of the greatest causes of trouble to the merchant to-day is his inability to get sufficient supplies of sugar to meet the needs of his trade. This is not a local condition but one that represents the conditions over the whole country. Merchants are having to refuse sugar to customers and are having to see these customers cutting down their regular purchases, because preserving and cooking generally requires sweetening and sugar is about the only sweetener that the average customer knows about.

Many merchants have seen in these conditions only an annoying factor, that entailed constant refusals, a lessened business, and in many instances a wholly unwarranted ill feeling on the part of the customer toward the store. There are some merchants, however, who having faced the difficult conditions brought about by the sugar shortage, have looked about for a remedy, and have been able to discover in the general shortage of sugar an opportunity for drawing other goods to the attention of the public in a way that under ordinary conditions would not be possible.

Featuring Corn Syrup as a Sugar Substitute

A. McCormick and Son, London, Ont., have been among those who have seen the possibilities of other business that have been induced by the inability to get sugar. They have featured Corn and cane syrups and have sold not pounds but tons. Few merchants would

think of considering syrup sales in terms of tons, but the word is used advisedly. Tons of syrup has actually been sold by this firm during the past year.

They have no particular method in the sale of these goods to account for the great volume, no expensive machinery of sale that the average merchant could not hope to duplicate. Their success is simply due to the fact that they have kept the matter of syrup sales constantly to the fore and have lost no opportunity of suggesting it to the customer as a substitute for sugar.

Under present conditions there are almost limitless opportunities for introducing this product. In very few places have supplies of sugar been sufficient to meet the demands of the stores' regular customers. A bag of white and a bag of brown sugar is in many instances all that even the large stores may hope to obtain in a week. This quantity is almost a negligible factor, so customers are being definitely rationed whether they wish it or no, by the sheer inability to get supplies.

Recommending the Use of Corn Syrup

Every customer who is without sugar or receives less than her normal requirements is open to almost any suggestion as to how to overcome this difficulty. Mr. McCormick has stepped into the breach by suggesting the use of corn syrup. He has done more than that however, he has explained to the customer, that in the United States, corn

syrup has become a recognised factor in meeting many of the requirements of the household. He has explained to them how it may be used for canning, how it may be used for cooking of cakes and confections, how large institutions are even using it as a sweetener for tea and coffee and are finding it eminently satisfactory. He backs up his argument with a display of the syrup on the counter. He puts his own influence behind it and says, "We know that it is good because experience has taught us that it is so. We know it because our own customers have told us of their success in its use. And we know it more than all because those who have bought a can on our advice have in the great majority of cases become regular users." He sells both the light and dark syrups, recommending each for the particular purpose for which it is best fitted.

In the past corn syrup has been, as far as the housekeeper was concerned, used as a table syrup and that alone. It has not been more widely used because the housekeeper has not been instructed in the multitude of other uses to which it can be put. That is how the merchant can increase his sales, by suggesting these other uses. By calling to the purchasers' attention the fact that it is a great substitute for sugar, and that it would be a poor patriot who would complain at having to use so good a substitute.

Mr. McCormick states that the character of this trade has entirely changed

as far as their store is concerned. It used to be that the two pound tin was the top limit of sale. Now they find that the 10 pound pail is in by far the largest demand. They sell syrup in two and five pound pails as well, but the repeat orders, and there are practically always repeat orders, almost invariably call for a ten pound pail, a striking illusion in itself of the fact that the mere matter of introduction is half, and more than half, the battle in the sale of this commodity.

During the course of the Western Fair at London, there were demonstrations of the possibilities of corn and cane syrups held under the auspices of the Canada Food Board. In the weeks of the exhibition, when many people were for the first time having the possibilities of this product called to their attention, Mr. McCormick stated that their sales of syrup increased to four times their usual volume. That was due to advertising, the kind of advertising that every merchant can have without it costing a cent of actual money, the sort of advertising that is contained in the educative salesmanship of the clerk behind the counter.

Helping The Country And Helping The Store

Is it worth doing? It is worth doing for itself inasmuch as every pound of syrup sold makes that much less demand on the limited stocks of sugar that are so ur-

gently necessary. Call this little extra effort a patriotic contribution, and it is worth doing. But when to this fact is added the clear evidence of a successful business built out of practically nothing, it is worth while from a selfish standpoint alone. A trade in syrup that can be reckoned in tons is worth considering. It is something no progressive grocer could afford to neglect.

Walkerville, Ont., Store Finds Syrup a Large Factor

Lest it should appear that this success was an isolated instance, there might be cited the experience of Luxford Brothers, Walkerville, Ont. In informing their customers of the limited supplies of sugar they were able to provide they did not neglect to call attention to corn and cane syrup as a substitute for sugar, and to urge the customer to try if it would not meet many of the household needs as a sweetener. This campaign too proved an unqualified success. Take the fruit canning season for instance. Some merchants gave up in despair when they discovered that sugar was short and just let the canning season go by without an effort to take any advantage of it. Sugar wasn't to be had, that settled it as far as they were concerned. Others, like the two firms mentioned above, told the people that fruit could be canned with a syrup made of thinned corn syrup in-

stead of granulated sugar, that it had been done, and done successfully, and people who were anxious to do their canning snapped at the opportunity, and bought liberally.

Having discovered that these products were good for one thing they tried them for others, and thereby created a demand that simply had not existed before.

Novel Ideas in Displaying Syrup Stocks

Luxford Brothers buy the syrup in every way that they think will be saleable. They have developed a large business in 10 pound tins, as well as the smaller sizes, but they also buy it in bulk, and sell it just as the customer may demand. They have found that a display of the syrup put up in quart sealers was a very effective encourager of sales. This year they have devised another novel idea. They are putting the syrup up in the large bottles in which fruit syrups are delivered to drug stores and confectionery parlors. These stores are more than willing to dispose of these bottles which are usually a waste for 5 cents, so they form an inexpensive and attractive container for these syrups, and will be still another inducement to the purchaser.

To the merchant who has not seen this opportunity before the experience of these two stores should be sufficient to encourage him to give these plans a trial in his own store.

Cash and Delivery a Successful Venture

A Successful Method of Changing in a Day From Credit to Cash—How Delivery Has Helped to Hold Business—Maintaining an Interest in the Store by Novel Selling Methods

LEWIS and Sons, Woodstock, Ont., have varied the practice of the majority of merchants who have adopted the Cash and Carry principle of business, by adopting the one and retaining the delivery, and they find that this has been a very successful venture. They argue that the discontinuance of delivery is in many instances very awkward for the customer, that it is a service for which the customer in the most cases is very ready to pay, so that though they took the definite step of turning their business from credit to cash, they at the same time decided not to curtail their delivery service, but rather to improve upon it by the adoption of a motor delivery car. The objectionable features, the incessant running here and there and everywhere with small parcels they have avoided by the simple process of making it known that their delivery was for orders of a dollar or upwards.

Of course, they have met with some difficulties in putting this policy into operation, but gradually their customers have come to understand their viewpoint, and now it is very seldom that they have to lay any emphasis on this point.

Cash System Doubles Business

There are people who believe that the cash business necessarily means a smaller turnover. That, however, has not been the experience of this store. It is true that they did lose some customers though many of these are once again trading with them, but even admitting that they have lost some customers, and sometimes the credit of these very customers was as good as cash, they have yet under this new system doubled their business in little more than a year. When it was decided to adopt this policy they set a certain date, and advertised their intention extensively. Their advertisement asked that on the date set, customers owing accounts to the store would pay them in full, or make arrangement to liquidate them within a reasonable period.

In the great majority of cases these credit customers actually did come and pay their accounts in full, with apparently no feeling of animus against the store. There were some few, who came and paid their accounts, but stated that they were not in sympathy with the changed system and would therefore trade elsewhere.

Many of these same customers are

once again among the regular patrons of the store. In some instances where for one reason or another the customer found it impossible to pay in full, arrangements were made for small payments at regular intervals on the old account, while subsequent dealings were for cash. The fact that the store has played no favorites, that no argument, however plausible, could make them vary from this policy of "strictly cash," has been a great element in maintaining a friendly feeling toward the store.

System of Handling Telephone Business

The question of how it has affected telephone orders is an interesting one. All such orders are sent out C. O. D. and must be paid. At the foot of every advertisement published by the store appears these words, "Goods that are not paid for on delivery will be returned to the store." There is only one exception to this rule. If the customer ordering is not at home when the goods are delivered, they are left, but a call is made first thing in the morning for the money. In all other respects the rule is hard and fast. If the customer is at home, the goods must be paid for

(Continued on page 102)



A NOVEL THANKSGIVING DISPLAY

OWING to the high prices of turkeys and chickens, the William Davies Company, in their large store on Queen Street, decided to make no effort to sell these goods at the Thanksgiving season. Failing these delicacies that from time immemorial have been associated with this season, they decided to feature instead cooked and smoked meats, and see whether or no the public would respond to the suggestion. The success of this display proved this idea a very good one. As a definite instance of the selling power of this window the headcheese that is featured in the centre of the window from Thursday to Saturday sold 86 six-pound boxes, just double the amount usually sold in a similar time. There was a marked increase in the sales of roast ham, jellied ham, and other cooked meats, as well as bacon and sausages, and this despite the fact that it is not a season when these goods are usually selling at their best, at a time when half of the value of the window is lost because of the window lighting order, and at a season when, owing to the prevalence of the epidemic of influenza, comparatively few people are on the streets at any time. Consider these facts, and judge whether or no the window display is a trade-builder.





One side of the J. McCowie & Son store, Chatham, showing attractive display fixtures. Note also the effective use made of price cards.

Aiding Sales By Equipment

A Remodelled Store, With Its Attractive Equipment, Amply Demonstrates the Value of These Aids to Salesmanship—Making the Most of Modern Equipment an Art in Itself—Some Description of Store of John McCorvie & Son, Chatham, Ont.

TO small element in the sale of any line of goods is the factor of the way in which these goods are displayed. Dinginess in appearance is one of the surest sale killers known, while bright surroundings, neat equipment, and careful arrangement mean better business quite apart from any added effort on the part of the store staff.

The firm of John McCorvie & Son, Chatham, Ont., were fully convinced of the truth of this statement, so that when they decided to renovate their store they did not adopt any half measures, but made the transformation as complete as it was possible to make it.

Equipment Has Speeded Up Sales

The result has amply justified an initial expenditure by no means light in a noticeable improvement in business, in a better service incident to more pleasant surroundings, and in the growing confidence on the part of the customers of the store, who unquestionably like to

SOME ITEMS OF EQUIPMENT.

MODERN bin fixtures and counters throughout the store.

A novel biscuit case.

Four silent salesmen at front of store.

The most modern of scales, meat slicers and cheese cutters.

New store front with display windows with porcelain flooring.

Rest room for women.

see in the store that supplies so many needs of the home the same spotlessness and neatness that is found in that home.

First impressions, as some wise gentlemen has said, are always the most lasting, and a lasting impression of

orderliness, cleanliness and care is an asset not to be despised. Such surroundings disarm criticism, whereas dingy and untidy surroundings are considered as more or less a justification for all manners of complaint.

John McCorvie and Son, in planning the arrangement of the store, have done their best to see that it should leave the most favorable impression possible, not only on the regular customers of the store, but on the passerby.

Changing the Window Arrangement

The old store had the door at one side, with one large display window, a window that required much time to keep properly trimmed. The large display window did not lend itself to attractive display, goods were lost in it, and the labor required to keep it properly arranged was a serious factor. Moreover, the door at the side practically necessitated the time honored arrangement of one long counter down the side opposite



The other side of the remodeled store of John McCowie & Son, Chatham, Ont., showing the fine silent salesmen, biscuit display case, etc.

Some Interesting Items of Store Policy

System of Handling Deliveries and Cash Eliminates Many of the Difficulties That Are Prone to Rise in Store—Having a Definite, One-price Standard, and Making That Standard Known—Keeping Displays Constantly Changing

the door, and practically all else waste space. As a result, when it was decided to renovate the store a whole new front was decided on also to make possible an improvement in the arrangement of the interior and to get better value out of the window space, while at the same time curtailing the trouble necessary to keep the windows always well arranged and always with a new appeal.

An Attractive Exterior

The new front has the door in the centre and set back from the level of the store front, giving a front and side view of the windows on each side. The walk in front and the doorway are tiled, with the name of the firm and the street number set in, while the front below the windows is white marble, and the fittings are of bronze and above wood in a grained oak finish.

The windows themselves are built up in two steps and floored with white tile that can be cleaned in a moment. This

SOME ITEMS OF STORE POLICY

ALL cash handled by one clerk.

All parcels leaving the store checked by one clerk.

Persistent use of price cards both in interior and window displays.

A systematic arrangement of store display. Bottle goods on one side and canned goods on the other.

A definite policy of changing the window display every morning and keeping it always fresh, and with a new appeal.

also makes it much more easy to display cooked meats, etc., lending, as it does, an impression of cleanliness that is essential for the successful sale of such goods.

On one side the window is built up by

a second step, under which is a shelf. This second step is removable, so that it is easy to get at the window, while the shelf underneath, when the window is dressed, forms a receptacle for further supplies of the goods shown in the window, so that a person entering the store and proving interested in the display can at once be served from this surplus supply.

Windows Must Be Changed Weekly to Retain Selling Power

It is an unvarying practice of the store to change these windows every week. It is felt that novelty is itself a great attraction, and no matter how good the window or how much care has been devoted to its arrangement, by the end of a week it has lost some of its pulling power and should be changed. So that every Saturday night the windows are cleared and Monday morning starts with the windows all freshly cleaned and trimmed anew for the week.

Modern Interior Equipment

Inside the store, in place of the old one counter arrangement, counters now run down both sides of the store, with modern bin fixture equipment behind them. On each side there are two silent salesmen entirely of glass save for a marble base; these are used for displaying candy, toilet soap, specialties and any new lines of goods that it is desired to feature. At the Christmas season all these cases are devoted to the display of candy, which at that time especially is quite an element of trade with the store.

Provision Department a Feature

Half way down the right hand side of the store is a department devoted to provisions and cooked meats generally. It has a refrigerator display counter, meat slicers, cheese cutters and scales, all conveniently arranged, while above is a sign calling attention to the department and enumerating the various cooked and cured meats and sundries that are for sale in this department.

Behind this department is a glass walled office for the use of the heads of the firm. On the other side of the store is a smaller office for the handling of cash sales.

Ample Storage Facilities

At the rear of the store is a large, well lighted storeroom, where surplus stocks are kept always within easy reach and yet always out of the way.

Conveniences For The Farm Trade

There is a clear passageway through this storeroom through which farmers and others may enter from the rear. This has proved to be a great conven-

ience, as there is a large square at the rear fitted with tie posts that has proved a great source of convenience to rural buyers coming to town. At the rear of the storeroom there is a ladies' rest room fitted with all modern conveniences for the dust-covered customer from the country district surrounding Chatham.

Running beneath the storeroom is a bright, clean and dry cellar, an excellent storage for goods not immediately needed.

Points of Interest in Store Management

There are a number of points of interest, too, in the management of the store. The cash office in the centre of the store has been mentioned. There is a neatly-fitted small office in charge of a young lady. All transactions involving cash are completed here. There is only one person handling money and making change, and consequently there is a lessened danger of mistakes; while if mistakes should occur they are far more easily traced and remedied than where there might be a mistake on the part of any one of half a dozen people.

One Clerk Responsible For Deliveries

A similar condition prevails in regard to delivery. There is a co-operative delivery in Chatham, which serves this store as well as most others in the city, and as is the case with all delivery systems there is a possibility of mistakes, that is, of course, made harder to trace by the fact that the man on the wagon may be delivering orders for a dozen or more stores. To meet this difficulty as far as possible one clerk is detailed to look after this department. This young lady (for a good half of the store staff

are young ladies), checks over every order before it is sent out. If then any hitch occurs there is no scurrying around to find the person who may have put up that order to see if the mistake may have been made in the store. There is one clerk who knows and who is responsible for checking every order sent out and who consequently is in a position to know where the difficulty has arisen. These are two items of policy that have proved of considerable value to the firm.

Systematic Arrangement of Display

The arrangement of the display of goods is another item of interest. One side of the store's display shelves are devoted entirely to canned goods, while on the opposite side the space is devoted to bottled goods. This gives an impression of orderliness that is lacking in many stores and that is a very great factor in preserving an attractive appearance. Goods of a rougher character occupy a less conspicuous space in the rear of the store. Above the regular display casing there has been built a series of three steps; these are solidly built of a width to take the average sized can. On these are arranged pyramids of canned goods. The arrangement is so solid that there is no danger of them becoming dislodged, and it is so possible to make a very pretentious display without unboxing an inordinate amount of goods.

Constant Care Required

Even with attractive modern display cases it is possible to convey a very poor impression unless considerable care is taken. These glass fronted dis-



The fine exterior of the John McCowie & Son store, Chatham, Ont. Note price cards on goods displayed in the window.

play bins and drawers are meant to display the goods, yet many grocers after going to the expense of installing these fixtures, limit their value by not making use of the display. Often we see a fine display case displaying nothing, a great waste of opportunity. It is a great point with this store to keep these fronts always filled. It is a policy, too, to keep this display constantly fresh, for they have discovered that even with the best of modern equipment, goods displayed, unless changed after a reasonable interval, tend to become dingy looking and to lose at least some of their appeal.

Biscuits Well Displayed

Toward the front of the store is an effective biscuit case, made to meet the particular requirements of the store.

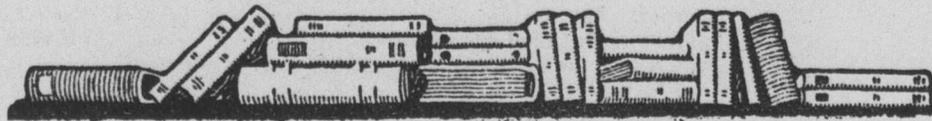
This case, or rather cases, is arranged with a sloping glass top hinged so that it may be easily lifted. In each of these cases are displayed 8 tins of biscuits, and there are five of them all told. On the glass above each tin is a ticket giving the name of the biscuit and the price, so that the customer has no necessity of pointing out the variety wanted, but is able to call by its proper name and also to know without enquiry just what it costs.

A Lavish Use of Tickets

That suggests another feature of the store's method, the lavish use of price tickets. On the shelves everywhere are price cards, neatly lettered. This is quite a recent innovation, but it has proved itself a very wise one. People will often purchase goods when they

know the price, where in all probability they would never of their own volition think of asking it. Moreover, it is an assistance to the clerks. With the constantly changing prices even the most skilful clerk may be hard put to it to remember all the prices, but when it is only a matter of looking at a card in plain view the difficulty is removed. When changes occur, why the card is immediately changed and the clerk knows it without any laborious instruction or any enquiry as to what the present price may be.

These are a few of the points that would impress the interested visitor to the newly remodeled store, where attractive surroundings are made a very powerful ally to a sound and thoughtful selling policy.



Selling Superior Fruit Holds Trade

Buying Direct from Market Ensures Getting Good Fruit—Yields Best Margin of Profit
—Losses Lighter—Printed List on Counter a
Producer of Business

W J. PARKS, who conducts a grocery and provision business at 473 Bloor Street, Toronto, has built up a fruit trade by providing customers with the best grades obtainable. That he may be sure of a uniformly good quality at all times, he personally visits the market and selects the fruit just as though he were buying it for a particular friend or for himself. His policy in so doing has evidently proven a success, since his trade for fruit has increased considerably.

Advantage of Selection

Mr. Parks told CANADIAN GROCER that he bought no inferior or "job lots" of fruit. To do so was to take a very uncertain chance and was not profitable. To cultivate one's trade for a high class of fruit and then take any chance on departing from this was altogether wrong. Just a few days ago, before leaving the market, Mr. Parks had permitted a dealer to sell him some baskets of peaches at the last minute. This deal was very unsatisfactory. Taking them to the store he had endeavored to sell them but was unable to do so—even at cost. None of his customers wanted it at any price.

Fewer Losses—More Profit

The better fruit is sure to keep longer when carefully selected. Personal buying of the store's supply by the owner has proven to be wise, the subsequent loss being greatly reduced and almost

entirely eliminated. This results in a larger margin of profit, and in the meantime the peace of mind enjoyed by the retail dealer is more complete.

W. J. PARKS' STORES

471-473 Bloor St. Phone Col. 5600

CHOICE FRUITS AND VEGETABLES

Choice Crawford Peaches, large baskets, \$2.25 to \$2.35.
Choice Peaches, small baskets, \$1 to \$1.25
Green Gage Plums, large baskets, \$1.75.
Blue Plums and Green, per box, 15c.
Cant-Melons, large basket, \$1.10.
Cant-Melons, each, 10c to 35c.
Tokay Grapes, red and black, per lb., 25c.
Blue Grapes, per basket, 65c.
Blue Grapes, per box, 15c.
Bartlett Pears, large basket, \$1.50.
Cooking apples, per peck, 60c.
Oranges, per dozen, 85c.
Tomatoes, per pound, 2 pounds 15c.
Green Tomatoes, per basket, 40c.
Boston Head Lettuce, per head, 10c.
Hamilton Head Lettuce, per head, 5c to 10c.
Celery, per head, 8c to 13c.
Cucumbers, each, 5c to 10c.
Vegetable Marrows, each, 8c to 13c.
Summer Squash, each, 15c to 25c.
Cauliflowers, each, 30c to 40c.
Carrots, bunch, 3 for 10c.
Green and Red Peppers, per doz., 25c.
Parsnips, S. M., 13c
Beets, S. M., 13c.
Ever-green Corn, per dozen, 35c.
G. B. Corn, per dozen, 25c.
Parsley, per bunch, 4c.
Sweet Potatoes, 2 lbs., 25c.
Pickling Onions, per quart, 25c.
Pickling Cucumbers, per quart, 25c.
Pickling Cucumbers, small basket, \$1.50.
Cooking Onions, per pound, 5c.

FISH DEPARTMENT

Fresh Halibut, per pound, 33c.
Finnan Haddie, per pound, 20c.

Then again, as pointed out by Mr. Parks, there was no difficulty in securing a better price for the fruit when in the best shape and of the superior grade. His customers, located in a well-to-do section, were, as a matter of fact, now depending upon him to select for them a uniformly good quality of fruit such as they have been buying from him for some time past. They wanted good fruit from top to bottom of the basket. Frequent buying every day or so enabled him to maintain the high standard aimed at.

Counter Price List—Displays

The plan of placing small typewritten price lists on the counters has been adopted by this store. It has been an advantage. For instance, Mrs. Jones may come in and probably has to wait a minute or two before being served. If it is in the fruit season this list appeals to the eye and is usually read then and there. It has the full line neatly typed out and the price per basket, bushel, dozen, pound or each as the case may be. This serves two purposes. It intimates to a possible customer the prices prevailing, thus making many sales, and it also shows clearly that one price is quoted to all.

The fruit is brought in promptly from the market after being bought and is neatly displayed on raised boxes or tables at the front of the store. This method half sells the fruit, and the vegetables so shown and makes for convenient handling.

Grocery Department, Leading Factor

This Department of the H. J. Daly Co. Store, Ottawa, the Busiest Place of All—
Personal Knowledge of Customer is Found an Important Factor—No One
Allowed to Leave Store Dissatisfied

EVERY department in the H. J. Daly Co's store, Ottawa, throbs with life and energy, but if one of them can be singled out specially from the rest then surely the grocery department deserves the credit. Present day war conditions make the grocery line a strenuous one, and when a store can show a rapid growth of trade and an ever-increasing list of patrons, to use the expression of a well known International advertiser, "There's a reason." This reason was quickly discovered by our representative, who called in to have a few minutes chat with the manager, D. M. Whelan.

The store was just about to be opened to the public, but our representative, being a privileged visitor, was admitted with the staff and invited to join with them in singing, "God Save the King," the usual custom before beginning the day's work. The flags of the Allies were very much in evidence and the effect produced was excellent because special attention is now being given to directing people's attention to foods not so well known as others, and in introducing wheat substitutes, a patriotic duty cheerfully and energetically carried out from day to day.

Personal Knowledge of Customers

Personal knowledge of as many customers as possible is one of Mr. Whelan's endeavors. This enables him to get their viewpoint on the goods they buy, as well as giving him valuable tips to assist him in selling them goods that they had not used before.

While newspaper advertising draws a

great deal of trade, attention is always called to the fact that the advertisement only mentions a few lines.

The store is made as attractive as willing hands and skilled labor can make it. Tastefully laid out show cases are placed in different parts of the floor with special offerings at attractive prices. Every display contains a card calling attention to the goods.

Special Order Tables

Individual tables are provided for taking orders. Customers sit at ease with a salesman opposite them and give their order. This is the usual method in the large department stores of to-day. On all these tables are placed special lines to be pushed or introduced by the salesman or saleslady, and it is the exception for any order to be taken that does not include at least one or two of these lines.

Full advantage is taken of the windows. Displays are always neat, attractive, appetising and seasonable.

The Customer Must be Pleased

Complaints are dealt with promptly and without hesitation, "Customers must be pleased," is the order of the day. No matter how trivial the complaint may appear to the firm, it is recognized that to the customer it is serious, and no one must be allowed to go away with a frown to advertise the store to its detriment. To quote one of the chief slogans of the store, "The customer is always right."

Delivery is always prompt, and great care exercised to see that goods are well packed and delivered in the best possible condition. To save labor, however, cus-

tomers are requested to carry as many small parcels as may be convenient.

Cards are conspicuous all over the department inviting the public to take advantage of goods in other departments, and if the invitation is accepted customers are quickly transported to the other departments by female elevator operators.

The staff is kept up to a high state of efficiency by the manager's constant supervision.

FLORIDA CITRUS CROP PROMISES LARGE INCREASE OVER LAST YEAR'S RECORD

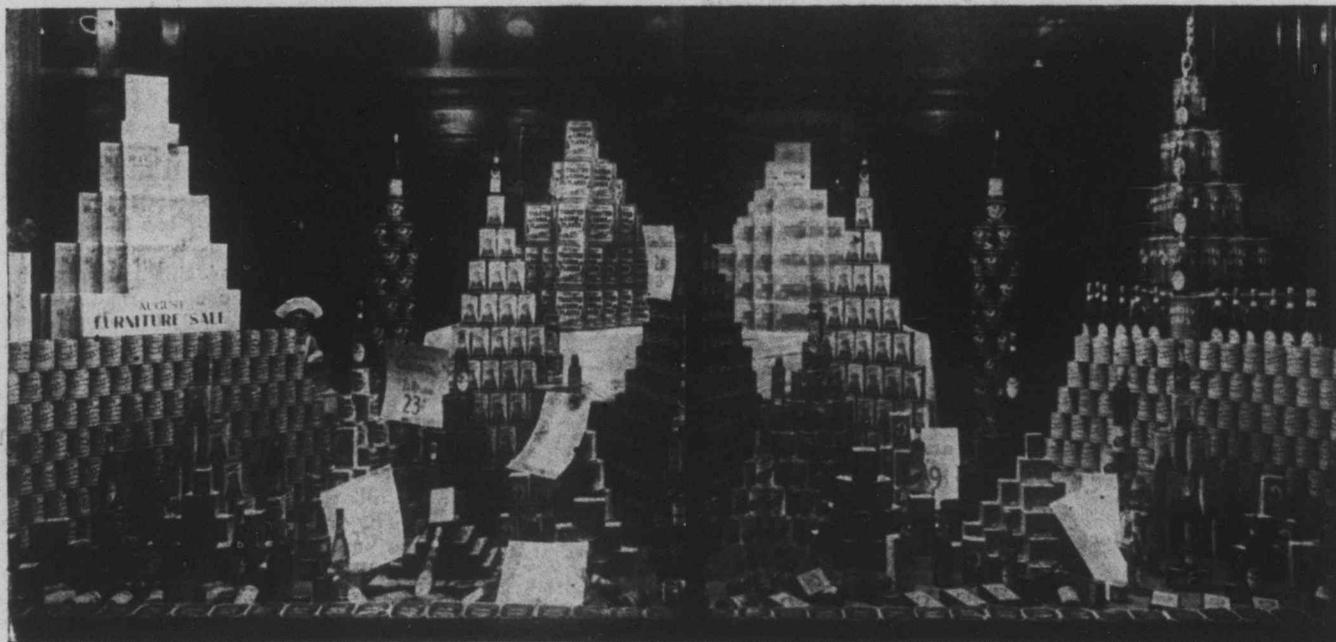
Conditions on September 1 indicated a yield of slightly over 8,000,000 boxes of all citrus in Florida.

Of this total about 63 per cent., or in round numbers 5,050,000 boxes, will be oranges, and 36 per cent., or about 2,900,000 boxes, will be grapefruit. Limes and lemons, with kumquat, mandarins, etc., will be less than 1 per cent. of the total citrus, about 50,000 boxes.

As a preliminary estimate, these figures do not take into consideration the fruit which may result from late bloom. Last season's production of all citrus was approximately 5,760,000 boxes.

Reports from over the citrus belt indicate that the present crop will be of fine quality, and if the season continues favorable the fruit will reach unusual size with a resulting increase in number of boxes.

Trees are well filled with fruit, but owing to the pruning necessary after the last freeze, the capacity in boxes per tree is lower than usual.



A fine window display featured by the grocery department of the H. J. Daly Co., Ottawa.



A MARITIME STORE

The store of H. V. Raymond, Sackville, N. B., who has adopted the cash and carry system and has found it eminently satisfactory.

Cash and Carry in the Maritimes

A System That Has Been Proved Effective in the Store, and Has Been a Factor in Increasing Business—Use of Price Cards a Big Selling Argument

DOWN in the Maritime Provinces as elsewhere, the cash and carry idea is growing in prominence and is being adopted by a goodly number of merchants.

Among those merchants who have adopted this system is H. V. Raymond, Sydney, N.S. Mr. Raymond is an enthusiastic champion of this form of business and believes it to be a real step in advance, as far at least as his business is concerned.

When Mr. Raymond first decided to put his business on a cash basis his intention was to retain the delivery system. This was done for some time. Goods could be ordered by telephone and would be delivered C.O.D. Six months' experience however sufficed to convince him that this type of business was not satisfactory, that the delivery end was not fairly paying its way under the new system. As a result of this decision the delivery equipment was done away with and the store was launched definitely on a strictly cash and carry basis.

System Has More Friends Than Enemies

Under this new regime Mr. Raymond has noted a most encouraging increase in volume of sales, and many new faces are beginning to be noticed among the customers at the store. Mr. Raymond admits that owing to his adoption of this system he has lost some customers, but he believes that the great majority of people are in accord with the idea behind the system, and for every person who is lost because of their dislike for this method of business there are many others, in many instances entirely new customers who are attracted by the change. In this way the little that has been lost by the deflection of some old customers has been made up by the

growth of new friendships, and the balance has remained in the favor of the store.

Mr. Raymond is confident that this system is sound and that it works not only for the benefit of the store, but for the benefit of the customer as well.

A Strong Belief in Advertising

Mr. Raymond is a believer in advertising, in every possible form of advertising. He advertises in the newspapers, making use of the local daily papers of the city, and has been able to assure himself that this advertising has been effective by noting cases where sales are made on no other basis than that of the newspaper appeal. Usually for the latter part of the week some leader is featured and has a large sale

This is sufficient to interest people and to bring them to the store, where it rests with the store staff to see that other goods are sold in sufficient quantity and variety to assure a reasonable profit. The store windows are another form of advertising that are conscientiously used to build business.

The counter fronts too are made an effective selling agency. To prevent any feeling of monotony these counter fronts are changed at regular periods so that every little while the customer is brought face to face with some new combination of goods that is sure to catch their attention.

Price Cards a Great Factor

One of the greatest factors in the encouraging of sales Mr. Raymond has



Another interior view of the H. V. Raymond store.

found, is in the profuse use of price cards, so that there can be no uncertainty. Mr. Raymond does this work himself, using ordinary blueing and water as a color. This makes an attractive sign when painted on white cards. This system of having everything marked is given credit for much of the improvement in business. It establishes confidence on the part of the customer that the price quoted is the lowest, and the fact that it is made public is an indication that the store does not fear any competition in this line.

Mr. Raymond is a believer in the selling value of store equipment and many of the modern selling and handling devices are represented. Mr. Raymond too acknowledges a considerable debt to the trade press which has helped both his clerks and himself to better their selling ability.

CASH AND DELIVERY, A SUCCESSFUL VENTURE

(Continued from page 94)

or they are brought back to the store. No need for the delivery man to ring up and explain the reason why payment cannot be made. The rule is absolute and there is no deviation, and there is therefore no ill feeling. Mrs. Jones in the big house and Mrs. Smith in the little receive exactly the same treatment, and they know it, and are satisfied that the policy is just.

A cash business has this element of danger, that it does not tie a customer to the store. There must be a constant aggressive fight for business or the trade will wander here, there and everywhere.

The store has met this objection by a number of interesting methods. First of all by window display, changed every week, and there is this interesting point in regard to these windows, that everything there as in the store is plainly marked. The passer-by is permitted to judge for himself whether or no he is profiting by paying cash.

Using Leaders to Interest Public

Another method that the store has adopted is the featuring of leaders. In their store advertising which appears every Friday, they feature some particular line, at a very narrow margin. That interests the customer enough to make them visit the store. Once there, as Mr. Lewis says, "it is up to us to sell them enough to make a real profit." The main thing is to get people to the store. Then if you are a salesman, you can make that visit profitable. The well established fact that the dollar purchase will be delivered is a fact that is used to aid this salesmanship. Having bought one or two things, the customer herself is interested in thinking of other things that will ensure the delivery of the order. That is one of the great reasons why this firm has found the delivery system profitable.

Combination Sales For Introducing New Goods

Another simple practice that they have found of value is the combination sale—a cut price on a certain line of

Help Win By Saving Paper

Methods the Retailer May Adopt to Eliminate Considerable Paper Waste—Many Parcels Could Go Out Unwrapped

I NSTRUCTIONS to retail merchants on how to conserve wrapping paper have been issued by the United States War Industries Board. These are interesting to Canadian firms in view of the steadily increasing shortage of paper and the possibility of the Canadian authorities taking similar action.

Following is the notice issued to the American retailers:

Paper conservation is essential as a war measure. Every retail store is, therefore, directed to discontinue the unnecessary wrapping of merchandise and to reduce its consumption of wrapping paper, bags, paper boxes, office stationery, etc., to that which is absolutely necessary.

The co-operation of the public in complying with this ruling can be counted upon if they are properly informed that it is necessary as a war measure. To secure this co-operation—

1. Place placards in your store.
2. Use gummed labels on packages, etc.
3. Incorporate slogans in your newspaper advertising.

The War Industries Board has designed a placard which each store should use. The placard carries the text of the order and urges co-operation of the public. It is an 11 by 14 inch poster, printed on four-ply cardboard. The wording is as follows:

Paper Conservation a War Measure

The War Industries Board directs all stores to reduce the consumption of wrapping paper, bags, paper boxes, stationery, etc., to that which is absolutely necessary. We are complying with this request and ask your co-operation.

Don't Waste Paper

Every store should order gummed labels from a local printer to be placed on bundles, package goods, etc.

A Suggested Label

DON'T WASTE PAPER

In compliance with the Government's order, we have discontinued the unnecessary wrapping of merchandise. You are urged to co-operate.
(Dealer's imprint.)

goods in combination with one or two other lines. It is usually some new article that is used in this connection. In combination with some staple things that the customer is sure to want, this new article is offered at a special price. Unless it is a thoroughly reliable article it is not, of course, handled, because aside from all other reasons it is the repeat business in this line that the store looks forward to to show them their profit. This method has proved very effective indeed. New lines that might fail to interest the customer even under the best selling arguments are sold in this way, and their merits established to the customers' own satisfaction. In these ways the firm makes a strong bid for business, keeping always a certain novelty to their methods to whet the customers' curiosity. By this means they have been able to double their business, a business that is done for cash.

GROWING USE OF COCOANUT

Cottonseed oil manufacturers of the Southern states are becoming linked up with the islands of the South Seas in a most remarkable way. Several of them are using their plants for pressing oil from copra, which is the dried meat

of the coconut, and the new industry promises to expand rapidly.

The utilization of cottonseed oil mills for manufacturing coconut oil will, it is expected, result in the investment of much American money in coconut plantations and the establishment of close trade relations between the south and the islands of equatorial seas. The development of the new trade is due to the war, it is stated by cottonseed oil manufacturers. They point out that with the building up of the American merchant marine there is every reason to expect that the trade in copra will continue to increase during the years to come. Before the war began comparatively small quantities of copra were imported to the United States.

Almost unlimited opportunities are offered for the development of the coconut industry in the islands of the South Seas. In the Fiji, the Solomon, the New Hebrides and other groups only the outer fringes of the islands have been touched by the hands of civilization.

For many years the copra trade of the islands went chiefly to England and Germany, notwithstanding the fact that from a transportation standpoint the United States was the logical destination.

Don't waste paper by using a larger label than necessary. Send several of your labels to this office.

Wrapping Paper

In addition to the discontinuance of unnecessary wrapping, your consumption of wrapping paper can be reduced by the following methods:

1. Do not use more paper than necessary to wrap merchandise.
2. Do not use heavier paper than necessary. Consult your paper dealer as to the most serviceable and economical grade.
3. Use the old paper taken from parcels delivered to you.
4. Use newspapers when possible.

Tissue Paper

You can reduce your consumption of tissue paper as follows:

1. Eliminate as far as possible the use of tissue paper for packing.

Paper Boxes

Your consumption of paper boxes can be reduced by the following methods:

1. Eliminate the holiday box for Christmas gifts.
2. Eliminate boxes for candy as far as possible.
3. Use lighter weight boxes.
4. Use old boxes for delivery and have your delivery man return them for further use.

Paper Bags

A considerable saving in paper bags can be made by the following methods:

1. Reduce the number of sizes of bags to as few as possible.
2. Don't use a larger size than necessary.
3. Don't use bags for vegetables and other articles if customers bring market baskets. Grocers should urge the use of the market basket.

Office Stationery

Your consumption of office stationery can be reduced by the following methods:

1. Use lighter weight paper and smaller size envelopes.
2. Write on both sides of the paper for long letters.
3. Use 1/2 and 3/4 sheets for correspondence paper for short letters.
4. Use the backs of letters for carbons.
5. Make use of spoiled sheets and backs of envelopes for scratch pads.

Keep the pulp and paper section of the War Industries Board advised regarding the steps you are taking, methods used, and any further sug-



Date Growing, the Dawn of Agriculture



Seventy Per Cent. of the World's Supply of Dates Come From the Traditional Site of the Garden of Eden—Methods of Handling That Have Changed Little in a Thousand Years—The Interesting Story of the Great Commercial Enterprise of Mesopotamia.

By Capt. J. A. Dickson of the Mesopotamian Expeditionary Force.

Of all the fruits of the world, the date and the fig are perhaps the most ancient. Date culture dates back into the shadowy beginnings of history and the growing and trading in dates is probably about the earliest example of commerce in all history. Thousands of years before the dawn of the Christian era dates were being grown as an article of trade. They were grown then as they are grown now along the banks of the five great rivers, on the traditional site of the Garden of Eden.

Everyone is familiar with the date, but probably few people know of their ancient origin, and Mesopotamia, the country that produces 70 per cent. of the date crop of the world, a few years ago was but a name, and the vast resources of that country were entirely unknown. Now it is a familiar word, but even it is thought of only as a battle ground and the scene of heroic endeavor, and few people have stopped to think that the land must have been a land of promise to the people who from the dawn of history have lived and fought for it.

Yet the country lying between the Tigris and the Euphrates, the rivers that we read in Holy Writ, watered the first garden ever tended by man,

barren as it appears at present, needs but some modern system of irrigation to make it again one of the gardens of the world.

Four Thousand Years of Date Culture

For four thousand years the date palm, known botanically as *Phoenix Dactylifera* has been cultivated along the banks of the Tigris and Euphrates, but it is only in recent years that any irrigation scheme on a large scale has been attempted and the results are exceedingly promising. At present seventy-five per cent. of the date supply of the world comes from this portion of the globe.

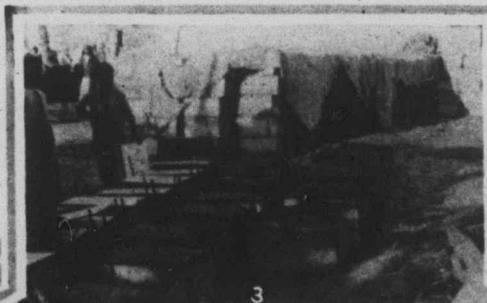
The popular idea is that the desert is one immense stretch of shining sands such as you see on a bathing beach. This is quite an erroneous idea, for the soil is a sandy loam with a small percentage of clay and richly charged with salts. This is the kind of soil most suitable for date production, but if there is the requisite heat and sufficient water

the soil seems a secondary consideration. The question of water is of great importance in the culture of dates as it is necessary that the roots of the date palm be in moist earth throughout the year. As here is only about six inches of rainfall yearly in Mesopotamia it can be readily understood why irrigation plays such an important role.

Moisture and Great Heat Needed

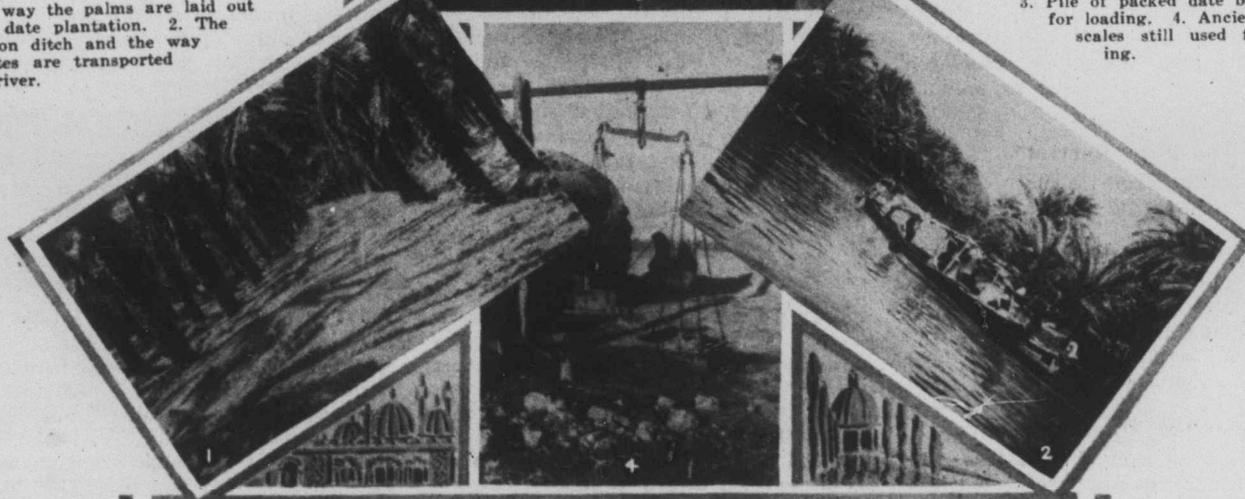
It is not only a question of maturing the tree or even of producing the fruit, but also of bringing the fruit to perfect ripeness. The intense dry heat of 100-130° F. necessary for this is found only in a desert environment. It is this matter of properly ripening the fruit that causes the chief difficulty with date production in the southern United States, but this has been greatly overcome by its artificial ripening.

Date production is the great and practically only commercial industry of Mesopotamia. Groves of date trees stretch back from the rivers for a mile or so inland as far as the present irrigation system extends. Beyond this green strip the level plains of the desert extend with its thousands and thousands of acres waiting for water that they too might be productive.



3. Pile of packed date boxes ready for loading. 4. Ancient balance scales still used for weighing.

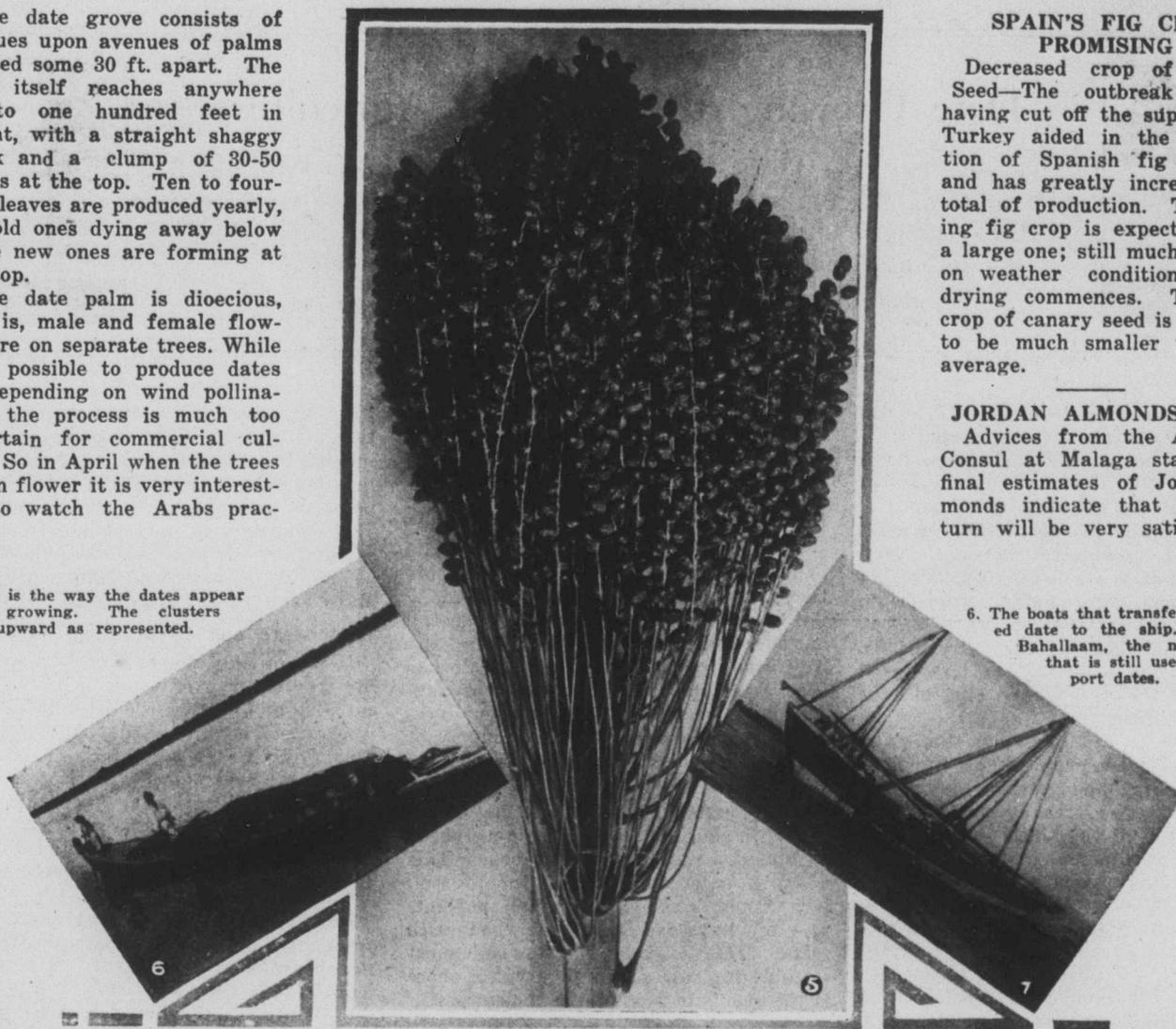
1. The way the palms are laid out in the date plantation. 2. The irrigation ditch and the way the dates are transported to the river.



The date grove consists of avenues upon avenues of palms planted some 30 ft. apart. The palm itself reaches anywhere up to one hundred feet in height, with a straight shaggy trunk and a clump of 30-50 leaves at the top. Ten to fourteen leaves are produced yearly, the old ones dying away below while new ones are forming at the top.

The date palm is dioecious, that is, male and female flowers are on separate trees. While it is possible to produce dates by depending on wind pollination, the process is much too uncertain for commercial culture. So in April when the trees are in flower it is very interesting to watch the Arabs prac-

5. This is the way the dates appear when growing. The clusters grow upward as represented.



6. The boats that transfer the packed date to the ship. (7) The Bahallaam, the native ship that is still used to transport dates.

tising artificial pollination by tying branchlets of the male inflorescence on the female cluster. Each flower produces three dates. After pollination two of these fall and one matures into the date of commerce. In case there is no pollination all three develop, but will be seedless and the fruit will be much inferior. An adult tree will have from 6 to 20 clusters of fruit, each of which will produce from 20 to 40 lbs. The palm is reproduced by suckers. A sucker will bear abundantly in five to six years, and after 15 years it may be considered mature and should continue to produce for 100 to 200 years.

The Date Harvest

In August the fruit is mature, plum shaped, of a beautiful golden color and is ready for picking. The native Arabs do all this work, coming in families from the cities, such as Barra, Kut-El-Amara and Bagdad. A carpet of wicker matting is spread around the base of the trees, and then the men climb up and cut off the ripened clusters.

Methods of Transportation

The dates from a number of trees are gathered into heaps and are sorted and

packed in boxes. The method of handling has varied little in the past thousand years. They are pressed into the wooden boxes that are familiar to the grocery trade by the simple method of standing on the cover. The boxes are weighed on a balance scale that might belong to almost any ancient era, and are transported to the mouth of the river in one of the ancient river boats shown in one of the illustrations. There they are loaded on a native Bahallaam, the queerly shaped vessel that is also shown herewith. A fragile craft it would appear to meet the storms of the great Indian Ocean. Yet in just such a sailing craft the Arab merchantmen take their date crop to far away Africa, India and the Malayan Straits, just as they have been doing for many centuries past.

A SAD DISCOVERY

They were looking at the kangaroo at the zoo, when an Irishman said: "Beg pardon, sor, phwat kind of a creature is that?"

"Oh," said the gentleman, "that is a native of Australia."

"Good hivins!" exclaimed Pat, "an me sister married wan o' thim."

SPAIN'S FIG CROP PROMISING

Decreased crop of Canary Seed—The outbreak of war having cut off the supply from Turkey aided in the stimulation of Spanish fig growing and has greatly increased the total of production. The coming fig crop is expected to be a large one; still much depends on weather conditions when drying commences. The next crop of canary seed is expected to be much smaller than the average.

JORDAN ALMONDS CROP

Advices from the American Consul at Malaga states that final estimates of Jordan almonds indicate that the outturn will be very satisfactory.

FRUIT AND VEGETABLE HANDLERS MUST BE LICENSED

The Canada Food Board has recently issued the following warning to handlers of fruit and vegetables who have neglected to secure a license.

The attention of the Canada Food Board has been called to the practice frequently adopted by licensed dealers in apples, turnips, potatoes and other fruits and vegetables, of having men living in different parts of the country acting as their agents, buying or contracting for such produce, superintending the loading of same on cars for shipment, and receiving a commission from said dealers for such work.

All such agents operating in the manner mentioned without first having secured a license from the Board are doing so contrary to the order dated 13th day of December, 1917, wherein it states:

"That on and after the 1st of February, 1918, no person shall deal wholesale in fresh fruits or fresh vegetables, without first having obtained a license from the Food Controller," and in violating such order are guilty of an offence, and subject to a penalty not to exceed \$1,000.00, and not less than \$100.00.

Puts the "Buz" in Business

Drowsy Beamsville Rudely Roused by Cadets, Mechanics and Workers on Military Camp—Over a Thousand Men With Money to Spare and the Will to Spend—Retail Trade Gets Great Boost



THE war has made a lot of changes, but none of these more startling than the sudden prosperity that has come to some cities, towns and villages almost in a night. Sometimes the merchants have recognized a great opportunity, sometimes they have been deaf, dumb and blind to the chances that waited at their door. Opportunity has come in many guises in many places, but everywhere it meant prosperity for the merchant who saw and understood.

In the days before the war the passing traveller in the big touring car might have gazed with languid interest at the big grey stone house at the edge of the village of Beamsville, but it is a fairly safe surmise that his interest wasn't very long lived, and that Beamsville itself did not linger very brightly in his memory. If he started from the Hamilton direction he would be through the town and pretty well out in the open fields again before he noted the grey stone mansion and the canning factory, and so probably he just made a mental note that there was another town passed, and let it go at that.

Beamsville was that sort of a place before the war. It didn't thrust itself on your attention in any way. It was just one of those towns found everywhere in Ontario, composed mainly of one long street without any very striking characteristics—not even a Carnegie Library. It was a good town right in the heart of the Niagara fruit belt, but when people from there wanted any little incident in their lives they went to Grimsby Beach three miles away on the lake; or if a more extensive line of excitement was required they took the trolley for Hamilton.

Beamsville did not generate much excitement of itself. It was a good steady going town, with a good farming trade about it, and a brisk summer fruit business.

The people of the neighborhood were comfortably well to do, and the merchants of the town were exactly like the people. That's the sort of place Beamsville was till about last fall, when the authorities, after a good deal of peregrinating around, discovered that the fields just east of the village were just designed for a flying field; that the heights to the rear was an ideal location for hospital and mess buildings; and that there was Lake Ontario only a mile away—an ideal spot for gunnery practice, by reason of the fact that there isn't much of the "going down to the sea in ships" in vogue in this locality, and hence a very limited chance of damaging any of the goers.

These at least were some of the reasons why, when the decision had to be made as to where to locate the Aerial

Gunnery School, the lot fell on Beamsville.

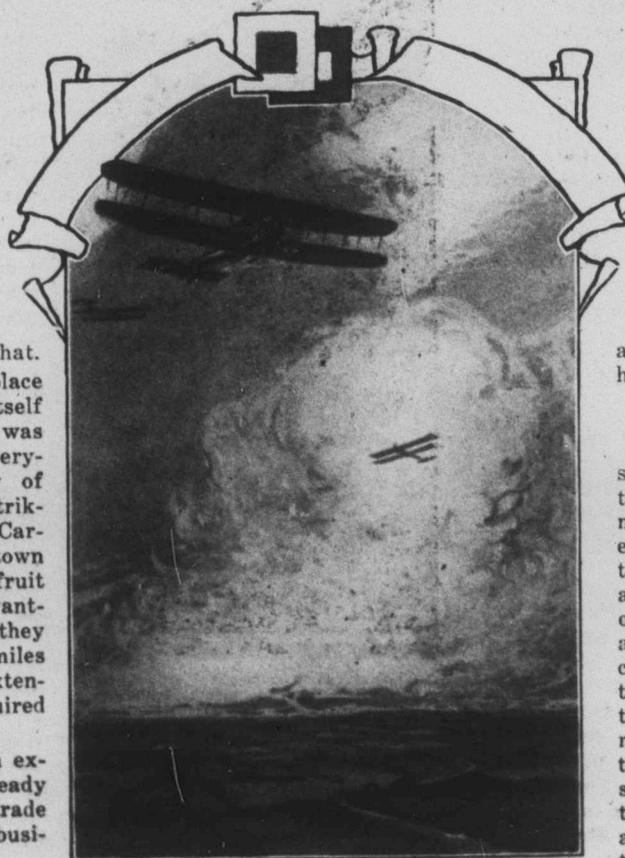
Now Beamsville might have lived and died as one of the prosperous little communities in the Niagara fruit belt without anyone being much the wiser; but when you make it the clearing house for all "Bird Men" of Canada—their last school of training before they leave for the great adventure overseas—you have made that name something that is liable to stick in the memory. That is Beamsville as it is to-day.

Then Work All Winter

Out east of the town the old grey stone mansion is the home of the Imperial Munitions Board, who have been working like beavers all winter long to get this camp in shape. All winter long there were crowds of working men leveling the ground for the runways building great hangers for the multitude of machines that were later to call Beamsville home, and the wilderness of buildings to house the coming influx of the guardians and masters of these machines. Seven hundred men are a sizable number to locate in these days, and when the call went out for carpenters and mechanics there was no thought of looking askance at the adaptable farmer who, as a general handy man, presented himself for a job.

Farmers Fatten Bank Roll

Fruit had been more or less sparse for the past few years, and the farmer, with idle winter months ahead of him, was glad enough to seize the opportunity to turn out with his team and make a good honest seven dollars a day, or to purchase a hammer and saw and so transform himself into a carpenter. They are handy chaps those fruit farmers, and save for the shiny looks of their new hammers you would hardly have taken them for amateurs. It was a godsend for the community to have this work dropping down out of a clear sky to fill in the tedium of the winter months, and to fatten up



bank account that had developed a lean and hungry look during the past couple of years of short crops. It was a god-send, too, for the Imperial Munitions Board to find workers near at hand; so all winter long the masquerading farmers and workers from outside — some seven hundred of them—worked away to make the Beamsville camp a thing in being.

The Moral Is Here

Perhaps having gone this far in our narrative the reader may be curious to know just what bearing all this has upon the grocery business. From a general standpoint then it points one of the morals of these present days, that circumstances have changed from the lazy commonplace days of before the war. Conditions are raising in many communities that are bringing opportunity to the very doorstep of many merchants. Beamsville is just used as a case in point, a sleepy little town galvanized into activity by war business. Why Beamsvilles dot the country from end to end, and every one of them spells opportunity for the wide awake merchant.

Buyers Coming and Going

All this brought an unusual degree of prosperity to the town starting long months before the camp had become anything but a wilderness of scantlings. Now with the summer months has come the influx of men in uniform that has changed the entire character of the quiet little town. Everywhere overhead is heard the hum of racing wings. There are some fifty aeroplanes at the camp, and there is probably an average of twelve hundred men always in attendance on these machines. It is community always in flux—cadets coming for their two or three weeks of final training, then off again to make room for others. But always there are a thousand or more men about, and where that condition prevails there is bound to be an active business.

One merchant of the town stated with reference to the winter months that never in his business life had he seen so many \$20 and \$50 bills. With money in their pockets men spend lavishly.

Pickings—And How They Are Made To Pay

Just to get down to particular cases, Wm. C. Mackie does a big business with the camp. Of course, the big item of providing for a thousand hungry mouths is handled on big contracts. That passes by the town to a considerable extent. But the pickings remain, and they are worth considering. There is a demand for green vegetables for instance, sometimes they are brought from outside, now and then the merchant can pick that business up for himself. For instance, Mr. Mackie knew that the camp steward had been trying everywhere to get some green onions, but without success, so he telephoned to him and said he had these onions in sight. The steward was all attention. Could they be

obtained in some quantities? Yes, they could. A thousand bunches? Mr. Mackie gasped and gripped the receiver convulsively. He was figuring on just how many onions there would likely be in a thousand bunches, and how many of



his store staff could be spared to go and get them. Then a bright idea struck him. "I can do it," he said, "if you can give me three men to help." Nothing easier, with a thousand men about there are always a few that can be spared to help go out and garnish the festive

board. So the onions were provided. The men did the work, and Mr. Mackie made the comfortable profit. There are a multitude of opportunities just like that, he states, where they want things at once, and where the local store comes in.

Catering to the Fond Parents

W. G. Panter, who operates a general store, has the same story to tell. There is always something selling. The needs of this thousand men are as varied as it is possible to imagine, and not only that, but the many visitors that are constantly coming to the town are also a source of revenue. Beamsville has always been on an automobile highway, but now there is an interest that it lacked before, people come to see the camp and to visit relatives in training. On the week-end and on holidays the town is alive with automobiles on land, and aeroplanes overhead, and every one of these visitors is a prospect and many of them are interested enough to visit the stores to provide their own particular darling with something that it appears to them the Government has sinfully overlooked in providing for his comfort.

Adding An Ice Cream Parlor to Catch Trade

D. O'Neil, who has a grocery store in the very centre of the town, seized opportunity by the forelock as soon as it showed its face. He did it in this way: There was a large amount of room at the back of his store that while it was useful enough in its way, certainly wasn't doing very much to pay its share of the rent. Carpenters were brought in and erected an archway right across the store. That left the front the good old familiar grocery store, but the back was transformed into an ice cream parlor, with ice cream fountain and all the other appurtenances, including a piano.

When we mention the piano thus casually, it is not because it was a matter of small moment. It was a great attraction, perhaps more than the refreshments themselves. The boys from the flying camp came every night. Many of them could play, and others could sing, so the parlor became a regular gathering place. Others would hear the sound of the piano and drop in. In this way the store was a place of meeting for the boys, a convenience that they appreciated to the fullest extent, and this appreciation resulted in good business for Mr. O'Neil. They came and stayed for the whole evening very often, and each one would spend some money at least, so that the total was a substantial affair. On holidays it was almost impossible to attend to all the people who were anxious to be served. So that was another way that a merchant made the most of the changed conditions that had come to his town, not only to make money for himself, but to do that, and at the same time to make conditions more pleasant for the gallant young visitors to the town.

Making the Collection Letter Collect

Putting Persuasiveness and Punch Into an Old-time Collection Method — Making the Letter a Personal Emissary—Letters Used by an Ontario Firm That Really Brought Results

MANY merchants have lost faith in the efficacy of the collection letter. They question its ability to return with the goods, yet an Eastern Ontario firm, by putting a little different tone to the letters have found them the means of assuring a collection in a multitude of unexpected cases.

Many merchants have lost faith in the efficacy of the collection letter. They question its ability to return with the goods, yet an Eastern Ontario firm, by putting a little different tone to the letters have found them the means of assuring a collection in a multitude of unexpected cases.

Debtors can be placed in several classes but "slow and sure," "forgetful," "hard to part" and "don't want to pay" are the best known ones.

The old stickers with their cut and dried phrases and smart sayings have come to be looked upon as almost a friend by the class of debtor who gets them so regularly from different merchants. Were they to cease to put in an appearance they would be missed and leave an aching void in the regular round of expected events.

Then you come to the usual letters

asking for payment. It will be noticed that the majority of these in cold, formal, matter-of-fact language pass without results.

A little human interest pushed into service would work wonders and draw the cash.

An Eastern Ontario firm had endeavored in every way to collect by ordinary letters, stickers, lawyers and also by special collectors.

The letters brought few returns, the stickers were useless, the lawyers were as hard to get the money from as the people from whom they had collected it, while the special collectors frequently brought home less than their day's wages amounted to.

Then came the letters with the human touch. There were five of these little fellows, each with a distinct work to do and they won out, making nearly 30 per cent. cash payments as well as a large number of settlements, either with notes or written promises to pay.

The best part of the success was the fact that a number of accounts that were five, six, eight and even ten years old and therefore outlawed, came in as a

pleasant surprise packet to everybody.

These letters were printed in imitation type to match the machines used in the office. Names and addresses were added and each letter signed by the head of the firm. Including paper and printing, the letters cost a little over one cent apiece. Five hundred sent out brought in over \$2,500 in hard cash within seventy days of posting the first letter, in addition to which many other settlements were arranged.

No ill feeling was caused and in several instances customers bought more goods immediately the old accounts had been adjusted.

Letter No. 1 was sent to people with recent accounts and was very successful in getting cash which would have laid out for some months. Letter No. 2 was sent to customers with older accounts and was followed by No. 3. No. 4 aroused those with a slumbering conscience. Letter No. 5 was rarely necessary but when sent gave good results. Cash was received in less than 48 hours in some cases.

Here are the letters. Nothing smart, nothing fancy, but they worked:

LETTER NO. 1

The statement of your account enclosed with this letter shows the same to be of recent date.

Present day conditions of business compel us to alter older methods, and we find it is impossible to give the extended credits which were possible in the past.

You will quite understand our position in this matter and we believe you will accept the letter in the spirit intended.

Your remittance will be sincerely appreciated and at the same time we solicit your continued patronage which we assure you will receive our best attention.

LETTER NO. 3.

We wrote you a short time ago to draw your attention to our account long overdue.

Has the statement been laid aside and overlooked? In case this is so, we enclose another one which we very sincerely hope will be returned with your remittance by return mail.

Yours Respy.,

LETTER NO. 5.

We regret our previous letters in regard to the statement enclosed have remained unattended to. Your failure to remit has placed us in an unpleasant position. Unless this account is paid it must be collected and cost of collection added to it which is unnecessary. Kindly attend to this matter within 10 days from this date so that we can keep the account in our hands instead of passing it over to our agency.

Yours Respy.,

LETTER NO. 2.

The enclosed statement of your account shows the same to be long-standing.

We feel sure you would be glad to have the matter settled and off your mind, but you cannot be more anxious than we are. Cash is badly needed. Will you help us by remitting at once.

Yours Respy.,

LETTER NO. 4

Your statement of account enclosed with this letter is much overdue. When the courtesy of credit was extended to you, it was because we believed in your willingness and ability to meet your obligations. We hope you will endeavor to prove our expectations were correct by remitting quickly, a favor we shall very much appreciate.

Yours Respy.,

And in the event that all these letters failed of their purpose there is still this possible sixth letter. It does not appear in the series noted herewith. It is added by this paper out of pure good heartedness.

What does it say? Supply the words yourselves. You have all had experience with these customers who are deaf to the blandishments of the most persuasive letter: frame then the opinion of these folks and write it here.

DIMINISHING PROFITS?

BY PROFESSOR RALPH E. HEILMAN

DEPARTMENT OF ECONOMICS, NORTHWESTERN UNIVERSITY

Published by courtesy of "System"

With the cost of business rapidly going up, and the government regulating the price at which many commodities are to be sold, the margin of profit with many concerns is becoming narrower. Is it possible in spite of this to maintain the end-of-the-year net showing? This article describes one method that is within the reach of nearly every concern—and in addition it is one of the best methods of meeting competition.

WHAT has been the rate of turnover during the past year on my stock as a whole, or on the various lines of stock which I carry? Will it be possible and profitable for me, during the year now opening, to increase my rate of turnover? Is it true that with an increased rate of turnover I may be able to overcome some of the handicaps that high prices, narrow margins of profit, and the unusual conditions of merchandising in war times have imposed on me? At this season of the year, when most business men have taken inventory of stock on hand and are well under way for 1918, these questions present themselves with special force.

The term "turnover" is freely employed, but it is frequently misunderstood, and incorrectly used. The "rate of turnover" means the number of times the stock itself turns, or is sold during a given period. It represents the number of times the stock normally carried on hand can be completely disposed of in a stated period—usually one year.

An increase in the rate of turnover means quicker sales; the dealer carries the stock a shorter time before selling it. This may mean any one of several things. It may mean that the same amount of profit can be produced by a smaller investment; or it may mean that a larger amount of profit can be secured by the same investment; or it may mean that an increase in profits can be obtained which will require an increase in the investment but less than a corresponding increase. In any event, the importance of an increased rate of movement of stock lies in the fact that it may decrease the proportion between the amount of capital invested, and the profits which are produced. On the other hand, if the rate of turnover is increased by unwisely sacrificing on profits, none of these results will be achieved.

An increased rate of movement makes it possible to conduct business with less capital tied up, and to increase profits without raising prices. As the Harvard Bureau of Business Research puts it in discussing the retailing of shoes, "It is probably scarcely necessary to call at-

tention to the public importance of this item of stock turn. Imagine in the roughest kind of way the millions of capital that could be released from investment in merchandising, should the retailer increase his stock turns but once. The bearing of this, furthermore, upon the demand for higher profit per pair, now rather prevalent, may also be seen. More stock turns means an increase in net profit, without any raising of the price per pair."

The difference in the rate of turnover obtained in various lines of business is marked. The results of some investigations among retail merchants are summarized at the top of this page. The figures for retail grocers and shoe dealers are based upon the investigations of the Harvard Bureau of Business Research. As the result of its investigation of these establishments in every section of the country, the Bureau gives 7 as the most common figure for grocery stores, and 1.8 for shoe stores. It regards 12 as a realizable standard for groceries, and 2.5 for shoes. The figure 2.82 for hardware is the result of an investigation conducted by the National Retail Hardware Association. The figures 4.5 for drugs and 1.5 for jewelry were obtained by "System" after an investigation including over 700 stores. The average number of turnovers on books, 2.6, and 5- and 10-cent stores not operated by chain systems, 6, were also obtained by "System." In the five latter cases the figure represents the average number of turnovers obtained. While all these investigations included only selected groups of establishments, they are of value as indicating conditions and tendencies which are probably representative.

Although there are marked differences in the average turnover rates in various lines, there are also wide differences in the rates in various establishments in the same line. For example, the lowest grocery rate reported to the Harvard Bureau was 3.5 and the highest 23.8; the lowest rate on shoes was 1 and the highest 3.6. Since the variation, even between establishments selling the same

kind of goods, is so great, the individual dealer is most interested in learning how he can increase his own rate of turnover.

Broadly speaking, there are only two ways in which the rate of turnover can be increased; either by reducing the stock carried, without suffering a corresponding reduction in sales; or by increasing the sales without a corresponding increase in the stock carried. Which plan should be followed must depend upon the dealer's circumstances.

Or, without reducing the stock, a concern may increase its rate of turnover by increasing the volume of sales in proportion to stock carried. There are two ways in which it is possible to accomplish this result: by improved merchandising methods, and by reductions in price.

The price-cutting method calls for more careful consideration than it has ordinarily received. Some dealers maintain that the solution of the problem of meeting advancing costs, without so increasing the prices as to lose business and forfeit profits, is to be found in reducing the mark-up percentage and increasing the rate of turnover. For many dealers and lines this is true. For others, the policy offers less hope.

There is in most lines a fairly well-established standard for the rate of profit which should be obtained on each turnover. As is well stated by Alfred Marshall, the distinguished English economist: ". . . there may be, and as a matter of fact there is in each trade and in every branch of each trade, a more or less definite rate of profits on the turnover which is regarded as the 'fair' or normal rate . . . the traditions of the trade that a certain rate of profit on the turnover should be charged for a particular class of work are of great practical service to those in the trade. Such traditions are the outcome of much experience tending to show that, if that rate is charged, a proper allowance will be made for all the costs . . . and in addition the normal rate of profits per annum in that class of business will be afforded. If they charge a price which gives much less than this rate of profit on the turn-

over, they can hardly prosper; and if they charge much more they are in danger of losing their customers, since others can afford to undersell them." It should be noted that Marshall here uses the word "turnover" in the sense of annual sales—he does not refer to rate of turnover.

It has frequently been assumed in discussions of this subject that reducing the mark-up below this customary one is an infallible method of rapidly increasing the rate of turnover, and that such a policy, while causing a reduction in the rate of profit on each turnover, will produce a larger rate of annual profit. This assumption holds true only within important limits and only for some lines of commodities. This is because of the difference in the nature of the consumer's demand for different kinds of goods.

The demand for some commodities is what the economist calls an "elastic demand." The desire for such commodities is widespread and much greater than the actual consumption. A reduction in price, even though slight, will greatly stimulate increased sales. The sale of these goods increases markedly with price reduction. Practically all the luxuries of life—jewelry, furniture, fresh fruits, table delicacies, and the like, are of this kind.

Where It's Difficult to Sell More at Lower Prices

But there are other commodities for which the demand is "inelastic." It is fixed within narrow limits. The market absorbs a definite amount because it is needed or required. But beyond that amount sales to an entire community can be increased very slowly and only with difficulty. Other things remaining the same, higher prices do not cause a corresponding decrease in consumption, and lower prices do not stimulate a substantial increase. Such commodities are practically all the necessities of life. Outstanding examples are salt, matches, flour, and coal. Probably the most extreme example is coffins.

This distinction in the character of the demand for commodities is illustrated by the figure on this page. Assume, merely for the purpose of discussion, that a watch dealer who has a monopoly of his

local market is considering the price he will ask for a watch. The relation between price and the number of watches sold is indicated on this diagram—the price by the perpendicular axis AB, and the number sold per month at varying prices by the horizontal axis AC. If he charges \$100 each he will sell but a few watches, say 10 a month. If he sets the price at \$75, more watches will be sold, perhaps 30. If he cuts the price to \$50 there will be a further marked sales increase. If he lowers the price to \$30 many more will be sold. When the price is lowered to \$20, the watch will come within the range of purchasing power of many people who would not buy at the higher price, and 150 will be sold. When the price is reduced to \$10 sales will increase still more; and with prices lowered to \$5 sales will show a tremendous increase.

In other words, the demand for watches is elastic. Almost everyone—man, woman, and child—of all economic classes, constitutes a prospective watch purchaser, if the price is low enough. The elasticity of the demand for watches has been clearly proved in recent years by the companies which have placed low priced watches on the market.

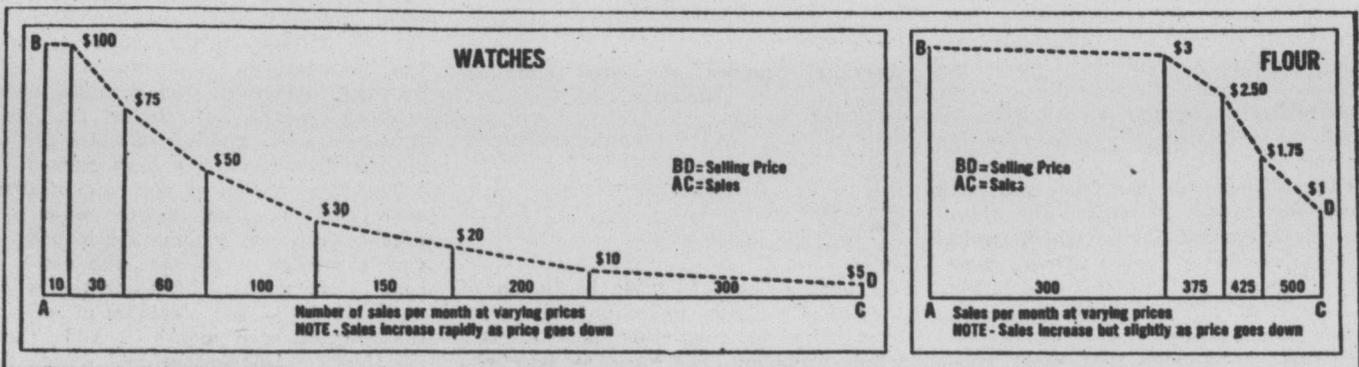
The same figure also represents the market for flour. Again, price is measured on the perpendicular axis AB, and sales on the horizontal axis AC. For the purposes of theoretical discussion, assume that a grocer also has a practical monopoly of the local market. He finds that when flour sells at \$3 a sack he disposes of 300 sacks a month. This appears to be approximately the minimum consumption of the community, under normal circumstances. If the price is lowered somewhat, say to \$2.50, his sales increase slightly, people are less economical in their use of it, and he now sells 375 sacks a week. If he lowers the price to \$2, there is a slight increase in sales, for more flour is used for pastry and the like. But these decreases in price stimulate only a small increased consumption; and beyond the point where the needs of the community for flour are reasonably supplied, it is almost impossible to increase the sales, regardless of how low the price may be. The watch dealer may greatly increase his sales with

each cut in price. The flour dealer cannot do so.

In this illustration, for the purpose of simplicity, we assumed that both the dealers had a monopoly and were therefore free to set the price at whatever point would give the most profitable rate of movement, subject of course to the fear of encouraging competition or the use of substitutes. As a matter of fact, an increasingly large number of articles are being produced and sold under such monopoly conditions. All patented and copyrighted articles, and all articles which by trade-marks, extensive advertising, or other means, have made for themselves a distinctive place in the consumer's mind, are sold under conditions approximately corresponding to those in the illustration. Their producers are free to establish the price to dealers which will give the most profitable rate of turnover, subject, of course, to the limitations mentioned. But in the establishment of price, the policy will largely depend upon the nature of the demand for the commodity. The greater the elasticity, the greater is the possibility of increasing sales by reducing prices.

Likewise in deciding on the price policy when commodities are sold under vigorous competition, the character of the demand is important. True, under competition, it may be possible for any one concern to increase its individual sales and to speed up its turnover rate, by lowering prices, even if the demand as a whole is comparatively rigid or inelastic. When this takes place the concern increases its own sales only at the expense of competitors' sales. What it gains, competitors lose. There is no substantial increase in the total volume of sales or consumption. But if the demand is elastic or expansive, the possibility of enlarging sales by a reduction below the market or competitive price is much greater, for then the reduced price serves not only to draw the competitor's customers, but also to tempt purchasers who previously were not buyers of the commodity.

Further, the dealer must remember that when he reduces his price in the hope of increasing his turnover, his competitors may do likewise. If competitors do so, and if the commodity is one for



WHAT HAPPENS WHEN YOU REDUCE PRICES?

You can stimulate the demand for some kinds of goods much faster than you can others by reducing prices. For instance, this chart indicates how successive price reductions on two lines of goods, under conditions described in this article, may increase demand. The demand for watches for instance increases much more than the demand for flour. This fact as explained here has an important bearing on the policy a concern decides to adopt in attempting to increase the rate of turnover.

which the demand is inelastic, the result will be that none will obtain any substantial increase in sales, but that all will be selling cheaper than before. This is substantially the result which has been brought about in the sale of sugar and some other staples, the demand for which is normally comparatively inelastic, and the margin on which, through competitive price cutting, has been made very small.

On the other hand, if the demand is elastic and responds readily to price reductions, even though the competitors should lower their prices to meet the competition, all would presumably obtain an increase in sales, since new customers, and increased purchases by old customers would be obtained by the lowered price. For example, a jeweler in an industrial center where wage earners are receiving abnormally high war wages might increase his sales materially by a reduction in prices, even though his price cuts should be met by his competitors. But a grocer, under the same condition, could not expect to increase greatly his sales of vinegar in that way.

It is evident, therefore, that a business, whether conducted under monopolistic or competitive conditions, may hope for larger success and more beneficial results, in the long run, by endeavoring to increase sales by price reductions on commodities for which the demand is comparatively elastic. To the extent that sales are thus increased without a corresponding increase in investment, the rate of turnover is increased. This may mean a lower price for the customer, and unless the profit on each turnover is unduly sacrificed, it may mean no decrease, or even an increase, in profits.

Even for commodities with a fairly elastic demand there is a great difference in the number of turnovers which it is possible to obtain. Besides elasticity, the regularity of demand exercises a strong influence on the rate of turnover. There are some lines which ordinarily are purchased by the customers daily—for example, fresh meats and groceries. In these lines the turnover possibilities obviously are greatest. Other commodities are purchased with much less frequency—for example, shoes and overcoats. Still others are purchased only occasionally—diamonds, carpets, furniture, and clocks. Therefore, the turnover rate in these lines is ordinarily low as compared with lines for which the customers have a day by day demand.

This difference in the frequency with which purchases are made, and therefore in the period during which capital is locked up before being turned, necessarily reflects itself in the price policy and mark-up percentage generally used in the various lines.

It further happens that most goods which are bought only occasionally contain a large style element—shoes, jewelry, pianos, and rugs. This fact may increase the stock which a concern has to carry for its customers to choose

from, and is another cause which tends to keep down the rate of turnover in many of these lines—though it is quite true that some concerns have found ways to speed up their rate of turnover on style goods with extreme success.

However, the concern dealing in lines which the customer purchases only occasionally or periodically may have such a wide market, and so many different customers to draw from, that it can maintain a comparatively high rate of turnover. Thus, generally speaking, the turnover rate in city stores carrying these lines is higher than in country and small town stores. The following

Month	Stock on Hand at Cost	Sales for the Month at Cost
January	\$2,162	\$1,942
February	2,230	1,764
March	1,890	2,001
April	1,954	2,204
May	2,022	1,892
June	2,430	2,164
July	2,290	1,900
August	2,134	2,046
September	2,560	2,096
October	2,672	2,541
November	2,409	2,065
December	2,301	1,941
Total	\$27,064	\$24,638

WHAT WAS THIS MERCHANT'S RATE OF TURNOVER?

From the figures given here, can you determine what this merchant's rate of turnover was? Mr. Heilman tells in the accompanying article how to arrive at the correct figure

figures based on the investigation of *System* illustrate this difference. These figures indicate the turnover rate on a few of these lines in a number of large department stores, and a score or more of departmentized stores in country districts. They illustrate the difference referred to.

Average Number of Turns Obtained Annually

	City Department Stores	County General Stores
Clocks	2.5	1
Furs	5	3
Men's hats	7	4
Pianos	9	4
Umbrellas and canes	11	3
Trunks	5	1.5

Probably there is more confusion of thought about how to compute the turnover than on any other side of this whole problem. The business man who says, "My stock average \$10,000 at cost, my annual sales are \$50,000, therefore my rate of turnover is 5"—is mistaken. He is trying to divide horses by cows. If he takes his stock at cost price, he

cannot figure his sales at retail. A uniform basis must be used throughout.

Should this basis be stock and sales at cost, or at retail? As a matter of fact, if only one line of goods or one department is concerned, and if the same percentage of mark-up is applied throughout, it is immaterial which basis is used—the result would be the same in either case. If, for example, the average stock at cost in one department is \$10,000 and the sales at cost are \$20,000, the turnover rate is 2. If the percentage of mark-up applied to all merchandise in this department is 20, then the average stock at retail prices would be \$12,000, and the sales at retail would aggregate \$24,000, again giving a turnover rate of 2.

However, if various lines of merchandise or different departments of the business, which use different mark-ups, are grouped together in the estimate, then the same results will not be given by the sales basis as by the cost basis. They may be far apart.

Indeed, when several different lines of merchandise or different departments are involved with varying mark-up percentages, it is highly desirable that the estimate on the rate of turnover should not lump all of these lines or departments together, but should treat each one separately. By doing this, the fast moving lines can be located and pushed. The slow moving lines can thus be discovered and weeded out; overbuying can be prevented; or perhaps the mark-up can be increased to compensate for the slowness of the movement.

But if it is not feasible or practical to segregate the stock carried and the sales by different lines or departments—as is often true in a small business—which is the better basis for calculating the turnover rate, the cost or the sales price?

The answer is, unqualifiedly, the cost basis. When such conditions prevail the turnover rate estimated on the sales basis really furnishes little information of value. It simply indicates the number of times the average stock carried at retail value can be divided into the total volume of sales, at retail.

But even though different lines with varying mark-up percentages are grouped together, the estimate of turnover upon the cost basis has some significance. It indicates the number of times that merchandise to the amount of the average investment has actually been sold or disposed of during the year. It indicates the number of times the investment in stock has been turned.

The computation of the rate of turnover is not a difficult matter when perpetual inventory systems are in use. A simple method is to take the stock at cost in the various lines—or the whole stock if it is not departmentized—on the first of each month. Add these monthly totals together and divide the sum by 12. This amount divided into the total sales at cost gives the number of turnovers obtained during the year. Usually an estimate based upon monthly

(Continued on page 119)



The Christmas display of the MacEwen Grocery, Cobalt, Ont., winner of second prize, Class B, in "Canadian Grocer's" Christmas Window Contest.

Stimulating Pickling and Preserving

Unique Window Trims Ideal Means of Speeding Up Sales—Little Expense Necessary
—Turn "Spice" and "Pep" Into Trade-Pullers—Attention to These Lines Holds
Trade Which Druggist Sometimes Takes—Attractive Suggestions

THE writer passed a drug store one night recently in a metropolitan city. In one window—the most attractive of the two—was a neat arrangement of various spices, etc., suited to the needs of the housewife in preserving and pickling time. He immediately thought of the real advantage that Canadian grocers had in selling all of the lines shown to a far greater extent than many stores do. And when these goods yield such a nice margin of profit, they ought to be looked upon as one of the lines to be vigorously pushed.

A Vinegar Barrel?

Far away in another city—still larger—a dirty vinegar barrel was the central adornment of a window display intended to turn the mind of the housewife to her pickling needs. The homely suggestion recalled the druggist's display and suggested some discussion of the subject outlined in the title.

Probably oddly-dressed windows are the most attractive especially when not too "freaky." It is the window dresser who does not follow beaten paths who is able to create a compelling display. His needs are a few inexpensive fixtures and the goods to show.

Now Try This

Look over your stock of empty vinegar barrels. You have probably a full-sized empty barrel, a half-barrel and a keg. Clear out the window you wish to dress. First examine the barrels and have them clean. If necessary paint the hoops with some black japan or carriage paint—the cost will be little.

Before you go further take a look at your stock of pickling spices, cinnamon, cloves, turmeric powder and so on. Know

your stock of sealers and jugs, sealer rings, crocks and other suitable accessories. Have these ready and clean so that there will be no delay. Have the help clean the window inside and out and see that the floor is swept and thoroughly dusted.

Background and Arrangement

It is suggested that you plan a background. This will repay for its slight cost and for the required time it takes to make. If there be a solid backing all that you need is to get some crepe paper or cheesecloth. The former is cheaper and answers well. For such a window as we have in mind a lemon or apple green shade will work well.

The crepe paper will be used across across the back, and probably the sides as well—dependent upon the nature of your window. This may be attached to the woodwork with pins or tacks. A space will have to be left for bringing in and out of the window. A temporary removable door will answer for this.

Having placed the barrel in the centre, the half-barrel and keg may be placed, one on either side at a desired distance. An alternate plan will be to place the half barrel on the barrel and the keg on top of the smaller one. A few small packing cases will have been carelessly placed about the floor of the window and the same tint of crepe paper used over these.

Placing the Goods

With the "setting" now arranged, and which will have taken but a short time, you are ready for the various articles that were to be ready at hand.

The large and smaller crocks will look best at the back and may be ar-

ranged in symmetrical fashion—or better still, rather carelessly. The idea to keep in mind is that of having the window arrangement gradually rise from the front of the window to the back. Jars and sealers will be interspersed about the window, and the front will be reserved for the spices, mustard, jar rings and the smaller articles used. The spices themselves and the ground commodities may be placed on small squares of white paper, or the regular straw-colored wrapping paper used by the store. These cut into small squares about 8 by 8 inches will do nicely.

Don't Forget These

There is little left now but the most important thing of all the special cards and the price tickets. For a window of this kind these are particularly necessary. They ought to be ready beforehand as well as the goods themselves. For it is possible that these may take time to prepare and they should be decided upon so that odd minutes may be utilized to make them up.

The best way is to buy, from the local printer, a regular stock-size card—22 by 28 inches. This will be larger than needed for the biggest cards. Two might be used, and on them a few appropriate words. On one; "Your Pickling Needs are Here, Leave Your Order With Us; All Spices Fresh and Sound." On the other; "Preserve your Fruit with Our Wholesome Supplies; We deliver to Your Home."

Small cards will answer for the spices, stating what these are. The sealers and rings, the jugs and crocks may all carry cards, and when the arrangement is finished you ought to have a good window.

Rural 'Phone a Great Help

Several Saskatchewan Merchants Use It to Get Farmers' Orders in Advance—Saturday Night Shopping Rush Keenly Felt All Over That Western Province—Alberta Merchants' Methods.

Western merchants tell CANADIAN GROCER of their experiences and methods.

THE problems of how to handle the Saturday night trade is one that is of importance to the majority of merchants. In some of the smaller places the difficulty does reach an acute stage, and many merchants are inclined to let matters remain as they are. In other places, however, conditions have been such that merchants have had to adopt some measures looking toward the lessening of this difficulty.

Many merchants 'phone farmer customers during the day or on Friday to secure their orders or the bulk of them and have them all ready when the farmer and his wife come to town.

Other merchants suggest the putting on of "specials" for Friday and Saturday morning. This they claim encourages the townspeople to do their shopping early so that the merchant will have more time to spend with the farmers on Saturday night. Still others urge more help on Saturday and many refer to the use of printers' ink in educating customers to earlier shopping.

The experiences of the following merchants will prove of special interest to any retailer who has had to contend with this important problem:

A. A. Meneley & Co., Maple Creek, Sask.—Harry A. Hobbes deals in a very interesting way with the varied problems presented by the Saturday night trading. "Our Saturday night clientele," he writes, "in this district consists not so much of the farmer and his wife as of the townpeople, and who shall say, upon considering the matter of a general store which is an institution open and operated for all and sundry, rich man, poor man, beggarman, thief, with whom or when we shall do business, in my opinion it resolves itself into a question of service with a great big S. It is a case of "taking the current when it serves."

Each district has its own peculiar problems, and in my opinion those points with which your questions are connected are ones which can be dealt with more sympathetically and effectually locally by good educational advertising in local newspapers than by any general treatment attempted by associations governing large areas.

Retail merchandising, especially in country stores is being rapidly and thoroughly revolutionised, stores which were thirty or forty miles from a farmer's corner fence post, previously, are now at his back door by reason of speedier and more convenient transportation, the farmer who formerly used to come thirty or forty miles to town



and take two or three days to make the trip with horses or oxen now travels in an automobile and it is only a matter of an hour or so.

Our experience at this particular point is that we are not called upon as heavily on Saturday night by the farmer as we are by the townspeople, in fact, from personal observation the writer knows of many cases where the farmer and his family will be in town on Saturday afternoon doing their shopping, and will be in town again in the evening; a matter of twenty miles or so is a short distance these days, and Saturday night is a favorite one for visiting, or the picture show, and "Listen ye reformers." This is where our townspeople are falling from the paths of rectitude, Saturday night business, viz., business after supper, used to commence at around half past seven and continue until nine thirty or later, but since the advent of the picture show there is little doing until after the first show is over around eight thirty, after which your town mother remembers that little Johnnie needs shoe strings, or little Susie stockings, with the result that an extra hour is placed on the altar of public service. The public after all are paradoxical, while at times they are tyrannical to a degree, yet are they most easily satisfied, keep open your stores for twenty-four hours each day and on the dawn of the twenty-fifth hour someone will rush in for a pound of shingle nails or a plug of chewing tobacco, at the same time asking if it is a holiday, or why are you closing so early.

On the other hand in districts properly organized stores will close each day at six p.m., Saturdays included, with weekly half holidays during the summer months, the business done is satisfactory and the public are quite content. In the meantime, whether farmer or townspeople, we consider that "all's grist that comes to the mill."

W. A. Caswell & Co., Vohurst, Sask. Mr. Caswell sees no problem to be faced. "We have no trouble

with Saturday night shoppers. Our store is crowded every Saturday night. That is the reason we keep open. We make no effort to discourage Saturday shopping, in fact we encourage it."

Frank E. Yeo, Fillmore, Sask. Mr. Yeo uses the phone with good effect in speeding up the Saturday night business. "We do our best" he said, "to phone our town customers and take their order and deliver early in the day, this does away with at least some of the Saturday night orders and deliveries.

"We also phone the country people and ask them as far as they can to give us their order and we will have it put up ready when they arrive in town as far as they know, this is a great help."

Richardson & Shirra, Lang, Sask. D. R. Shirra writes as follows: "I don't experience the trouble of having too many Saturday night shoppers, but find since the automobile has become so common that the majority of customers make it a practice to do their shopping in the evening.

"In order to cope with the heavy rush, I have extra help engaged for that evening."

H. C. Leggo, Keddleston, writes: "If business is large enough specialty could be made of fruits and fish on Friday, and customers knowing fresher goods could be procured on Friday might buy their week-end supply then."

Fargery & Fraser, Govan, Sask. "We have had this same experience in the early part of the season when farmers were busy we did not endeavor to drive them into any other course, but did the best we could to handle them, knowing that many were going without attention. It was not very long till they commenced to find out that it paid them to come in earlier, or on some other day, and now business runs along smoothly with



Everybody loves the farmer

no extreme rush at any time, and steadier work for us.

"There would be no need to be open in the daytime if you were going to do all your business at night, and when people come to look at it in a reasonable way we find everything goes along all right."

J. Creighton, Alameda, Sask., uses the phone to help limit the rush. "In spare moments on Saturday we use the phone to call customers up and get as much of their order as possible, and get it ready for them before the rush. That done, the only thing that can help is to work like fury until you get through."

Fryk & Larson, Hitchcock, Sask. L. Fryk replies "I must say our business has been so dull that we have been too pleased to receive customers at any time, and have not made any study of how to avoid a rush, and am therefore unfit to give advice in the matter."

J. B. Muter, Hearnden, Sask. "We try to avoid, or rather assist, the Saturday night rush by asking as many of our regular Saturday night shoppers to phone in their orders early in the day and by so doing their goods will all be put up, as far as possible, when they come in."

M. Waldman, Melville, Sask.—"In my opinion the only possible thing to do is to start an advertising campaign and urge the people through the provincial and local press to try and do their shopping on Friday or Saturday morning. Tell the customers also that owing to the shortage of men it is impossible for merchants to get enough help to serve them all in the short space of three hours on Saturday.

"It is easier for the housewife to do her shopping on Friday than it is for us to get help at this critical time when every man is needed for more important work."

Phillip P. Ellis, Wilkie, Sask., says: "Everybody shops very late on Saturdays. First of all, I do not encourage it. I close down at 11 p.m. I get an extra school girl in on Saturday for \$1 a day to help out. Also we keep open now on Wednesday night until 10 p.m. to

"Most people now carry their parcels and therefore come to the store to buy instead of telephoning."

Juettner & Schumacher, Prelate, Sask.: Mr. Juettner states that they experience too many Saturday night shoppers. He suggests that all special bargains be given on some other day than Saturday.

H. V. Prutton, Vanguard, Sask.: "The crowd will always follow the crowd. So

long as the stores keep open on Saturday nights, it will be a big proposition to get the townspeople to do their shopping earlier in the week; especially in a town of this size where a picture show is run weekly. The big percentage leave their shopping until they come to the show. We find our biggest rush between the first and second performance, and again after the last show.

"One suggestion that might help the situation would be to make a rule that no town orders would be delivered after six o'clock on Saturday nights. We now deliver up till 9 o'clock, but not after. We find that since we have adopted this system we get most of the town orders in before the delivery closes."

The Pioneer Department Store, Strassburg, Sask.: H. Wellband of this store states he has given a great deal of thought to the Saturday night shopping question and as a result he has decided to let his customers do as they please.

"After all it is their privilege if they want to put up with the service they get in a crowd and we certainly have some crowd on Saturday. We simply wade through as best we can and everybody is satisfied."

C. W. Baker Co., Ltd., Kindersley, Sask.: Mr. Baker states that co-operative delivery has helped them wonderfully to solve the Saturday night rush. Especially is this so with the grocery department, which allows them more time to take care of their dry goods and boot and shoe departments.

Clark & Co., Windthorst, Sask.: W. R. Clark of this store states: "We remain open every Wednesday night during Summer months. We advertise same in the paper almost every week. We also ask our customers to arrange for Saturday's shopping as early in the day as possible.

"We have large business as a rule on Saturday nights, but have little or no trouble in looking after our customers' requirements."

Gunn & Buckwold Bros., Cadillac, Sask., state they very often experience a Saturday night rush. They offer inducements on Friday and advertise.

R. S. M. Christie, Plunkett, Sask.: Mr. Christie, in his endeavor to cope with the Saturday night rush, says he gives a customer just what she asks for and never tries to push sales, for this takes time. Sometimes he gets extra help.

"It often helps considerably to have some intelligent person not serving, but standing about the store and entertain-

ing customers. It should also be the duty of this person to see that customers are served in turn. This will warrant quick service and at the same time let them know we are deeply interested in their patronage. Merchants in towns and villages should organize and all close at a certain hour, and advertise early shopping."

R. Curle, Redvers, Sask.: Mr. Curle has been trying to solve this question for years, and would like to see all stores close earlier. He says farmers who have cars never think of coming to town until it is too dark for them to see to do any more work. The best solution, he thinks, for this problem is to close every night in the week at the same hour and so educate them to divide their shopping with the days other than Saturdays.

Clearly a Farmers' Night

G. Hamilton, Tessier, Sask.: "Tessier is only a small village and nearly all our trade is with farmers. While Saturday night is certainly a very busy night we've always been able to handle it. Of course, in lots of cases it is impossible for the farmer or his wife to get in until after it begins to get dusk when outdoor work is finished.

"I do believe though, that if the country stores kept open one or two nights a week and closed one half-day a week it would tend to equalize the daily turnover and no doubt relieve the pressure on Saturday night.

"I myself strongly advocate keeping open Tuesday and Thursday nights and closing Wednesday at noon. I don't think it is impossible to get the farmer to do his weekly shopping at any other time but Saturday. That night appears to be a kind of 'Meet me in town on Saturday night' rule around here."

Burns & Waddell, Lashburn, Sask.: Mr. W. S. Rempel of this store is interested in shorter hours on Saturday and states: "The only way that I can see to overcome the late shopping on Saturday nights would be to advertise in the local paper that we close at 9.30 on Saturday nights and that all orders that are to be delivered must be in one hour before closing. If merchants in small towns and villages would hang together this could easily be done. This is a small place of 400 inhabitants and we have three general stores and one hardware store, and we close at 6 o'clock sharp every night but Saturday, and it works fine and there is no reason why it would not work on Saturday nights to close at 9.30.



Modern Marvels in Cigarette Making

Machines That Make 22,000 Cigarettes a Day — The Clever Cork-tipping Contrivance
—Experience of a Lifetime Goes to Selection of the Leaf For a Cigarette—In-
spection—Inspection—Inspection—Perfection

Written by a staff representative of CANADIAN GROCER after a trip through a cigar and cigarette plant.

INTO the making of cigarettes there enters as much care and as much vigilance as goes into the manufacture of any other form of tobacco. The scrupulous care taken in the selection of the leaf is perhaps intensified in regard to cigarette tobaccos. Since this feature is fully described in connection with Virginia tobaccos in another article in this series, attention will be paid here to the Turkish leaf. There are some slight differences in the treatment of this leaf which is used principally for cigarette making in Canada and does not enter into the manufacture of other forms of smoking tobacco.

A Dainty Little Leaf

The Turkish leaf used for cigarette making is a little leaf, sun-dried, and very delicate in color. Around it seem to linger memories of Mediterranean breezes coming landward in the evening. Its soft tints suggest sunny slopes where the tobacco leaves are strung up to dry by the farmers of Asia Minor. The roots from which it sprung struck into historic soil, and to this day world history is in the making amongst the scenes where the Turkish tobacco is grown. Above the laughter of the women and children who pluck the leaves and string them up to dry there seems to thunder the boom of great guns. The effects of the war have been to curtail to the vanishing point the supplies of Turkish tobacco, and were it not for the foresight of manufacturers of Turkish cigarettes in Canada the supply might be very limited. But considerable stocks of the Turkish leaf have been laid in to improve with the aging process, and from these stocks the demand for Turkish cigarettes can be met for some time yet.

Every Leaf Pierced

However symbolic it may seem, the fact that every single leaf of Turkish tobacco has been pierced with steel is merely practical. The leaves are strung up to dry, not hung in "hands" as in the case of Virginian tobacco. Women and children of the tobacco farmers in Asia Minor do the harvesting amid the eternal sunshine that gilds those politically precarious climes. For shipment the leaves are packed in cases in bulk consisting of closely compressed leaves, but each leaf is separate, not in "hands," and each leaf has a little hole in it. That is one way by which you can tell Turkish tobacco in the leaf from other tobacco leaves. There are twelve different kinds of Turkish tobacco leaves recognized by the expert by color, feel, fragrance, and a dozen different peculiarities imperceptible to the untrained. Each different leaf gives a different flavor to the smoke.

The selection of them is therefore a most important and highly skilled branch of the industry of manufacturing cigarettes.

A Lifetime at it—Still Learning

To watch the process of selection is a revelation. Every tiniest leaf is carefully regarded, examined and placed in its proper grade. Fingers and eyes of the skilled specialist in this business are at work all the time. At the least sign of flaw the leaf must be discarded. The tiniest flaw in the tiniest leaf may mar the flavor. Cigarettes sell on flavor, and are more susceptible as merchandise to faults in flavor than other forms of tobacco. The same care is taken in the selection of Virginia cigarette tobaccos, but as the Turkish leaf is the most delicate its story is the more interesting.

In the factory where CANADIAN GROCER watched the processes of tobacco manufacture there sat at the work of selecting Turkish tobacco leaves for cigarettes a veteran native of Asia Minor, a British subject who had gained his experience of tobacco in his native land, in London and Cavalla, in the United States and in Canada. He had grown up with tobacco. Almost from infancy he had worked amongst the fragrant leaves. At seventy years of age he was still discovering new features of value in cigarette making from the feel, the look, the fragrance of the leaves that passed steadily under his scrutiny. Even a difference in the weather from day to day means extra vigilance for new developments that reveal secrets of the leaves.

No Two Crops of Turkish Alike

From this expert CANADIAN GROCER learned that there are never two crops of Turkish tobacco exactly alike. Thus skill in blending the various kinds of leaves is very necessary to ensure uniformity in the brand of cigarettes manufactured. A good deal of the first selection and grading of Turkish tobaccos is done at Cavalla, but in the factory every single leaf comes in for close and frequent further scrutiny after the tobacco has been aged and seasoned in the warehouse in bulk.

Incidentally Egyptian tobacco is really the same as Turkish. The tobacco used by the natives in Egypt about the time of the bombardment of Alexandria by the British was Turkish tobacco, and the British soldiers who took to the tobacco used to ask for it later in England as Egyptian tobacco. There is really no specially Egyptian tobacco, however.

The Value of Moist Brick

In a certain feature of the room in which Turkish tobacco leaves are in-

spected there is a valuable hint for the retailer of tobacco. The floor of the Turkish tobacco room is made of absorbent brick. In hot dry weather or any arid condition of atmosphere this brick floor is sprinkled with water. It keeps the air in the room just right for handling the delicate leaves. Now here is a tip for the retailer handling tobacco in the manufactured state. Put an absorbent brick into the case in which you keep your tobaccos and cigarettes, etc. Soak the brick in water every now and again. Your stock of tobacco will be immensely the better for this pre-direct result of it.

Making the Cigarettes

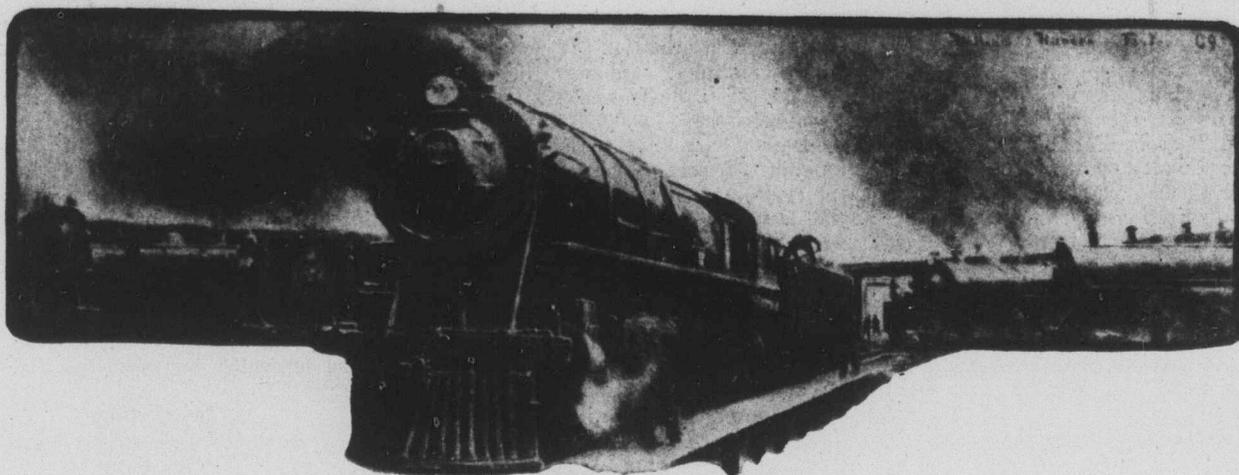
Since the selection of the leaves and proper blending are so important, a good deal of attention has been paid to this here. The actual manufacturing of the cigarettes is a series of machine processes, rapid and ingenious. First of all, however, the tobacco goes through preliminary stages just as if it were to be made into plug tobacco. The leaves are cased with a preparation of sugar and other appetising ingredients; all of the purest. The casing is done in a revolving copper drum as in the plug tobacco processes. The leaves are left to draw in covered compartments. After twenty-four hours in these compartments the leaves go to be cut or shredded by rapid machinery into the fine silky form as in the cigarette. Cut smoking tobacco as sold in packages goes through the same processes. The tobacco after this treatment is well on the way to be smokable, but has to be boxed in bulk for three or four days to mellow down before being worked into packages or made into cigarettes as the case may be.

Breezy Treatment

Taken from the boxes the tobacco is found to be warm and moist from its ripening processes. Before going to the cigarette making machines or packing machines it is given a fresh air treatment in a steam-heated cylinder through which it passes amidst a steady breeze of fresh air. This cools and refreshes the tobacco in wonderful manner, making it perfect for the machine processes necessary before it emerges as completed cigarettes.

The cigarette making machines are equipped with hoppers into which the tobacco, soft and silky and fully ripened and flavored is fed. From these hoppers it goes in exact quantity necessary to feed into the cigarette paper which comes from a reel long enough to make 22,000 cigarettes. The paper is the purest rice paper. It feeds in a steady white stream along the mechanism. The

(Continued on page 119)



Better Business at the Border

Retail Merchants' Association Has Been Going "Over the Top" Ever Since its Inception and is Putting Up Winning Fight by Close Co-operation of Nearly Five Hundred Members

PROBABLY the huskiest youngster of its kind in the Canadian business world to-day is the Border Cities Retail Merchants' Association. It will be nine months old in November, but it has more to show in the way of real achievement than many retail organizations that are old enough to vote. The Border Cities Association has more than 420 members and is growing rapidly. It is young and it is enthusiastic, right from C. H. Smith, the eight cylinder president, down to the most recent recruit. Doing things, especially the things that make for better business, is one of the main objects of the organization. The bigger the problem, the better. In its short existence the association has tackled many propositions that were just as hard to handle from a business standpoint as the Hindenburg line was for the Allies. Co-operation was the secret of the Allies' success and it is by co-operation that the Border Cities Retail Merchants Association is reducing salient after salient in the battles of business.

How It Started

The association had its inception one stormy day last February when C. H. Smith asked A. W. Peddie to come over to his office for a little while to talk over some business matters. Both Mr. Smith and Mr. Peddie conduct large dry goods stores. While business rivals they are the best of friends. During their talk over business problems the idea of forming the retail association came up. Neither Mr. Smith nor Mr. Peddie will take the credit for suggesting the formation of the organization. They are both modest. At any rate they got busy. They discussed the matter with other merchants. It was so popular that they were encouraged to include the municipalities adjoining Windsor, all of which will be united into one large city some

day soon. The plan was so good that it was no time before it was decided to call a meeting for organization, and merchants from Windsor, Ford, Ojibway, Walkerville and Sandwich gathered. There were more than 200 of them and they formally organized under the name of the Border Cities Retail Merchants' Association.

A Busy Existence

The association has been a real factor in the commercial life of the border ever since its inception. It is interested not alone in merchantile problems, which are much more numerous at the border than might be supposed, owing to the proximity of Detroit just across the river with a population nearing the million mark, and aggressive merchants, but also in civic and industrial problems. These all have more or less bearing upon the retail life of the border municipalities and the merchants are doing their share in solving them. New problems are continually cropping up and as fast as they come committees are named to deal with them. Getting action, and quick action, is a feature of the work of the Border Cities Association. Nothing goes to sleep and with more than 400 live wire merchants focusing their attention on any problem that is necessary, things are bound to happen.

Features of Organization

In addition to the work it is doing there are many features of the organization itself that make it worthy of emulation in every community in Canada. The "Get Together" spirit is apparent in everything the association undertakes. It is not a one man organization. Every member has a chance to have a say on every question that comes up.

The constitution and by-laws were given special attention, and are probably unique among the business organi-

zations of Canada. There is a sliding scale of membership fees, so that the merchant who only has one clerk does not pay as much as the merchant who has twenty or more. The by-laws state specifically that in the election of officers, each municipality must be represented. This is carried out to the letter, and with excellent results. A careful perusal of the constitution and by-laws of the association given elsewhere in this article are well worth while and there are many ideas in them which may be incorporated with advantage by various organizations into their own constitutions.

To Help All

The object of the association is to promote merchandizing and retail conditions for the betterment of the members, and to obtain improved service for customers, to discuss the problems of the members and of fellow retailers, to secure and give such help as is possible through co-operation and to work together for anything that will better conditions in the border cities.

This is a pretty broad basis upon which to work, and because it lives up to its creed is one of the reasons why the association is accomplishing so much and always has so much to do.

Right from the start the members of the organization realized that they had a lot of problems, many of them big ones, on their hands. However, solving problems is one of the real joys in life to border city merchants. Their proximity to Detroit provides them with any number of business puzzles. They have learned by experience that the only way to meet these difficulties is to meet them face to face.

Were Not Daunted

They were therefore not one bit alarmed by the magnitude of some of the problems that presented themselves, and

were crying for immediate solution. One of the things that was worrying the border cities' merchants most was the competition from Detroit. At a conservative estimate residents of the border cities were spending \$1,500,000 annually in Detroit stores. The farmers of Essex County were spending probably \$2,000,000 a year across the river. Incidentally it might be mentioned that no farmers in Canada are more prosperous than these Essex county men. They raise tobacco, early vegetables, fruit and other commodities for which there is an unlimited market, and top prices. As a result they have unlimited money to spend, and they certainly spend it. The border city merchants did not like to see such a large percentage of the money that should be theirs going into the coffers of Detroit merchants. This was a problem that affected all five of the border cities, but Windsor especially.

How They Met It

One of the big troubles was that the only daily newspaper in Windsor, "The Record," carried page after page of Detroit advertising. "The Record" had a wide circulation in the county and the merchants realised that they would have to offset this and offset it quickly if they were to obtain results. Through the efforts of Harry J. Neale, and of H. McClure Scandlers, secretary of the Border Cities Chamber of Commerce, who cooperated with the retailers, W. B. Hermann, of the "Saskatoon Star" was induced to come to Windsor. At first it was planned for Mr. Hermann to start a new paper in opposition to "The Record" and the retail merchants were prepared to stand behind the project and guarantee advertising contracts to the value of \$65,000 for the first six months. Later it was deemed advisable for Mr. Hermann to buy the "Windsor Record" which was secured for \$150,000.

Improved the Paper

With the home paper under their control the merchants took two important steps. They insisted that only Canadian retail advertising be handled and also that a real newspaper be gotten out. This meant increasing the size of the paper, enlarging the editorial staff and securing a special wire service. All these things have been done. The "Border Cities Star," the successor of the "Windsor Record," carries no Detroit advertising. It is much larger than the "Record" and by its special wire service provides border readers with the latest happenings from all over the world.

Doing all this within a few months was no small task for a young organization. But it has been successfully accomplished and now that they have the Detroit advertising eliminated, the border cities merchants are prosecuting with all the energy at hand an educational campaign. This is county wide and is aimed to show the residents of the border cities and the farmers all through Essex County that it is their duty to spend their money at home and

support Canadian and particularly border cities stores and institutions. The merchants' association is going about this educational campaign in a most systematic manner, and hopes in time to reduce the \$3,500,000 that is going to Detroit annually to an insignificant amount. There is every indication that their efforts will be successful because the people now that they are alive to what they have been doing and to the work the association is doing are responding. Although it is too early yet to show material results, there is no doubt that the elimination of the Detroit advertising has resulted in thousands of dollars remaining in Canada that would otherwise have gone across the line.

Keeping At It

The committees working on the problem are continually devising new ways of impressing people, especially during



CLARENCE H. SMITH
The hustling president of the Border Cities Retail Association.

war times, with the need of buying at home. The committee is extending its work through the women's organizations, through the press and through all the various patriotic and fraternal organizations. The movement is growing stronger every day. Hundreds of women, for instance, who formerly were lured across to the big stores of Detroit by visions of bargains, especially in dress goods, are now buying at home.

One of the novel means of illustrating the power of buying at home is the travelling \$5 bill. This is just an ordinary \$5 bill which was started in circulation by A. B. Peddie. It is in a case and in the case also is a book and everyone who receives the bill is required to write down the date. The

bill is in constant circulation, and to date has demonstrated that if spent in Windsor it would alone have a purchasing power each year of \$2,100. In the first two months in which it was in circulation the \$5 had changed hands so often that it had bought \$390 worth of goods.

In order to impress on people the importance of buying at home, stories are constantly appearing in the border cities' newspaper about the travelling \$5 bill.

The bill is a good advertisement also for the association. On the back of the case in which it travels is the following:

Instructions

"This is a travelling \$5 bill. It will be started on its purchasing way by our secretary, T. C. Ray. When you get it go out and spend it or pay a bill with it, but be sure that the retail merchant with whom you deal is either a member already of our Border Cities Retail Merchants' Association, or becomes one. When the bill reaches you sign your name with the date and the nature of your business, on the attached sheet, and also call up A. B. Peddie, phone 496, who is to keep track of this bill. Watch its progress and its purchasing. We hope to teach the people the advantages of trading at home. Information regarding fees of our association will be given to possible new members by T. C. Ray, phone 95, or by A. B. Peddie.

Reach the Farmers

Realizing that it is essential, if their campaign is to succeed, that they reach the farmers of the country, the association is constantly directing its guns at them through the press and by other means. The merchants have found an effective means of conducting their campaign in the fall fairs held recently. They were able at these gatherings to come in close personal contact with

thousands of farmers and by means of personal appeals and special literature made good use of their opportunity to emphasize the duty, patriotic and economic, of buying at home. The results are already telling in increased sales in the border cities stores, and less money going over the river.

Some Other Problems

So much for one of the biggest problems which the young association tackled at the start and is fighting successfully. Another matter almost as important and perhaps just as far reaching was the question of collections. The border cities merchants owing to their location are placed in a peculiar position. Few cities in Canada have such

a large transient population as is continually going and coming at the border. Some of these people stay in Windsor for a few days or a month or even longer, but they make purchases and they do not always pay. Many of these people may be in Windsor to-day and in Detroit or some American city to-morrow. Most of them are good pay, but there is a percentage of them who were, to put it mildly, "delinquents." Before the association was formed, merchants of the border cities had a good many thousands of dollars out which they were anxious to collect. Much of this was in really small amounts and they were so busy with other business that they neglected going after it.

Has Done Great Work

If the association had done nothing else its existence has been justified by the work it has done in collecting the money due to its members. This work is handled under the direction of Thomas W. Ray, the efficient secretary of the association. Mr. Ray does not believe in any trifling or half way measures in anything he undertakes. His work in connection with the Border Cities Association speaks for itself, and it is a record of which he may well be proud. The collection end of the game is only one of the many things that he has undertaken, but it is a fair sample of the manner in which he sees things through. The main point is that Mr. Ray gets results in the collection system he has devised, and that these results are in nine cases out of ten in the very satisfying form of perfectly good little cheques which are negotiable at any bank. Mr. Ray has some ideas of his own in regard to the distribution of these cheques which show that Field Marshal Foch is not the only strategist in the world. For instance, he wants the members to realize that they can make the credit collection department of the association one of its most useful branches. He also wants every member if possible to attend every meeting, because there is so much good discussion every minute that any member who is not there is a real loser. He figured it out that one sure way of getting busy men to meetings is to give them some money. Every meeting night the secretary has a big bunch of cheques to hand out, the proceeds of his industry in collection work. The members who gave him accounts to collect do not know when they are going to hear from him. In a general way he announced before the meetings that he will have a lot of money to hand out and every merchant who is interested wants to be there and get his.

Makes Full Report

At the meetings Secretary Ray generally has a lot of comments to make on the progress he is making on his collections, or suggestions to the members. There is a lot of food for earnest thought in what he has to say, and the merchants appreciate it. He always urges them to make the fullest use of the Collection Department, and they are doing it. This

year alone, at the rate he is going, Secretary Ray will collect more than \$20,000 for the merchants. When it is considered that probably 95 per cent. of this had been written off by the merchants as a dead loss, and that many of the accounts were outlawed, some idea of the work the secretary is doing may be gained. In order to get the cheques that are coming to them, the merchants must attend the meetings. This is an iron rule with Mr. Ray. If the merchants will not come, he will not give them the money, no matter how much he has for them.

At Small Cost

All that it costs the merchants to have their collections made is ten per cent. of the amount. The secretary is continually devising ways and means of expanding his department. He uses collection letters. He uses persuasion, and he has infinite patience. But there are cases in which patience and persuasion fail. The secretary has encountered



THOMAS RAY
Secretary of the Border Cities Retail Association.

a few of these. With his usual resourcefulness he is meeting them and meeting them effectively.

"I want more power," he told the members at their last meeting. "It is useless for me to tell some of these people that I am going to take action to collect if I do not mean it. It makes a joke out of me and of the association if the weeks drag by and nothing happens, when I told them action would be taken."

There were something over 200 members at the meeting when secretary Ray made the above statement. In a few minutes his difficulty was surmounted. They backed him up to the limit and told him to go as far as he liked, as the entire organization was behind him. What is more they appointed Crown Attorney Rodd, one of the biggest and

best known lawyers in Essex County as the solicitor of the association, with full power to take any action he and the secretary might deem advisable.

Will Be Far Reaching

"You have no idea just how much this will mean," said Secretary Ray. "It will show not only the delinquents but the whole public that this association means business. With an organization of more than 400 members behind us we have a power that is far reaching, and many of these people who might think we were bluffing will be more than pleased to pay up when they see that the matter will be carried into court if necessary. They will tell one another and the example will be good, and it will go a long way toward ending undesirable credits."

Another little plan the secretary is working on to aid the border cities merchants in their collections is to have all cartage agents and others who come in close touch with people who are moving telephone to him at once when anyone is making a change. It has often happened that people in Windsor who owed money quietly slipped over the river to Detroit or some other town and left the Windsor merchants in the lurch. In order to meet this situation the secretary is busy with plans by which he will secure almost instantly the name of any persons who are leaving the city, and also the destination of their goods. If they do not owe anybody any money all will be well, but in case they happen to owe half a dozen members of the association he will be able to pounce upon them and make them settle up before they can get away.

Got Them Together

Here is another little incident which shows the good work the Border Cities Retail Merchants' Association is doing. Not long ago two grocers in a certain section of Windsor fell out and started a cut rate war. The merchants got so enraged at one another that they would not speak. In order to get back at one another they cut and slashed prices mercilessly. The thing became the talk of the city. Citizens were getting goods at prices they never dreamed of before, and at which other firms could not compete. Things were going from bad to worse, and each of the grocers was suffering keenly but in a spirit of stubborn defiance would not stop.

Just here the retail association got busy. It required some manoeuvring and no little strategy to do it, but a committee from the association got the two hostile grocers together unexpectedly in another store, and had a heart to heart talk to them. They pointed out that the cut rate war was senseless, unnecessary and was draining the very life blood out of two good retail firms.

"You two chaps are simply dissipating your profits and are slowly bleeding to death," said one member of the committee to the two belligerents. "Be honest now, aren't you?"

The grocers admitted it and one went

so far as to say that it was a case of the one who had the last drop of blood being the winner.

Good Friends Now

Each member of the committee had something to say to the two grocers and they said it so earnestly and so effectively that the grocers soon saw the folly of their way. The sticking point however was the animosity between them. It was all over some little trifling affair but it had caused fierce bitterness between them. The committee members did some more talking and pointed out that life was too short for such scrapping.

"Here you two get together and shake hands now and call this thing off right now," was the good advice of one member.

And the grocers did so. They shook hands and the cut rate war ended right there. One of the men who was not a member of the association came in soon after and both men are now good friends.

Got In Strong

The members of the Windsor police force not long ago asked the Police Commissioners for a salary increase. At first glance you may wonder just what this has to do with the Retail Merchants' Association. But wait a minute. The policemen explained politely but emphatically that owing to the high cost of living it was imperative that they get more money. The Police Commissioners did not see it that way, and it was not long before members of the force commenced handing in their resignations and getting more lucrative positions elsewhere. Now to the credit of the Windsor police it may be said that they are good men and always on the job. Records show that by their good work they have recovered no less than 87½ per cent. of all stolen goods. There are a lot of goods stolen in Windsor, too, because it is a border point and a big railway centre, and car thieves are busy.

The retail merchants had reason to know just how good the police force was, because in addition to recovering quantities of goods that had been stolen from cars, etc., the policemen were always giving them little suggestions for improving their window and door fasteners, putting lights at the best points in stores and similar little services that meant dollars and cents to the dealers. The police had demonstrated in many ways that they had the interests of the merchants at heart.

Merchants Get Busy

The police when their request for wages was turned down never thought of enlisting the aid of the Retail Merchants' Association. The members of the association however, were wide awake enough to their own interests to see that if all the good men on the police force were allowed to drift away for the sake of a few dollars a month increase

in pay it was not going to be very long before store robberies in Windsor would become frequent, and car robberies a favorite pastime. They saw that instead of 87½ per cent. of the goods being recovered that there would be hardly any, and that in addition, the thefts might increase 200 or 300 per cent. So they got busy. A committee was named and went down at once and discussed the situation with the Police Commissioners. It didn't take them long to convince the police board that it was acting foolishly and against the interests of the community. The policemen got an increase right away, and once more harmony prevailed as a result of the good work of the association. Right here it might be mentioned that the retail interests of all the border cities have no more faithful guardians than the policemen. It is the old story of the bread cast upon the waters.

Growing Steadily

At the present time the association has 420 members and is steadily growing. These 420 members have 2,300 employees. The association is so constituted that there can be only one vote for each business house represented. Employees who are in good standing in the association can attend all meetings and take part in all discussions, but cannot vote. In this way the benefit of their business experience is obtained, and it is often invaluable.

It has been found advisable also to allow such men as bankers, doctors, insurance men and others to become associate members. Many of these men in their daily rounds become possessed of information that is of the utmost value to the association as a whole. On the other hand the association has a big value to the associate members because it brings them into close touch with classes of men whom it is most desirable that they should meet. All associate members have the use of the credit collection department in case they desire it.

Getting Acquainted

The association has adopted a good idea at all its meetings by which everyone present knows who everyone else is, and also what line of business he is in. During the early part of the meetings there is a roll call at which everyone present is required to stand up in his turn and give his name and state briefly his business. Very often prizes are offered for the cleverest response. At the last meeting, for instance, A. W. Cadwell, of the Cadwell Sand and Gravel Co., was awarded the prize for his response which was, "A. W. Cadwell, the man with lots of sand." By this system of having everyone present on his feet at least once during the meetings it has been found that the ice is broken, and that there is a much better spirit in general. At other meetings it often happens that one or two men take possession of the gatherings and no one else ever speaks all evening. There are no long speeches at the border merchants' meetings, and yet everyone is

free to speak on any question he chooses.

Electing Officers

Elections for officers take place the first Tuesday in February. Nominations take place two weeks before, and all must be made in writing. Any one man can only hold one office. The nominee from any of the border towns who receives the highest number of votes from that town is elected. There is one vice-president from each of the border cities, this insures equal representation on the executive.

All officers and committees and members co-operate to the fullest extent in all work. The druggists, for instance, recently by their support and the support of the association protected a member from their section who was wrongly accused by the license inspector under the O. T. A. of violating the law by selling Columbian spirits.

Closed Them Out

The laundry and dry cleaning men got together and decided that those tailors and repair men not having such plants should not reap the benefits of firms which had. It was found that a number of little firms which had no facilities were advertising and making all sorts of claims. For instance, a tailor would advertise that he did dry cleaning, etc., when he had no plant for the work. He would take it and then send the work to a real dry cleaners and collect a profit from the customer. The dry cleaners and laundrymen, in order to protect both the public and themselves from these people took action which resulted in completely stopping this misrepresentation. They refused to take the work and also advertised that the firms listed were the only real firms in the business. The tailors and others endeavoured to get around this by continuing to advertise, and by sending any goods they had to London or Sarnia firms. They soon found however, they were up against a losing game and quit.

Fixed The Hours

Through the association the druggists, grocers, hardware firms and others got together and arranged for early closing hours and half holidays, etc., that were satisfactory.

At the present time the association is taking up such important questions as having the Transient Traders' Act greatly broadened, the enforcement of the act in regard to hawkers, the question of co-operative deliveries, and the teaching in the schools of salesmanship.

The members have taken a most active part in all patriotic work, and in the coming Victory Loan campaign is preparing to maintain its previous records. The various committees are ready at any time to give their time, money, work and influence to any patriotic object. Special committees meet all returned heroes on their arrival, and welcome them and take them home in autos. In the past four months the committees have met and welcomed more than 160,-

000 American soldiers who were passing through Canada. Every soldier was provided with stamped picture post cards, cigarettes, chocolates and often with eatables. The advertising value of these postcards to Windsor has been of enormous value, and the committees are constantly receiving letters and cards from the men who are now overseas thanking them for what was done.

Following is a list of the officers: president, Clarence H. Smith, dry goods, Windsor; 1st vice-president, Henry Crouchman, coal merchant, Walkerville; 2nd vice-president, Clarence A. Lanspeary, Windsor, druggist; 3rd vice-president, O. Desrosiers, grocer, Sandwich; 4th vice-president, H. Plant, grocer, Ford City; 5th vice-president, A. J. Wilkinson, druggist, Ojibway; Directors, A. B. Peddie, H. J. Neal; F. L. Howell, J. R. Hewer, George Nairn and H. L. Pratt; secretary-treasurer, T. C. Ray.

Following is the constitution:

BORDER CITIES RETAIL MERCHANTS' ASSOCIATION

Article 1.

Section 1. This Association shall be known as "The Border Cities Retail Merchants' Association."

Section 2. The title, "Border Cities," it is understood, refers to the municipalities of Ford, Walkerville, Windsor, Sandwich and Ojibway.

Article 2.

Objects.

Section 1. To secure closer friendly relationships and good fellowship among our members; to co-operate with each other in the solution of our common problems in various lines of business; to lend assistance towards the solution of problems not directly affecting ourselves but of moment to our fellow merchants to co-operate with other organizations having kindred purposes, for the advancement of commercial interests.

Section 2. To safeguard the interests of all the retail merchants, individually and collectively, in our vicinity.

Section 3. To exert our influence as an association towards the securing of legislation, through municipal, provincial and national legislative bodies, such as may strengthen, advance and protect ourselves as retail merchants.

Protects Members

Section 4. To use our influence against any such legislation that may be proposed in the said legislative bodies, if such legislation seems to be adverse to our own or our national interests.

Section 5. (This section to be included after affiliation with the Dominion Retail Merchants' Association or after incorporation of our own organization). To protect our members by the establishment of a credit reporting department, for the conservation of credits and for the collection of accounts.

Section 6. To endeavor to have the trade of our vicinity confined as far as possible to the retail merchants here, as against the out-of-town mail-order houses, co-operative stores, wholesale houses and retail stores not of our municipalities.

Section 7. To conduct a campaign, through the newspapers or other mediums for the impressing on the consumers of this vicinity their obligations towards the retail merchants who are carrying stocks, employing hands, and doing business for their comfort and convenience here, and.

Section 8. To, as a body, lend our loyal aid towards the enforcement of any legislation that may be made, and which is deemed necessary for the best good of our nation.

Article 3. Membership.

Section 1. There shall be two classes of membership, namely, "Active and "Associate" Members. The Active members are voting members, the Associate members are non-voting, except at such times as by proxy of an absent active member they become for the time being an active member.

Section 2. An active member is one, who, having complied with our scale of membership fees and being in good standing, is either a proprietor of, a partner in, or an active "bona fide" manager of a store or shop, where the business or service is direct to the consumer.

Section 3. An Associate member is one whose place of business or shop is already represented

by an active member with voting power, and who may therefore be another partner to the voting partner, another stockholder of an incorporated company, or an associate manager of an active member. One place of business under separate and distinct management has one vote.

Section 4. To the specified associate members referred to in Section 3, there may be added other associate members who, through interest or wishing to use our credit department, may desire to join our association. The question of eligibility of such is to be decided by the Directors of the Association.

Article 4.

Government.

Section 1. The government of the organization shall be vested in the Board of Directors, consisting of twelve (12) members elected in accordance with the by-laws. Of these twelve directors, there shall be a President, five Vice-Presidents, and there shall be six directors. The five Vice-Presidents shall be representatives of the five municipalities in the Border Cities.

Section 2. A permanent Secretary-Treasurer shall be appointed by the Board of Directors. He shall attend all the meetings but he shall not have voting power.

Section 3. The Board of Directors shall have the power to amend, change, or suspend at any time any article on this constitution or the By-laws that are adopted until such changed constitution or the by-laws is approved and adopted at a meeting of the association, called for that purpose.

Section 4. Parliamentary rules of province shall govern all our meetings.

Section 5. Internal organizations of sections shall be encouraged so that problems peculiar to a line of business may be discussed and the result of such deliberations may be the more concisely laid before the general organization.

By-Laws

Section 1. Article 1. Fees. The fees of this Association are payable annually, within the period of two months from the beginning of a new year of business. Failure to pay the said fees causes the delinquent member to lose his good standing and so deprives him of the privileges of the organization. Proper notice of his delinquency must be sent to such member by the Secretary and if at the end of ten days from date of such notice he still remains delinquent, his membership may be forfeited, unless otherwise ordered by the executive.

Section 2. The scale of fees for active members is graded according to the number of the sales clerks as follows:

Proprietor alone, \$5; with one clerk, \$5; with 2 clerks, \$6; with 3 clerks, \$8; with 4 clerks, \$10; with 5 clerks, \$12; with 6 clerks, \$14; with 7 clerks, \$16; with 8 clerks, \$18; with 9 or more clerks, \$20.

Section 3. Employees who have not attained their majority, and as such may be classed as apprentices, shall not be counted.

Section 4. The fee of all associate members shall be \$5 per annum.

DIMINISHING PROFIT

(Continued from page 110)

figures, checked by the actual inventories of stock, when taken, will give close indication of the facts, for variations in stock, during different seasons of the year, are thus well averaged. When such perpetual stock records are not in use, a fairly accurate estimate of the rate of turnover may be obtained by using the inventories, if these are taken as often as three or four times a year.

It is becoming increasingly evident that the turnover question is of far-reaching importance, especially when the margin of profit on each sale is narrow. Clearly, the business man should know the rate of turnover obtained on the various lines which he sells, and he should know how to compute it accurately. And in formulating his policies of price and turnover, it is desirable that he should do so after a careful study of the demand and of the market for the particular commodities involved.

MODERN CIGARETTE MAKING

(Continued on page 114)

tobacco feeds into its place in right amount. The machine neatly rolls the cigarette round and tight, and a tiny feed takes care of the pure rice-flour paste which seals the cigarette. Speeding along at a 20,000 per day clip, the machine neatly cuts off the cigarettes immediately the pasting process is complete, and they are fed as finished cigarettes into a receiving box.

Cork Tipping is Clever

Turkish cigarettes and some kinds of Virginia cigarettes are cork tipped. The cork-tipping machine does its work very cleverly. Ribbons of finely shaved cork, from the best Spanish cork trees are supplied in reels very like the reels of rice paper. The machine applies adhesive and cuts off the length of cork strip necessary to fit closely around the cigarette end. The cigarettes are fed to the machine complete as they leave the cigarette-making machine and run through the cork-tipping machine at the rate of 6,000 an hour. A girl watches the feed just to see that no cigarette turns sideways or jumps on its way to be cork tipped. As a rule even this help may be dispensed with when the machine is in good trim and the cigarettes come steadily forth cork tipped and ready for boxing.

Inspection and Boxing

Every cigarette is inspected several times during these processes. Each operator watching a machine is authorized to reject defective cigarettes—is indeed expected to reject imperfect workmanship. In the boxing process the inspection is closest of all, and before a cigarette get into its box, whether the box contain ten, fifty, or a hundred cigarettes, it has been so closely inspected by many pairs of sharp and trained eyes that imperfect cigarettes in purchased packages are rare as hens' teeth. The boxing is done by girls and very rapidly. They keep pace with the machines which make 22,000 cigarettes a day as has been stated. After being put up in their packages for the consumer, the cigarettes have the government stamp or Inland Revenue label attached and are further packed in boxes for the retailer and again into packing cases for shipment.

Kept in Summer Atmosphere

Throughout all the processes described the tobacco has been kept and handled in an atmosphere as nearly like summer as possible—not dry parching summer air, but moist warm summer in order that the tobacco may keep sweet, fragrant, and free from dust and brittleness.

Some slight dust is associated with the waste portions of the tobacco when they are discarded as unsuitable for making into smoking tobacco in any form. Stalks of heavy Virginia leaves are discarded. Faulty leaves are discarded, and in the making of Turkish cigarettes the stalks of the leaves—even the tiniest leaves—are discarded. Stalks and waste leaves are burned in the furnaces of the factory, so even the waste of tobacco is destined to go up in smoke.

Handling Fish For Forty Years

A Long Record That Has a Business Value—Making Fish Sales a Factor in Building Trade—Some Interesting Methods of Handling and Display

THE store at present occupied by E. J. Canfield at Woodstock, Ont., has been handling fish for forty-two years. That is a record that is worth something from a business standpoint. With that history behind it, it is a pretty safe assumption that people of that city and district will find it hard to disregard that store when in search of fish to vary to daily menu.

When Mr. Canfield took over the store some five years ago he found a well-established trade in fish, and realizing the advantage of this long record he has made this department one of the features of his business. It amounts to a considerable item too. Of course sales vary. There are times when for one reason and another fish are not greatly in demand. Then perhaps the sales would run around 700 to 800 pounds per week; in other seasons however the store will sell well

over a ton of fish in a week, and that without interfering with the regular store trade. It is a sale that is added on to other sales, and means a profit over and above the regular profit of the grocery business.

Using Fish as a Drawing Card

Moreover it is a drawing card. With the Food Board campaigning for greater consumption of fish it has become the best advertised food product on the market. Sales are growing daily, and many of these fish customers have never been users before; that means that in many cases a new customer is attracted to the store, simply because of this department.

Location of Department a Factor

Mr. Canfield has his fish department just at one side of the door as you enter.

The fish are kept in a sanitary refrigerator case that prevents any smell of fish permeating the store. In addition to this equipment there is a large glass-faced case set into one of the display windows, where fish are constantly on display. This not only affords a very convenient storage for surplus stocks, but at the same time keeps them constantly on display and always within the glance of the passer by, and this without any extra handling. This item alone has been a means of increasing sales to no small extent.

Mr. Canfield states that this department of his business has been eminently satisfactory, and that it is a department moreover whose possibilities have hardly yet been touched. He has depended in a measure on Ontario government fish, but has not found this entirely satisfactory as supplies were not altogether sure, and he has had to look elsewhere on many occasions for his supply. He is confident however that this is a business that while it has certain risks attached, has at the same time a possibility of a substantial profit if rightly handled, and has also a very material assisting influence on other departments of the store.

Enquiry Department

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

OVERSEAS BOXES

Will you kindly advise where we can purchase the small cardboard boxes suitable for overseas parcels for the soldiers.—A. L. Perkins & Co., Powassan.

Answer—J. Toben & Sons, Ottawa, Boxes Ltd., Ottawa; Corrugated Paper Box Co., Toronto.

* * *

BUYERS OF WASTE PAPER

Will you kindly give us the names of some of the buyers of waste paper, baled or loose. We read the advice in CANADIAN GROCER of Oct 4th regarding same.—Hutchinson & Foster, Alliston, Ont.

Answer—E. Pullen & Co., 20 Maud St., Toronto.

SELLERS OF ADVERTISING CALENDARS

Will you kindly give me the names of Toronto or Hamilton firms from whom advertising calendars can be purchased.—M. M. Ames, Plainville, Ont.

Answer—Advertising calendars can be bought from the following Toronto firms: We include names of some Hamilton lithographers but not sure whether they turn out calendars: Brown-Searle Printing Co., Toronto; Gerlach-Barklow Co. of Canada, Ltd., Toronto; Rolph & Clark Co., Ltd., Toronto; Smith, David, Engraving & Lithographing Co., Toronto; Stone, Limited, Toronto; Duncan Lithographing Co., Hamilton; Howell Lithographing Co., Hamilton; Reid Press, Ltd., Hamilton; The London Printing & Lithographing Co., London, Ont.

MANUFACTURER SELLING TO CONSUMER

Has a manufacturer of pickles, sauces, etc., the right to sell anyone who has not a wholesale or a retail license.—D. A. Hill, Waterford, Ont.

Answer—Manufacturers of pickles, sauces, etc., have no right to sell to other than a licensed dealer unless they may have secured a retail license to sell to the consumer.

* * *

BUYERS OF DOMESTIC ONIONS

Kindly give me the names of Canadian and American firms that buy domestic cooking onions.—W. L. Queregesser, Brod-hagen, Ont.

Answer—J. J. McCabe, 32 Church St., Toronto, or Fred J. White, Board of Trade Bldg., Toronto, handle these goods.

CANADIAN GROCER,
143-158 University Avenue,
Toronto.

For Subscribers
INFORMATION WANTED

Date.....191...

Please give me information on the following:

.....

.....

Name

Address

Reaching Distant Customers with Autos

How Lamb's Market, Montreal, Speeds Up Delivery—Replaced Eight Horses With Two Autos—Has Held Trade for Forty Years—Selling Sausages at Week End Big Feature—Maintains Turnover Under War-Time Conditions

PRESENT day requirements call for speed in delivery, especially in the matter of foodstuffs. This has prompted Lamb's Market, Limited, located at 328 University street, Montreal, to supplant their horses and wagons with light auto deliveries, and they find that two of the latter are sufficient to replace the eight horses required before. In speaking with Mr. Lamb recently, CANADIAN GROCER was informed that this change would likely be permanent, not because of the decrease in relative overhead charges, but rather because of the more satisfactory service which can be maintained.

Reaching Remote Points

Mr. Lamb stated that the new service could reach points which he was unable to cover in the previous zone encircled when rigs and horses were used. In fact it was not necessary now to decline an order because it could not be reached in reasonable time and without incurring unreasonable charges. It did, of course, cost more to deliver far out, but one had to deal with this matter on the whole and make nearby deliveries share with the more distant in the proportionate outlay. Incidentally Mr. Lamb emphasized that delivery was one of the greatest problems one had to meet. The public was unreasonable very often, whereas a little more thoughtfulness on their part would prevent their having to send a rig with a small parcel at the eleventh hour.

Relative Delivery Cost

While it has not been possible to definitely figure out the comparative cost of delivery as yet, Mr. Lamb believes that the two auto deliveries will cost about the same for upkeep and operation as he paid before for horses, etc. There may be a slight lowering of charges, but the better service that can be maintained is the feature that appeals to him. He found that his trucks could get around very well all last winter, and as there was a great deal of snow then the experiment bids fair to be a permanent success.

Permanent Trade Held

For thirty years Mr. Lamb has been located in his present store and in the immediate neighborhood for forty years. A great portion of his trade comes from those who have dealt here for years, and with the development of Montreal they have moved farther away. To keep in touch with them it has been necessary to take the old-time service to them and the auto delivery has accomplished this. Of course the telephone has been the connecting link between the store and the far-away customer. Fully 75 per cent of the store's trade is conducted over the wire. To have held one's trade for this

length of time, and to add to it so that 1918 reveals even a larger turnover than that of the year preceding, indicates the appreciation of customers for service. While the passing trade is catered to, the more permanent business above referred to is the one on which the management mostly counts.

Sausages at Week-End

It was observed that the sausage trade of the market was evidently given more attention than usual. This led to the question: "Has your sausage business been satisfactory, and have you been able to develop it?" "Yes, we sell a lot of sausage, and on Fridays and Saturdays this is more active than during the rest of the week," said Mr. Lamb.

Mr. Lamb pointed out that, with meats so very high sausage was a line that sold more readily. They were made up so that there was quite a number of sections to the pound. If properly made they were tasty and very convenient for a meal. As a matter of fact they were an economical food with which a large number could be fed and quite satisfied at small expense. And at week-ends they were in favor, for sales were better than in the previous part of the week. Sometimes 75 per cent. of the week's sales of sausage would be disposed of during the period from Friday morning until Saturday night. These were put up in five and ten pound boxes, and on these cardboard boxes the name and address of the firm was printed. The cost of the boxes was small and the contents were kept in an excellent condition. New laid eggs were sold in the same manner, cartons holding one dozen being used.

Of course a large business is conducted as well in vegetables, poultry and meats, fish not being handled at all.

RAISIN CROP AFFECTED BY RAINS

Latest advices from California indicate that recent rains in the raisin belt have done considerable damage to the crop. Deliveries will be reduced considerably on some lines while others are withdrawn from the market altogether.

Indications are that no California Valencias or Fancy Sulphur bleached raisins will be shipped; deliveries of sultanas will also be nil. It is stated that the Government of the United States has taken all standard sultanas and large quantities of 3 Crown loose muscatels and Sun Maid carton seeded. These orders must be filled in full, which will mean reducing the amounts for other sources of trade. A ray of hope is held out in the report which states: "Dependent on weather conditions, it may be possible to make a later delivery of 25 to

30 per cent. on all varieties of layers, clusters and sultanas.

The report on crop conditions indicates an absolute loss of at least 25 per cent. of the entire muscats. In addition to this there will be 15 to 20 per cent. which can be used only for stock food or other purposes. It is still somewhat difficult to accurately estimate exact condition.

Deliveries which it is now estimated it will be possible to make are as follows: Layers and clusters including vineyard run, 25%; 3 Crown and 4 Crown loose muscatels, 50%; Sun Maid carton seeded, 50%; Fancy and extra fancy carton seeded, 50%; Fancy and extra fancy bulk seeded, 50%; Sultanas, none.

Full deliveries will it is thought be possible on the balance of the crop, which includes: Unbleached re-cleaned Thompsons, cartons and bulk; Soda dipped Thompsons; 1 Crown and 2 Crown loose muscatels; Choice carton seeded (12 oz. and 16 oz.); Baker's Sun Maid seeded; Malagas and Feherzagos seeded; Loose Valencias.

TORONTO HOTELMEN PROTEST SMALL SUGAR ALLOWANCE

At a meeting of Toronto hotelmen and restaurateurs recently a resolution was passed recommending that the Canada Food Board allow three pounds of sugar for ninety meals instead of two pounds as at present. G. W. Haworth, managing steward of the Walker House, called attention to the fact that certain food restrictions were not being carried out to the letter in some hotels and restaurants.

In this connection he cited the use in many places of spaghetti and macaroni, which are not supposed to be used. Many people demanded these varieties of food. For the protection of the hotelman he thought special protection cards should be issued by the Canada Food Board, to be signed by people who insisted upon obtaining certain articles of food under ban. These cards would be forwarded to the Canada Food Board and the latter could deal with the people who wanted certain lines of food that are on the restricted list. It was pointed out that this would save a lot of argument and the time of employees. The proposal was adopted.

The association decided to ask that the hour for the evening meal be changed from 5.30 to 8.30 p.m. to 5 to 8 o'clock. Modification regulating the serving of beef will also be asked for. J. E. Walsh presided.

HE KNEW WHERE

"Don't cry, little boy. You'll get your reward in the end."

"I s'pose so. That's where I allus do git it."

CURRENT NEWS OF THE WEEK

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

Maritime

W. C. White, a member of the office staff of Baird & Peters, Ltd., St. John, before going overseas with a siege battery, has been invalided home. He was wounded at Vimy Ridge.

Royden E. Steeves, manager of the Steeves Company's general store in Hillsboro, N. B., until he enlisted, died this week in the military hospital in St. John of pneumonia.

Albert E. McLaughlin, manager of the A. E. McLaughlin Company store in Hillsboro, N. B., and one of the leading residents of the community, died on Oct. 17, as a result of an attack of influenza.

In a fire which wiped out a whole block in the business district of Woodstock, N. B., and which for a time threatened the whole town, total loss was sustained among others by Jas. McGuire, groceries; T. Bradley, fruit and confectionery; Harold Walhaupter, meat market; Mrs. Stanley Smith, groceries. Little insurance was carried as the rate in that section of the town was very high.

While the province of Nova Scotia and particularly the city of Halifax, has found it necessary to put some general restrictions on the business hours of mercantile establishments as well as other concerns, New Brunswick has been content with closing the churches, schools, and places of amusement and letting the business houses proceed as usual during the influenza epidemic. The desire to avoid contagion by mixing with crowds is reducing shopping in some cases but the grocers feel this influence rather less than any other line. Three meals a day must be prepared whether there is an epidemic or not. As a precaution merchants have been advised to instruct their delivery men not to enter houses, but merely to hand the goods in at the doors.

Quebec

Henry Mailloux, grocer, Montreal, is dead.

Henri Lebrun, general store, St. Canute, is dead.

Noe Bourassa, wholesale meat dealer, Montreal, is dead.

Emile Menard, wholesale dealer in margarine, Montreal, is dead.

Among the Montreal victims of the "flu," Antonio Gumond, an employee of Gunn, Langlois & Co., died last week.

L. Bricault, eastern representative for Small's, Limited, and a well-known traveller, died last week from the effects of influenza.

Hector Gumond, an employee of Gunn, Langlois & Co., Ltd., Montreal, died last week, a victim of the Spanish influenza.

P. J. BOXER TO MANAGE W. H. ESCOTT CO.

To Succeed the Late W. H. Escott Who Died Last Week

P. J. Boxer has taken over the management of W. H. Escott Co., Ltd., wholesale grocery brokers, Winnipeg, the head of which firm, W. H. Escott, died of pneumonia last week. Speaking to CANADIAN GROCER, Mr. Boxer stated that the business would be conducted the same as formerly, and that Mr. Escott's interests were still in the business.

Mr. Boxer has been in the grocery business for the past eighteen years, and is familiar with conditions in Western Canada. He started in business with the Codville Co., Ltd., Winnipeg office. Later he went to Brandon as a traveller for the same house. His next move was to Los Angeles, Cal., where he was employed by Libby, McNeil & Libby, Ltd., returning to Winnipeg to enter the employment of the W. H. Escott Co., Ltd., with whom he has been for the past four years. Latterly he has held the position of sales manager with this firm.

The funeral of W. H. Escott took place on Wednesday afternoon, October 16, to Elmwood cemetery. Later the body will be interred at London, Ont. The impression was given that the funeral was to be a private one, especially on account of an order issued recently by the city council prohibiting meetings of any kind, owing to the prevalence of influenza. However, the trade were well represented, both by brokers and wholesale grocers.

There were a number of magnificent floral tributes, these coming from many of the large manufacturers represented by Mr. Escott, showing the high esteem in which he was held by his principals. There were also wreaths from the Masonic Order, Carleton Club, of which he was a member, and from many of the brokers and wholesale grocers.

S. W. Ewing of S. H. Ewing and Sons, confined for some time with the grippe, is again able to resume his duties this week.

A. A. Strang of Strang Brothers, Winnipeg, manufacturers of shoe polishes, was a caller this week at the Montreal office of CANADIAN GROCER.

W. H. Halford, managing director of the Meiji Trading Co., Montreal, returned this week from New York. Mr. Halford was greatly impressed with fervid interest of all, even the kiddies, in the prosecution of the Liberty Loan.

Owing to the influenza epidemic some of the large wholesale houses have with-

drawn their travellers from certain territories for the time being.

H. H. Cossitt, with S. H. Ewing & Sons, has been laid up for the past few days with the grippe.

W. J. Wilson, representative for S. H. Ewing and Sons, has been detained at home from his territory this week, through illness at home.

Geo. E. Loisel of the freight department of Hudon Hebert and Co., Ltd., and an esteemed employee for about 20 years, died last week of Spanish influenza. Mr. Loisel was ill but a few days.

Among the businesses registered recently in the province of Quebec are:—The Main Meat Market; Montreal Cereal & Milling Co., Ltd., and Mrs. A. Sturman, grocer; Frank Robert, Ltd., general provision and fruit.

Ontario

M. D. Turner, Toronto, has sold out to Hanson & Son.

Hugh McKibbin, grocery merchant, Hamilton, is dead.

Frederick Rollason, butcher, Toronto, has sold out to O. R. Charlton.

Ernest Seeds, grocer, Toronto, has sold out to Benjamin Kelly.

John McEwen, general store, Moncrief, has sold out to K. Rathwell.

C. W. Cresswell, general store, Martintown, has sold to T. R. Craig.

M. D. Turner, grocer, Toronto, has been succeeded by Harrison & Son.

The Maunders Milling Company, Lindsay, have obtained a charter.

H. C. McEwen, grocer and baker, Westport, has sold out to J. D. Adams.

R. W. Crawford, groceries, etc., Cobden, has been succeeded by W. J. Crawford.

Mrs. Arthur Potter, grocery and meats, Toronto, has sold out to Peter Creek.

Provost & Cholette, general store, Plantaganet Springs, have discontinued business.

W. D. Craig, vice-president of the Craig Co., Ltd., general store, Ridgetown, Ont., is dead.

Porteous & Major, grocery and transfer, have dissolved partnership. H. Porteous continuing the business.

R. M. Ellsworth, recently associated with W. T. Ellsworth & Sons, Ridgetown, grocery merchants, is now deceased.

John Matthews, Sunnidale Corners, has sold out his mercantile stock and premises to Walter Somers, of Toronto, who gets possession in October.

John Spiers of Sandwich is dead at the age of 65 years. Mr. Spiers conducted a general store for over 25 years

and in addition as postmaster and agent for the G.N.W. Telegraph Co.

W. H. Harding, for many years a traveller for A. M. Smith & Co., wholesale grocers, London, Ont., succumbed to illness last Friday. The late Mr. Harding covered London, Huron, and Bruce territory, being well thought of by his employers and the trade on whom he called.

Western

T. S. Rhodes, meats, Calgary, Alta., has sold out.

T. T. Kennedy, confectionery, etc., Edmonton, Alta., has discontinued.

E. Bowers, grocer, Mawer, Sask., recently suffered fire loss.

R. J. Cornell, grocer, Brandon, Man., has discontinued business.

Mrs. E. C. Hind, meats, Calgary, Alta., has disposed of her business.

Martin Woolf & Son, Cardston, Alta., have discontinued their meat business.

Mrs. S. Bowen, Grande Prairie, Alta., has sold out her confectionery business.

Harry Olyan, general store, Vegreville, Alta., has sold business to Jos. Gaulin.

Jos. Gaulin & Co., general store, Duvernay, Alta., has been succeeded by S. Ancoin.

B. Henderson, butcher, Admiral, Sask., has been succeeded by G. A. Matteson.

W. G. Ross, manager for W. H. Escott & Co., in Saskatoon was a visitor in Winnipeg last week.

T. B. Escott, London, Ont., returned home last week end after attending the funeral of his nephew, W. H. Escott, at Winnipeg, Manitoba.

J. L. Forrest, manager in Saskatoon for Watson & Truesdale, Winnipeg, has been seriously ill, being a patient at the hospital in Saskatoon.

T. H. Kaveney, manager at Regina for W. H. Escott & Co., Ltd., has been confined to his home for the past two weeks but is showing some improvement.

H. Hirst, sales manager for W. Clarke Ltd., Montreal has returned to headquarters after calling on the branches of W. L. Mackenzie & Co., Ltd., in Western Canada. He also visited the firm's office in Vancouver.

H. H. KELLER "FLU" VICTIM

Henry Hooper Keller, of Montreal, treasurer of the Philip Morris Tobacco Company, died at St. Roch's hospital, St. Boniface, Man., October 12. His death was attributed to Spanish "flue." Mr. Keller was 37 years old. He was taken ill while bound for Winnipeg and was conveyed to the hospital on his arrival. The remains were sent east for interment.

INCORPORATIONS

Sudbury, Ont.—Davis Bros., Limited, have been incorporated with a capital of \$40,000 to carry on a confectionery, fruit and jewelry business.

Toronto.—The Dominion Cone Company, Limited, has been incorporated, the capital stock to be \$40,000.

A. H. DALRYMPLE DEAD

A victim of the prevailing epidemic was A. H. Dalrymple, a member of the firm of James Dalrymple & Sons, produce merchants, 660 St. Paul Street, West, Montreal.

Mr. Dalrymple was taken ill with influenza on Wednesday last and the malady developed into pneumonia to which he succumbed.



The late Albert Henry Dalrymple

He leaves a widow, nee Miss Jennie E. Taylor, also of Montreal, and two brothers and two sisters, as follows: John E. Dalrymple, vice-president of the Grand Trunk Railway, Charles R. Dalrymple, a partner in the firm, Mrs. George M. Cole, Montreal West, and Mrs. E. D. Miller, Toronto.

The late Mr. Dalrymple was very widely known in Montreal business and social circles. He was born and educated in that city, and in business in the downtown section all his life. He had been a member of the council of the Board of Trade. For many years he was a member of St. Andrew's Church, Westmount, and he was also chairman of the board of management of that church.

HOME ON FURLOUGH

Colonel John A. Gunn, C.M.G., D.S.O., president Gunns, Ltd., Toronto, returned to his home this past week on a couple of months' furlough. Col. Gunn has put in four strenuous years of war service, including active service in France where his splendid leadership won for him the D.S.O. Early this year he was appointed chairman of a committee to give effect to the new scheme of allocation and conservation of Canadian man-power in England. Last June Col. Gunn was remembered in the King's birthday honors by the award of the order C.M.G., Companion of the Order of St. Michael and St. George. At present he is visiting his family in Toronto, his mother residing at 3 Rose-dale Road.

NEW CHAIN OF STORES

Some Canadian and U. S. Business Men Unite—Likely to Start in Short Time

CANADIAN GROCER learns that a group of Canadian business men in association with several Americans who have had experience in chain grocery stores are about to start in the retail grocery business on a considerable scale throughout Canada. It is their intention according to one of them to commence operations within the next few weeks.

They state that practically all their arrangements for establishing the stores have been completed.

Concord, New Hampshire, is the home of the United States promoters.

YOUNG SALESMAN DEAD

R. L. Harrison, head salesman for Dunn-Hortop Limited, Toronto, died at the Wellesley Hospital last week from pneumonia following an attack of Spanish influenza. He had been with the firm a number of years and was well acquainted among the retail and wholesale trade in Ontario. Mr. Harrison was twenty-nine years of age and born at Walkerton, Ont. He is survived by a widow. He will undoubtedly be greatly missed by his fellow travelers as well as by the trade upon whom he called.

GOES WEST AGAIN

E. H. Rowantree, who for the past four years has been Toronto manager for the Canada Starch Co., left last week for Vancouver where he will represent this company in addition to conducting a general brokerage business. Mr. Rowantree spent four years in Vancouver prior to accepting his Toronto post so his return there will be to familiar surroundings.

BECOMES VANCOUVER MANAGER

T. D. Stark, formerly of Winnipeg and latterly of Nelson, has arrived in the city and has taken over the management of the local branch of A. MacDonald & Co., wholesale grocers, in place of A. Barclay, who died recently. For the past ten years Mr. Stark has been manager of the branch at Nelson and before that was attached to the Winnipeg staff, which is the headquarters for the West.

INCREASE NET PROFIT

The Canada Food Board has increased the net profit on bran and shorts sold by flour and feed merchants, operative to-day. Fifteen cents profits in place of 10 cents is allowed on sales by the bag, and \$3 in place of \$2 when sales are made by the ton. There has been no change in profit when sales are made direct from the car. A special committee of the Retail Merchants' Association interviewed the Food Board, asking that additional profit be allowed.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

DAMAGE to the raisin crop by the recent rains is now known to have been fairly heavy. This means that deliveries of some lines will be cut down from 50 to 75 per cent., while no deliveries of others are expected. Fancy sulphur bleached and California Valencias along with Sultanas are the lines which it is thought will be off this market.

Crop conditions show an absolute loss of at least 25 per cent. of the entire muscatels and in addition to this there will be 15 to 20 per cent. which can be used only for stock food and other purposes. It is indicated government orders, which represent a healthy tonnage, must be filled in full, thus reducing amounts for other trade.

The sugar situation shows no easing away as yet. Scarcity of labor, still further influenced by the epidemic of sickness, is curtailing activities on the beet crop, so that relief looked for in this quarter cannot materialize at present. The urgent consuming demand has eased off somewhat but all offerings are quickly absorbed.

MONTREAL—Markets are steady and this week has seen advances made for rosins, dried apricots, raisins, candles, crisco, stove and shoe polishes, cleansers, flake tapioca, red raspberries, etc. The position of most lines is firm.

Declines were made in barley feeds and for catsup in gallon cans.

The situation with regard to dried fruits is very difficult and importers fear that they will not be able to get supplies along that have been shipped them.

From a trading standpoint, business has been much affected by the sickness epidemic, for, not only have staffs been sorely depleted, but there has also been a real interference with the volume of trade all around. This is a general expression of conditions as they obtain.

Supplies have been well maintained, all things considered, and the jobbers are taking care of customers well. Sugar is still scarce.

TORONTO—Lower prices have been named on various lines of corn products during the week following the easing away of market on corn. Cornmeal is down 35c per 98-lb. bag in some quarters and an easing away in corn flour prices is also noticeable. Rolled oats is down 10c per 90-lb. bag and oatmeal 15c per 98-lb. bag. A decline in hominy grits amounting to 25c and pearl hominy of 50c per 98-lb. bag has also been recorded.

Sharp advances made in oranges and lemons last week have been maintained and superseded, levels now prevailing being record figures

for these two fruits. Box apples from Western United States points and British Columbia are coming along quite freely though prices range at high levels. Local barrel apples are strong and now in very good supply. Potatoes have registered a decline of 50c bag this week.

Nuts are ruling with a very firm undertone and a further stiffening in prices on walnuts in the shell is noticeable.

A feverish tone is noticeable in the spice market though all lines seem a shade firmer. Cloves are very scarce and very firm and the same is true of nutmegs and tartar, both of which are very hard to get.

Higher levels on coffee are expected almost any day. The present basis of sale locally is below replacement value and that another one or two cents will be added to prices is the feeling now prevailing.

A little larger margin of profit has been allowed dealers handling mill feeds. The margin now permitted is 15c in bag lots in place of 10c and \$3.00 in ton lots as against \$2.00 formerly ruling.

WINNIPEG—It is very hard to get coffee at the present time and it is expected that all lines will advance in price in a very short time. One firm this week advanced its prices from 2 to 5 cents a pound. The advance is caused by the jump of 40 per cent. in price of Brazilian coffee, while Central American and other brands have advanced in proportion. The reason for the advance is because holders are holding their coffee and it is hard to get boats for shipping purposes. The advance in price made by the local firm does not cover the increase, and it is expected that further advances will be made soon.

There was a very fair trade throughout the week in fruits. There was very little change in prices with no expectations of an advance for some time according to dealers. Apples and pears are the main lines at the present time. The grape situation is very bad. It has been very hard to get a large stock of this fruit, the California crop being a failure on account of the rains while the Ontario crop is almost over with the exception of Rogers. Grapes are very high in price. Dealers report that the apple movement is good. There was very little change in the vegetable situation throughout the week with prices on all commodities remaining at the same level.

The tea situation locally throughout the week is without change with prices continuing firm. Dealers expect no change in price, but if there is any it will be of an upward tendency.

QUEBEC MARKETS

MONTREAL, Oct. 23.—Grocery markets are affected considerably through the general epidemic. Many are laid aside and the situation is not promising for the immediate present.

Shoe Polishes Higher; Special Lines Too

Montreal.
POLISHES, SPECIALTIES.—Adjusted prices are made for Sultana line of shoe polishes. These are selling at \$10.50 per gross in one quarter, the former price being \$8 per gross on No. 4. No. 12 is now \$15 per gross. Stove pipe varnish of the same make advanced from \$1.30 to \$1.95, and ink of this make is 60c per doz. Laundry glue of the same make is up 25c to \$3.05, and Ladies Glycerine shoe dressing is now \$1.35 and Ladies Own \$2.50.

Cleanser, Crisco, Rosin, Higher

Montreal.
VARIOUS LINES.—Advances are made for various lines. Old Dutch Cleanser is quoted at \$4.25 per case; Crisco is selling at \$10.70 per case, and white rosin at 7½c per pound. "G" rosin is also higher at 7c per pound.

Candles Marked Up, Also Vermicelli

Montreal.
CANDLES, VERMICELLI.—Advances are made for paraffine candles. Sixes in layers are now 18c, and 12's in layers 18½c. Vermicelli and macaroni of Catteli make are priced in one quarter at 9c per pound, this being an advance by this jobber of 1c per pound.

Sugar Unchanged; Raw Supply Light

Montreal.
SUGAR.—Very little change has been made in the situation and the outlook is not encouraging for augmented supplies. Of course the fruit season is drawing to a close and this means that there must be less demand on stocks soon, if not already. Jobbers are now on a restricted basis and their outgo to the trade is being carefully checked through the reports they have to furnish the government. No changes of any kind are made.

Atlantic Sugar Company, extra granulated sugars, 100 lbs.	9 50
Acadia Sugar Refinery, extra granulated	9 50
St. Lawrence Sugar Refinery	9 50
Canada Sugar Refinery	8 75
D-minion Sugar Co., Ltd., crystal granulated	9 50
Special icing, barrels	9 30-9 40
Icing (25-lb. boxes)	9 60-9 80
Icing (50-lb. boxes)	9 50-9 60
Diamond icing	9 10
Yellow, No. 1	8 90-9 20
Yellow, No. 2 (Golden)	8 70-9 00
Yellow, No. 3	8 60-8 90
Powdered, barrels	9 20-9 30
Paris lumps, barrels	9 85-10 20
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	10 25
Crystal diamonds (boxes 100 lbs.)	10 50
Cut loaf (50-lb. boxes)	10 50-10 60
Cut loaf (25-lb. boxes)	10 70-10 80

Gallon Catsup \$7.95; Good Movement

Montreal.
CANNED GOODS.—Canned catsup in gallon cans is down to \$7.95 per doz. from \$9.50. This is in accordance with the position recently attained on tomatoes. Red raspberries are high, the latest price quoted on these is \$4.17½ to \$4 20 per dozen. There is a very good reasonable movement of canned goods generally and supplies are maintained on a good basis.

Salmon Sockeye—	
"Clover Leaf," ½-lb. flats	2 45
Sovereign, 1-lb. flats	4 50
Do., ½-lb. flats	2 30
1 lb. flats	4 62½
1 lb. talls, cases 4 doz., per doz.	4 50
½ flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. talls	2 25
Do., ½s, flat	1 20
Pinks, 1-lb. talls	2 60
Cohoes, 1-lb. talls	3 40
Red Springs, 1-lb. talls	2 70
Red Springs, ½ lb.	2 10
Salmon, Gaspé, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case)	6 75
Norwegian sardines, per case of 100 "¼s"	20 00
Lobsters, ½-lb. tins, doz.	3 60
3 65	

Canned Vegetables and Fruits—	
Asparagus (Amer.) mammoth green, doz.	4 00
Tomatoes, 1s	0 95
Tomatoes, 3s	2 00
Tomatoes, U.S. pack, 2s	1 40
Tomatoes, 2½s	1 90
Tomatoes, Canadian pack, 2 lb.	2 10
Tomatoes, gallons	7 00
Peas, standards	1 45
Peas, early June	1 57½
Peas, extra fine, 2s	2 35
Do., fancy, 20 oz.	1 57½
Peas, Morens Ex fine	2 25
Beans, golden wax	1 95
Beans, Refugee	1 95
Do., old pack	1 80
Do., new pack	2 00
Corn, 2s, doz.	2 00
Spinach (U.S.), 3s	3 00
Do., (U.S.), gallons	10 00
Corn (on cob, gal. cans), doz.	7 80
Red raspberries, 2s	4 17½
Simcoes	2 75
Red cherries, 2s	2 60
Strawberries, 2s	3 00
Strawberries, 1918 pack (2s)	4 00
Red raspberries, 2s	3 17½
Rhubarb, 2½s	2 60
Blueberries, 2s, doz.	1 85
Blueberries, gallons	7 00
Pumpkins, 2½s	1 60
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	6 00
Potatoes, Can. Sweet, 2½-lb. tins	2 10
Potatoes, Cal. Sweet, 2-lb. tins	2 75
Carrots, sliced, 2s	1 45
Apples (gallons)	5 00
Peaches, 2s (heavy syrup)	2 00
Peaches, standard grade, 2½ lb.	3 60
Peaches, gallon pie (peeled)	7 60
Peaches, 2s (heavy syrup)	2 00
Pears, No. 2	2 75
Pears, gallon (pie peeled)	7 00
Pineapples, 1½s	2 25
Pineapples, 2s	3 10
Pineapples (grated), 2s	2 90
Greengage plums (light syrup), No. 2	2 25
Lombard plums (heavy syrup), 2s	1 70

Molasses Scarce; Syrups Active

Montreal.
MOLASSES AND SYRUPS.—Demand still absorbs a great deal of molasses, so much so in fact that there is little promise of any surplus. Shipments due to come here are now growing smaller and it looks like a short market before a great while if all tendencies are accurately reported. Prices are steady and firm with advances probable. Corn and

cane syrups are active and in big demand as usual. The difficulty just now is that of moving supplies, transportation having been reported poor in the West particularly. Labor has been hit hard by the epidemic.

Corn Syrup—	
Barrels, about 700 lbs.	0 07½
Half bbls.	0 07½
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 80
5-lb. tins, 1 doz. in case, case	5 40
10-lb. tins, ½ doz. in case, case	5 10
20-lb. tins, ¼ doz. in case, case	5 05
2-gal. 25-lb. pails, each	2 25
3-gal. 38½-lb. pails, each	3 40
5-gal. 65-lb. pails, each	5 50

White Corn Syrup—	
2-lb. tins, 2 doz. in case, case	5 30
5-lb. tins, 1 doz. in case, case	5 90
10-lb. tins, ½ doz. in case, case	5 60
20-lb. tins, ¼ doz. in case, case	5 55

Cane Syrup (Crystal) Diamond—	
2-lb. tins, 2 doz. in case, per case	7 00
Barrels, per 100 lbs.	9 75
Half barrels, per 100 lbs.	10 00

Barbadoes Molasses—	Island of Montreal
Puncheons	1 13
Barrels	1 16
Half barrels	1 18
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.

Plenty Rices Here; Scarce in States

Montreal.
RICE AND TAPICOA.—The trade here is fairly active for rices of the various grades, but this is not more than expected, some state. There is enough to meet all needs and the trade will increase as the season advances. In the United States there has been a good deal of activity in the market, and from some points it is reported that the market is quite bare, any grades finding ready sale. The Canadian trade is assured of a fair supply at least for this season. Tapioca is firm and steady, some demand being manifest. Flake tapioca is quoted at 14c to 14½c per pound.

Rice, fancy, per 100 lbs.	9 75	10 25
Ice Drips—Japan	11 25	
Carolina	12 50	15 00
"Texas"		9 50
Siam, No. 2	9 50	9 75
Siam (fancy)	10 25	11 00
Rangoon "B"	9 25	9 50
Rangoon CC	9 10	9 50
Mandarin		10 00
Special pickling		9 50
Tapioca, per lb. (seed)	0 14½	0 16
Tapioca (Pearl)	0 15	0 16

Nuts Move Actively At Firming Prices

Montreal.
NUTS.—Brokers are selling many nuts, notwithstanding the fact that there was a heavy lot of buying weeks ago when prices began to soar. Frequent shipments are received of various kinds, walnuts being the favorite, and these are passing at enhanced prices from week to week. The quotations in the United States are higher in some cases than stock has passed for here, and altogether the market is high and firm, with advancing tendencies prominent.

Almonds (Tara), per lb.	0 27	0 30
Almonds (shelled)		0 55
Almonds (Jordan)		0 70
Almonds, Valencia, shelled	0 48	0 55
Almonds, soft shelled Tarragonas	0 22½	0 23½
Brazil nuts (new)	0 20	0 25
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 20	0 24
Brazilian in bags		0 26
Filberts, Barcelona	0 19	0 21
Hickory nuts (large and small),		

lb.	0 10	0 15
Peanuts (roasted)—		
Bon Tons	0 25	0 26
Jumbo	0 25	0 26
Fancys, per lb.	0 24	0 25
Extras, per lb.	0 19	0 20
Shelled, No. 1 Spanish	0 18½	0 19
Shelled, No. 1 Virginia	0 19½	0 20½
Do., No. 2	0 14	0 14
Peanuts (salted)—		
Fancy wholes, per lb.	0 40	
Fancy splits, per lb.	0 35	
Salted Spanish, per lb.	0 25	0 27
Pecans (new Jumbo), per lb.	0 28	0 32
Pecans, large, No. 2, polished	0 28	0 28
Pecans, New Orleans, No. 2 ...	0 21	0 24
Pecans "paper shell," extra large		
Jumbo	0 60	
Walnuts (Grenoble)	0 20	0 29
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 85	0 95
Walnuts (Spanish)	0 30	0 33

Apricots Go Higher; Raisins Firming

Montreal.
DRIED FRUITS.—There is an advancing market for apricots and these are selling, in choice, up to 28c per pound. Slabs are up also to 24½c per pound. Raisins are firming also, the price of bulk seedless being 16½c per pound. The situation regarding future supplies is not altogether bright, latest news revealing the fact that shipments en route from the States will not be permitted through. Trading is fairly good.

Apricots—		
Choice	0 26	0 28
Slabs	0 24½	0 30
Fancy	0 18	0 20
Apples (evaporated)	0 21	0 23
Peaches (fancy)	0 21	0 22
Faced	0 20	0 21
Choice	0 21	0 22
Extra choice	0 16	0 16
12 oz., per pkg.	0 18½	
Pears	0 46	
Drained Peels (old)—		
Citron	0 40	0 41
Lemon	0 42	0 43
Orange	0 47	0 48
Drained Peels (new)—		
Lemon	0 40	0 41
Orange	0 42	0 43
Citron	0 47	0 48

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25-\$4.00; 4-crown cluster, \$5.00; 5-crown cluster, \$6.00.		
Muscatsels, loose, 2-crown ...	0 10½	0 11½
Muscatsels, loose, 3-crown, lb.	0 12½	0 13½
Cal. seedless, 15 oz.	0 15½	0 16½
Cal. seedless, loose	0 14½	0 15½
Fancy seeded, 16 oz. pkgs.	0 13	0 14
Choice seeded, 16 oz. pkgs.	0 13	0 14
Valencias, selected	0 11½	0 12½
Valencias, 4-crown layers	0 11½	0 12½
Currants, old	0 24	0 29
Cartons	0 32	0 38
80 lb. Ainslia	0 28	0 32
12 oz.	0 26	0 32
Do., new	0 22	0 28
Dates, Excelsior, per case	6 84	7 02
Do., Dromedary	7 92	8 10
Packages only, Excelsior	0 20	0 20
Packages only	0 19	0 20
Do., Dromedary	0 22	0 22
Figs (new), 100 to case	11 00	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (mats)	0 12	0 12
Figs, Portuguese (mats)	0 13	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	1 75	1 45
Pkgs. 10 oz. (20 pkgs.)	2 60	2 60
Pkgs. 8 oz. (20 pkgs.)	3 60	4 75
Pkgs. 6 oz. (50 pkgs.)	3 70	5 00
Pkgs. 4 oz. (70 pkgs.)	0 13	0 13
Muscatsels, 4-crown, lb.	0 19	0 14½
Prunes—		
California, 40-50s	0 13	0 13
50-lb. boxes, 80-90s	0 25	0 25
90-100s	0 20	0 20
20-30s	0 18	0 18
30-40s	0 17	0 17
25-lb. cases, 50-60s	0 15	0 16
60-70s	0 14	0 15
70-80s	0 13	0 13½
80-90s	0 13½	0 14½
90-100s	0 14½	0 15½
Prunes, 30-40s	0 15½	0 16½
40-50s	0 16½	0 17½
50-60s	0 12½	0 12½

Bean Outlook All Right, Prices to Be Fair

Montreal.
BEANS.—Latest advices are to the effect that the bean crop yield is not what it was expected a couple of weeks ago. Even with half a crop it is expected that there will be enough beans to take care of the trade well, and that with Ontario beans coming to hand and Japan grades the prices this fall will be favorable. No changes for the week have been made.

Beans—		
Canadian, hand-picked, bush...	7 20	8 10
Ontario, new crop, 3 to 4 lbs.	8 00	9 00
British Columbia	9 00	9 00
Brown Beans	7 50	7 50
Canadian, 4-5 lb. pickers	7 75	8 00
Japanese	8 00	8 40
Yellow Eyes	8 00	8 50
Rangoon beans, per bushel ..	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel ..	4 25	4 50
Peas, split, new crop, bag 98 lbs.	8 25	10 50
Barley (pot), per bag 98 lbs.	6 50	6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

Spot Teas Held Firm; Trading Just Fair

Montreal.
TEAS.—The condition of spot teas is a firm one, and it was stated to CAN-

NO DRIED FRUITS IMPORTABLE?

It is apparent that there will be some considerable difficulty in bringing dried fruits forward from the United States. It would appear that shipments already on the way are to be intercepted by the United States War Trade Board, it being intimated that the supplies are wanted for use at home. Late enquiry by CANADIAN GROCER in Montreal revealed the situation as being very unpromising, and the likelihood is that any shipments of raisins, prunes, figs and dates will be held back pending a definite order to divert the same. The situation looks very difficult.

CANADIAN GROCER by one of the largest importers that there is every reason to hold supplies here at firm prices. This is because of the steady and firm position of the producing market, and in Japan the consumption is stated to be higher than it was. Locally, trading has been somewhat interfered with because of the sickness prevalent everywhere.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 47	0 40
Pekoes, per lb.	0 51	0 54
Orange Pekoes	0 55	0 57
Japan Teas—		
Choice	0 65	0 70
Early Picking	0 58	0 58
Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49

Canada Has Coffee; Is Selling Well

Montreal.
COFFEE, COCOA.—There is ample stock of coffee here at present to meet the somewhat satisfactory demand. It is expected that there will be enough supply for all requirements of the trade

and with a large surplus of supplies in the South American market, the matter of transportation is the only one that might cause anxiety to the trade. Prices are unchanged. Cocoa is active and selling at unchanged prices, with the tendencies firm.

Coffee, Roasted—		
Bogotas, lb.	0 29½	0 33
Jamaica, lb.	0 25	0 29
Java, lb.	0 39	0 42
Maracaibo, lb.	0 28½	0 31
Mocha, lb.	0 34	0 38
Mexican, lb.	0 23	0 27
Rio, lb.	0 24	0 28
Santos, Bourbon, lb.	0 28	0 31
Santos, lb.	0 27	0 30

Cocoa—		
Bulk cocoa (sweet)	0 25	0 30

Dark Honey Freer; Maple Syrup Firm

Montreal.
HONEY, MAPLE PRODUCTS.—Supplies of buckwheat honey are larger and the better grades of light are said to be absorbed quickly. Prices are consequently held high and there will be no low-priced honey this season. Maple syrup and sugar are not available in big lots and the prices on these are firm and high. Buying prices in the country have been higher this year than ever before and the tendencies are of a firming nature.

Maple Syrup—		
10-lb. cans, 6 in case, per case	\$15 10	
5-lb. cans, 12 in case, per case	17 10	
2½-lb. cans, 24 in case, per case	18 50	

Honey, Clover—		
Comb (fancy)	0 30	
Comb (No. 1)	0 28	
In tins, 60 lbs.	0 26	
30-lb. pails	0 27	
10-lb. pails	0 28	
5-lb. pails	0 28	
Honey—Buckwheat, tins or bbls.	0 23	

White Peppers High; Spices Steady

Montreal.
SPICES.—The markets are steady and firm, with business on a seasonably active basis, excepting for the interference of the sickness prevalent everywhere. White peppers are scarce, and this has made a high price basis for them. The peppers are being allowed to ripen and this is given as the reason for shortage of whites.

	5 and 10-lb. boxes	
Allspice	0 20	0 22
Cassia (pure)	0 35	0 37
Cloves	0 75	0 77
Cream of tartar	0 95	1 00
Ginger	0 30	0 40
Ginger (Cochin or Jamaica)	0 30	0 30
Mace	0 80	1 00
Mixed spice	0 30	0 32
Nutmegs	0 45	0 50
Pepper, black	0 42	0 45
Pepper, white	0 48	0 50
Pepper (Cayenne)	0 35	0 37
Pickling spice	0 25	0 27
Paprika	0 65	0 70
Turmeric	0 28	0 30
Tartaric acid, per lb. (crystals or powdered)	1 30	
Cardamon seed, per lb., bulk	2 00	
Caraway, Dutch, nominal	0 80	0 90
Cinnamon, China, lb.	0 30	
Cinnamon, per lb.	0 35	
Mustard seed, bulk	0 35	0 40
Celery seed, bulk	0 65	0 70
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 20	0 22

For spices packed in cartons add 3¼ cents a lb. and for spices packed in tin containers add 10 cents per lb.

**Much Demand Citrus
Fruits; All Firm**

Montreal.

FRUITS.—The call for fruit has taxed the capacity of many of the fruit firms selling oranges and lemons. This is a direct result of the influenza epidemic. All fruits are actively in demand and the markets are mostly firm. Grapes are in good demand now and the supplies of the various grades are ample. Prices are favorable and unchanged.

Apples—	
No. 1 Alexanders, bbl.	5 50 6 00
No. 2 Alexanders, bbl.	5 00
St. Lawrence (in bbls.), No. 1.	7 00
Do., Do., No. 2.	5 00
Wealthy (in bbls.), No. 1	7 00
Do., Do., No. 2.	5 50
Greenings 6 50	
McIntosh Reds 6 50	
Gravensteins, No. 1 5 00	6 00
Do., No. 2 5 50	
Fameuse, No. 1 7 50	
Do., No. 2 6 50	
Bananas (fancy large), bunch.	4 00 4 50
Grapes (California fancy), 4 bask.	3 00
Grapes—	
Blue (6-qt.) 0 45	
Tokays 3 00	
Malagas 2 50	
Grape fruit (fancy Jamaica).....	3 75 4 75
Grape fruit (fancy Porto Rico).....	
80, 96, 112 5 00	
Grape fruit (fancy Porto Rico).....	
54, 46 4 75	
Lemons (fancy new Messina)	8 00 9 00
Lemons, new Verdellis, 300 size.	4 50
Lemons (choice) 7 00	
Lemons (California seedless)	8 00
Oranges, Valencia lates 10 50	11 00
Oranges, Valencia lates 10 50	12 00
Oranges (bitter) 4 00	5 00
Oranges, Jamaica 4 75	
Plums (Cal.), crates 3 00	
Do., basket 1 75	2 00
Do., 11-qt. baskets 1 25	1 50
Do., 6-qt. baskets 0 75	1 00
Do., 11-qt. Pears 1 25	
Pears, Cal., eating, small box.	4 00
Pears, basket (11-qt.) 1 25	
Do., Bartletts 4 00	5 00
Do., basket 1 25	
Peaches—	
No. 1, Canadian—	
11-qt. baskets 1 00	1 25
6-qt. baskets 0 65	0 90

**Potatoes Now \$1.75;
Vegetables Active**

Montreal.

VEGETABLES.—The markets have still a large and varied supply of local and imported vegetables, and for these good prices are being secured. Potatoes are favorably priced, and some are selling as low as \$1.75 per bag. The grade of the local variety is good and sales made total large. There are few changes this week.

Beans, new string (American) basket.	2 50
Beets, new, bag 0 75	1 00
Cauliflower (Montreal), doz.	2 00 2 50
Corn (sweet), doz. 0 25	0 35
Cabbage (Montreal), doz. 0 50	1 00
Carrots, bag 0 85	1 00
Citron 2 00	
Celery (Montreal), doz. 1 00	
Cauliflower (Montreal), doz. 3 00	
Egg plant, doz. 1 00	2 00
Gherkins, box 3 00	
Lettuce, curly (doz.) 0 40	0 50
Lettuce, head 1 00	
Leeks 1 00	1 50
Mint 0 20	
Mushrooms, lb. 0 90	
Onion, spring doz. 0 25	
Onions, Can., bag (70 lbs.) 2 00	
No. 1 Yellow (70 lbs.) 2 50	
No. 1, Red (70 lbs.), crate.	2 50
Oyster Plant 0 50	
Parasnips, new, bag 1 50	
Parasnips, new, doz. bunches 1 00	
Parsley (Canadian) 0 20	
Potatoes, Montreal new (90-lb. bag) 1 75	2 00
Potatoes (New Brunswick), bag.	1 75 2 00
Potatoes (sweet), hamper 2 75	3 00

Pumpkins (doz.) 2 00	
Romane 0 50	
Rhubarb, doz. 0 25	0 35
Spinach, box 0 75	
Squash (Huber), doz. 2 50	
Turnips, new, per bag. 1 00	
Tomatoes (hothouse), lb. 0 25	
Do., Red, per box 1 25	
Tomatoes, Montreal (box) 2 00	
Do., Rose 2 00	
Vegetable Marrow (doz.) 1 00	
Watercress (Can.) 0 40	

**Barley Flour Easier;
Substitutes Active**

Montreal.

CEREALS, SUBSTITUTE FLOURS.

—Declines were made for some of the substitute flours. Barley and rye flours are quite active and much better prices are obtainable on these by those in the market for them. Oatmeal and rolled oats hold well, for there does not seem to be any present surplus of supplies over the orders in hand. Cornmeal is steady and no change has been made from last week, with sales fairly seasonable.

Self-raising flour—	
3-lb. pkgs., doz.	2 90
6-lb. pkgs., doz.	5 70
Cornmeal, Pure Gold 6 00	6 25
Cornmeal 5 75	6 40
Cornmeal (bolted) 4 25	4 50
Barley, pearl 6 50	7 00
Barley, pot, 98 lbs. 5 25	5 50
Barley (roasted) 7 50	
Barley flour, 98 lbs. 5 25	5 75
Buckwheat flour, 98 lbs. 9 50	
Cornflour, white (2 bags) 10 35	
Corn flour (standard) (2 bags).....	9 35
Do., (bbl.) 9 30	
Rice flour 8 75	9 00
Oat flour (2 bags) 11 00	
Hominy grits, 98 lbs. 6 75	8 00
Hominy, pearl, 98 lbs. 7 50	8 00

Graham flour 5 90	6 40
Oatmeal (standard-granulated and fine) .. 5 70	6 40 6 50
Peas, Canadian, boiling, bush.	4 80 5 50
Split peas 9 00	11 25
Rolled oats, 90-lb. bags 5 30	5 50
Rolled oats (family pack.), case 5 50	5 60 5 75 5 80
Oatmeal (packages) fine cut.	5 70
Rolled oats (small size), case 2 00	2 05 2 12½
Rolled wheat (100-lb. bbls.) ... 6 75	8 00
Rye flour (Can.), 98 lbs. 6 00	6 25
Do. (American), 98 lbs. 6 85	
Tapioca flour, lb. 0 15	

**Feeds Marked Down;
Flour Unchanged**

Montreal.

FLOUR AND FEEDS.—There was a reduction in the price of barley feed this week, in sympathy with the lowering grain market and quotations, according to the various millings, as given below, are from \$58 to \$61 per ton. Flour is in fairly good demand and the basis is unchanged. It is expected that a basis of buying in mixed cars will shortly be established.

War Standard, Graham and Whole Wheat Flours—	
Car lots (on track) 11 50	
Car lots (delivered), Bakers.	11 65
Small lots (delivered) 11 75	
Bran, per ton, car lots on track	37 25
Shorts, car lots on track 42 25	
Crushed oats 61 00	70 00
Barley meal 58 00	65 00
Barley chop 58 00	65 00
Gluten feed (23% protein)—	
F.O.B. Cardinal 62 00	
F.O.B. Ft. William 60 00	
Feed oats, per bushel 1 03	
Shorts and brand delivered in Montreal \$2 per ton extra.	

ONTARIO MARKETS

TORONTO, October 23.—New prices are out on further lines of canned vegetables and fruit, including corn, tomatoes, plums, pears and peaches. Tomatoes are lower than last year's opening quotations but all fruits show a substantial gain. Deliveries of raisins will be curtailed to some extent according to latest advices.

**Little Sugar
Coming; Labor Shortage**

Toronto.

SUGAR.—There is very little new to report in the situation from that outlined during the past two or three weeks. There is some sugar coming to hand, but there is not enough as yet to provide an easy tone to the question of supplies. The shortage of labor and the epidemic of sickness which is now prevailing throughout the country is having an effect on production and getting goods delivered. There has been no price change recorded for the week, the following basis being now in effect.

Atlantic, extra granulated 9 79
St. Lawrence, extra granulated. 9 79
Acadia Sugar Refinery, extra granulated. 9 79
Can. Sugar Refinery, extra granulated. 9 04
Dom. Sugar Refinery, extra granulated. 9 79
Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb. 20-lb. gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic differentials: 20-lb. bags, 40c advance over 100

lb.; 10-lb. gunnies, 50c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 70c advance. Acadia sugar differentials: 20-lb. bags, 35c advance over 100 lbs.; 10-lb. gunnies, 45c advance; 5-lb. cartons, 45c advance; 2-lb. cartons, 50c advance. 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. 1 yellow is 30 to 40c per 100 lbs. under granulated. No. 2 yellow is 10 to 20c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c to 30c less than No. 1.

**Cleaner Up 25c;
Other Lines Up**

Toronto.

OLD DUTCH, CRISCO.—There has been an advance of 25 cents a case made in Old Dutch cleaner and the new price now prevailing to the trade is \$4.25. A 20 cent. advance is also noticeable in the price of Crisco, this now being invoiced at \$10.70 per case.

Shirriff's marmalade 24-22 oz. jars is quoted at \$4.35 per dozen, loose, and \$4.50 packed. The 4 pound tins are quoted at \$9.60 per dozen loose, and \$10.00 packed.

**Molasses Firmly
Held; Syrups Steady**

Toronto.

MOLASSES, SYRUPS.—It is indicated that price on Barbadoes molasses at primary points is very high and would cost practically as much to import as dealers are now selling this commodity for. As a consequence there has been a cessation of buying, and when present

stocks are exhausted, replacements may have to wait until conditions show some improvement. Syrups are moving forward in very good volume and prices are holding firm and unchanged at levels shown below.

Corn Syrups—		
Barrels, Crown or Bee Hive, per lb.	0 07½	
Cases, 2-lb. tins, Crown or Bee Hive, 2 doz. in case	4 80	
Cases, 5-lb. tins, Crown or Bee Hive, 1 doz. in case	5 40	
Cases, 10-lb. tins, Crown or Bee Hive, ½ doz. in case	5 10	
Cases, 2-lb. tins, Lily White or White Clover, 2 doz. in case	5 30	
Cases, 5-lb. tins, Lily White or White Clover, 1 doz. in case	5 90	
Cases, 10-lb. tins, Lily White or White Clover, ½ doz. in case	5 60	
Half barrels, ¼ c over bbls.; ¼ bbls., ½ c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb.	0 07½	0 08
Cases, 2-lb. tins, 2 doz. in case	7 00	
Molasses—		
Fancy, Barbadoes, barrels	1 05	1 10
Choice Barbadoes, barrels	0 95	1 00
West India, ½ bbls., gal.	0 66	0 66
West India, No. 10, kegs	6 50	6 50
West India, No. 5, kegs	3 25	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 90	4 90
Tins, 3-lb. table grade, case 2 doz., Barbadoes	6 75	6 75
Tins, 5-lb., 1 doz. to case, Barbadoes	5 30	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	5 20	5 20
Tins, 2-lb., baking grade, case 2 doz.	5 50	5 50
Tins, 3-lb., baking grade, case of 2 doz.	7 40	7 40
Tins, 5-lb., baking grade, case of 1 doz.		
Tins, 10-lb., baking grade, case of ¼ doz.		
West Indies, 1½, 48s	6 95	6 95

Freight Rates a Factor in Prices

Toronto. CANNED GOODS.—Prices have been adopted on tomatoes, corn, plums, pears, and peaches. These appear complete elsewhere in this issue and are in line with the figures given out in last week's issue of CANADIAN GROCER. It will be noted in the quotations that owing to the increased freight rates the differential wholesalers have to charge between factory prices and competitive points has been changed.

salmon—		
Sockeye, 1s. doz.	4 00	4 50
Sockeye, ½s. doz.	2 40	2 50
Alaska reds, 1s. doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s. doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s. doz.	1 35	1 50
Cohoos, ½-lb. tins	1 35	1 90
Cohoos, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 65	3 95
White springs, 1s. dozen	2 30	2 35
Lobsters, ¼-lb. doz.	3 75	3 75
Pitchards, 1-lb. talls, doz.	2 15	2 15
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	1 92½	2 10
Peas, standard	1 55	1 95
Peas, early June	1 67½	2 25
Beans, golden wax, doz.	2 00	2 10
Asparagus tips, doz.	3 42½	3 45
Asparagus butts	2 00	2 02½
Corn, 2s. doz.	2 20	2 65
Pumpkins, 2½s	1 80	2 00
Spinach, 2s. doz.	1 90	1 90
Do., 2¼s. doz.	2 52½	2 55
Do., 10s. doz.	7 55	7 57½
Succotash, No. 1, doz.	2 00	2 35
Pineapples, sliced, 2s. doz.	3 20	3 50
Do., shredded, 2s. doz.	3 00	3 02½
Rhubarb, preserved, 2s. doz.	2 07½	2 10
Do., preserved, 2¼s. doz.	2 65	2 67½
Do., standard, 10s. doz.	4 50	4 52½
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	1 75	1 75
Plums, Green Gage	1 80	1 95
Raspberries, 2s, H.S.	4 50	4 50
Strawberries, 2s, H.S.	4 50	4 50

Blueberries, 2s	2 10	2 35
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Jams—		
Apricot, 4s, each	0 84	0 84
Black currants, 16 oz., doz.	3 40	3 90
Do., 4s, each	0 98	0 98
Gooseberry, 4s, each	0 84	0 84
Peach, 4s, each	0 82	0 82
Red currants, 16 oz., doz.	3 45	3 45
Raspberries, 16 oz., doz.	3 40	4 25
Do., 4s, each	0 98	1 10
Strawberries, 16 oz., doz.	3 90	4 25
Do., 4s, each	1 08	1 10

Raisin Shipments Cut Down; Prunes

Toronto. DRIED FRUITS.—It has been indicated that buyers who on their original orders bought 20-30, 30-40, along with 100s and over sized prunes will get a percentage of their placings. Those who did not include any of these sizes in their orders will get none at all. Latest advices from the coast indicate that there was considerable damage to the raisin crop, which will result in no California Valencias and no fancy Sulphur bleached raisins being offered for this market. Sultanas are also off the list and delivery on some of the other grades will be materially curtailed. Details available from the coast as affecting the entire raisin crop are given elsewhere in this issue. The outlook generally for dried fruits is none too bright as far as receiving supplies is concerned.

Apples, evaporated, Ontario	0 18	0 20
Do., do., Nova Scotia	0 17	0 17
Apricots, unpitted	0 16½	0 16½
Do., fancy, 25s	0 30	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 43½	0 43½
Orange	0 45½	0 45½
Citron	0 53	0 53
Currants—		
Grecian, per lb.	0 26	0 28
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.		
Malagas, lb.		
Comadre figs, mats, lb.	0 13	0 14
Cal., 4 oz. pkgs., 70s, case		4 75
Cal., 8 oz., 20s, case	3 00	3 25
Prunes—		
30-40s, per lb., 25s. faced	0 18	0 18
40-50s, per lb., 25s. faced	0 16½	0 19
50-60s, per lb., 25s. faced	0 16	0 16½
60-70s, per lb., 25s. faced	0 13½	0 14
70-80s, per lb., 25s. faced	0 14½	0 14½
80-90s, per lb., 25s. unfaced		0 13½
90-100s, per lb., 25s. faced		0 12½
100-120s, 25s		0 10½
Peaches—		
Standard, 25-lb. box	0 15½	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	0 22	0 22
Practically peeled, 25-lb. boxes	0 22	0 22
Extra fancy	0 23	0 23
Raisins—		
California bleached, lb.	0 15	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish		
Seeded, fancy, 1-lb. packets	0 12½	0 13½
Seedless, 12-oz. packets	0 12	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, bakers, Thompsons, 50s	0 13½	0 15½

Green Teas Very Strong; Sales Fair

Toronto. TEAS.—The market on greens is very strong. There is a very fair movement to the trade and prices at primary points are at such a high level that this is reflected to some extent here. The movement of black teas is rather limited, and whereas the replacement value exceeds the present basis of quotations, it is not generally felt that any material revision

in quotations will be made for some little time to come.

Ceylon and Indias—		
Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 56	0 58
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 48
Japans and Chinas—		
Early pickings, Japans	0 50	0 50
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., Seconds	0 50	0 55
Do., sifted	0 50	0 62

Market Rules Firm on Coffee

Toronto. COFFEE.—Little easing away in the market on coffee is apparent, the undertone to the market being very strong. Replacement on Santos could not be effected at as low a level as this is being sold for in some quarters here. This is a condition which must bring about higher prices and a revision upward is now in process of being adopted. Stocks are none too plentiful, but so far the needs of the trade have very largely been met.

Coffee—		
Bogotas, lb.	0 33	0 36
Guatemala, lb.	0 29	0 31
Maracaibo, lb.	0 30	0 35
Mexican, lb.	0 32	0 36
Jamaica, lb.	0 31	0 36
Blue Mountain Jamaica	0 46	0 46
Mocha, Arabian, lb.		
Rio, lb.	0 26	0 32
Santos, Bourbon, lb.	0 32	0 35
Chicoery, lb.	0 25	0 25
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

Markets Feverish But Holding Firm

Toronto. SPICES.—Prices show little change, but the tone of the market is rather feverish. As a matter of fact all lines seem a shade firmer. Pepper is steady and unchanged with cloves scarce and very firm. Nutmegs are very scarce too, and tartar is extremely hard to get.

		Per lb.
Allspice	0 18	0 25
Cassia	0 33	0 45
Cinnamon	0 45	0 60
Cayenne	0 30	0 35
Cloves	0 75	0 85
Ginger	0 30	0 45
Herbs — sage, thyme, parsley, mint, savory, marjoram		
	0 40	0 70
Pastry	0 28	0 40
Pickling spice	0 22	0 30
Mace	0 90	1 10
Peppers, black	0 44	0 46
Peppers, white	0 50	0 55
Paprika, lb.	0 60	0 65
Nutmegs, selects, whole, 100s	0 45	0 50
Do., 80s	0 60	0 65
Do., 64s	0 60	0 65
Mustard seed, whole	0 35	0 45
Celery seed, whole		0 75
Coriander, whole	0 25	0 35
Caraway seed, whole	0 90	1 00
Tumeric		0 30
Cream of Tartar—		
French, pure	1 00	1 10
American high test		
2-oz. packages, doz.		2 00
4-oz. packages, doz.		3 50
8 oz. tins, doz.	6 75	6 85
Tartarine, barrels, lb.		0 21
Do., 8 oz., doz.		1 75
Do., 16 oz., doz.		3 25

Chestnuts Offering; All Lines Firm

Toronto. NUTS.—Canadian chestnuts are being offered to the trade, shipments being ex-

pected this week. Quotations named are at \$2.50 per peck. Grenoble walnuts are very firm, being quoted at 33 to 35c per pound. A wide range of quotations is shown for shelled filberts at 38 to 45c per pound, and there is some indication that shipments to arrive may be slightly easier. The market generally however, may be termed very firm.

Almonds, Tarragonas, lb.	0 27	0 32
Chestnuts, Canadian, peck.		2 50
Walnuts, Bordeaux.	0 28	0 30
Walnuts, Grenobles, lb.	0 33	0 35
Walnuts, Manchurian, lb.		
Filberts, lb.	0 24	0 25
Pecans, lb.	0 25	0 26
Peanuts, Jumbo, roasted.	0 24	0 25
Do., Fancy, roasted.	0 23	0 24
Brazil nuts, lb.	0 20	0 27
Shelled—		
Almonds, lb.	0 52	0 55
Filberts, lb.	0 38	0 45
Walnuts, lb.	0 78	0 85
Peanuts, Spanish, lb.	0 19	0 20
Do., Chinese, 30-32 to oz.	0 17	0 18
Brazil nuts, lb.		0 85

Bean Situation

Still Undefined

Toronto.

BEANS.—Definite figures are not yet available on the new bean crop and as a result the outlook is uncertain as to just which way the market will swing. However the feeling exists that lower priced beans may be expected as against prices last year. The percentage of desirable stock will, it is thought, be none too heavy. In the meantime quotations are ruling without change at the following levels.

Ontario, 1-lb. to 2-lb. pickers, bu.	6 50	6 75
Do., hand-picked.		8 00
Can. White Kidney Beans, bush.	8 40	9 00
Japanese Kotosashi, per bush.		8 00
Rangoons, per bush.	6 00	6 50
Limas, per pound.	0 17½	0 19

Heavy Crop Japan

Rice Looked For

Toronto.

RICES.—Reports to hand indicate that a very heavy crop of Japan rice is expected, but how this will affect the local situation is as yet unknown. The question of feeding Russia may resolve itself into a heavy demand on the rice supply, and the armed forces of Japan in this field will also use up a considerable quantity. Transportation is a factor of course, which must be considered in all deliveries from overseas points and it is indicated that another advance in rates has been made which will very likely offset the lower tendency resulting from a heavy crop. It does not look as though the consumer will get cheaper rice for some time to come.

Texas, fancy, per 100 lbs.	12 50	13 00
Blue Rose Texas, per 100 lbs.	12 75	13 00
Honduras, fancy, per 100 lbs.	13 00	13 50
Siam, fancy, per 100 lbs.	10 50	11 50
Siam, second, per 100 lbs.	10 00	11 00
Japans, fancy, per 100 lbs.	11 00	12 00
Japans, second, per 100 lbs.	10 00	11 00
Chinese XX, per 100 lbs.	9 50	10 50
Do., Simiu.		13 00
Do., Mujin, No. 1.		12 00
Do., Pakling.		11 50
Tapioca, per lb.	0 14	0 15
White Sago.	0 14½	0 16

Markets Generally

Firm; Sales Good

Toronto.

PACKAGE GOODS.—The market in all lines rules very firm and whereas fluctuations in the corn market have been noticeable this has not affected

the manufactured products to any great extent as yet. Rolled oats are moving forward fairly well, and the demand for all lines may be said to be normal.

Honey Quiet;

Maple Syrup Normal

Toronto.

HONEY, MAPLE SYRUP.—The market on honey is comparatively quiet. Prices are considered fairly high, and locally the trade is moving along rather narrow channels. Outside points have taken fairly heavy shipments, which has relieved the situation here to some extent. Quotations are ruling without change at figures shown below.

Maple syrup continues along normal lines, there being no new developments reported.

Honey—		
Clover, 2½-lb. tins.		0 29
5-lb. tins.	0 28	0 28½
10-lb. tins.		0 28
Buckwheat, 60-lb. tins.	0 27½	0 28
Comb, No. 1, fancy, doz.	3 75	4 25
Do., No. 2, doz.		3 00
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case.		15 10
No. 2, 5-lb. tins, 12 to case.		17 10
No. 3, 2½-lb. tins, 24 to case.		18 50
No. 3, 32-oz. bottles, 24 to case.		16 70
Gallon tins, Imperial, per gal.		2 25
5-gallon tins, Imperial, per tin.		10 50
Barrels, 25 or 40 Imp. gais., gal.		2 00

Oranges, Lemons

Reach High Levels

Toronto.

FRUIT.—Arrivals of apples from United States points have been reported and the condition of this stock is considered very good. Jonathans and Mac-Intosh Reds are lines arriving on this market. There have been some fair shipments from British Columbia as well, and it is expected that in another week or two Rome Beauties will be offered here. Florida grape fruit is coming along fairly well. The quality is reported very good, with the demand satisfactory. Prices at primary points are very firm, the recent rains proving a factor which has caused a very strong undertone. In regard to oranges the situation has resolved itself almost entirely into one of supply and demand, Unheard of prices are being asked at eastern points in the United States, and quotations locally have also reached an extremely high level. Prices on lemons are also soaring, the heavy demand being a factor in this condition.

Apples—		
Early, 11-qt. basket.	0 30	0 50
Do., B.C. Crab, box.		2 00
Do., Crab, 11-qt. basket.	0 65	0 75
Do., B.C. McIntosh Reds, box.	3 25	3 50
Do., B.C. Jonathans, box.	3 25	3 50
Do., in Barrels. No. 1 No. 2 No. 3		
Kings.	5.00-6.00	4.50-5.00 4.00-4.50
Greenings.	5.00-5.50	4.50-5.00 4.00-4.25
Wealthy's.	5 00	4 50 4 00
Colvert's.	4 50	4 25 3 50
Blenheims.	5.00-5.50	4.50-5.00 4 00
Ribstons.	5 00	4 50 4 00
Alexanders.	5 00	4 50 4 00
Wolf River.	5 00	4 50 4 00
St. Lawrence.	5 00	4 50 4 00
Snows.	6 50	6 00
C. Pippin.	5.00-5.50	4.50-5.00 4.00-4.25
Bananas, per lb.	0 06½	0 07
Cranberries, bbls.		13 00
Do., ½ bbls.		6 50

Grapes—		
Do., Cal. Emperors, lugs, (box)	4 50	5 50
Do., Do., kegs.		8 50
Do., Cal. Malagas, in lugs, box.		5 00

Grapefruit—		
Florida, 36s, 46s.		6 00
Do., 54s, 64s, 72s, 80s.	6 00	6 75
Do., 96s.	6 50	7 00
Oranges—		
Valencias—		
100s, 126s, 150s.	15 00	16 00
176s, 200s, 216s, 250s, 288s.	15 00	16 00
Lemons, Cal., case.		13 00
Do., Messina Verdellis, box.		8 00
Pineapples—		
Floridas, 30s, 36s, case.	5 50	6 00
Pears, Cal. Columbias, box.	5 00	5 50

Potatoes Go Lower

Onions Sell Well

Toronto.

VEGETABLES.—Arrivals of sweet potatoes have been good, and the quality of these is generally considered very satisfactory. Prices continue along practically the same basis as that prevailing a week ago. The situation in onions is practically the same, with a very good demand in evidence and the requirements of the trade being met from ample stocks. Tomatoes are pretty well cleaned up, and as yet there is no imported cabbage coming to hand. Local potatoes are easier at \$1.75 per bag.

Cabbage, Can., crate.		1 35
Do., do., doz.	0 75	0 90
Cantaloupes—		
Do., Can., 16s.	0 50	0 75
Celery, Fancy Thedford, crates.	4 00	4 50
Corn, doz.		0 25
Cucumbers, Can., basket.	0 35	0 50
Gherkins, 6-qt. basket.	1 00	1 25
Do., 11-qt. basket.	1 50	2 00
Onions, Can. Yellow, 100-lb. bag.	2 50	
Parsley, basket.	0 40	0 50
Peppers, green, basket.	0 40	0 50
Potatoes, New Jersey sweet, ham-		
per.		2 50
Potatoes, Canadian, bag.		1 75
Quinces, 11s.		1 00
Tomatoes, basket.	0 50	0 75

Latest Ruling Not

Being Approved

Toronto.

FLOUR.—The latest ruling of the Canada Food Board by which the mills are compelled to ship out substitutes with orders coming to hand and eliminating rolled oats as a substitute is not meeting with general approval from the trade. Merchants who had fairly heavy stocks of substitutes have been given no opportunity to purchase wheat flour to properly apportion their stocks and consequently are placed in a position where they will have to take into stock further stocks of substitutes with every order they place for wheat flour. Many merchants too were pushing sales of rolled oats as a substitute and taking this off the list has placed them in a position where they have heavy stocks with only normal demand to take care of. Altogether it is felt some modification of this ruling might well be adopted.

FLOUR

Government Standard, 74% Extraction.	
Manitoba Wheat Flour, in carload ship-	
ments, on track, bbl.	\$11 50

Margin of Profit

Increased on Feeds

Toronto.

MILL FEEDS.—Representations made to Ottawa in connection with the margin of profit allowed dealers on mill feeds has resulted in an increase of 5c per bag to 15c, and in ton lots \$3.00 is now permitted in place of \$2.00 formerly in

vogue. Sales continue to represent a very satisfactory total.

MILL FEEDS—

	In carlots, track
Bran, per ton	\$37 00
Shorts, per ton	42 00

Corn Products
Easier; Hominy Too

Toronto.

CEREALS.—An easier tone has developed in practically all corn products which is revealed in a lower range of quotations to the trade on corn meal and corn flour. A further decline has been made in hominy, pearl being down 50c and grits 25c in 98 lb. bags. Rolled oats is 10c easier in some quarters at \$5.15 per 90 lb. bag, and oatmeal, 988c, at

\$5.65 is 15c lower. Range of prices now prevailing is given herewith.

	Single Bag Lots	F.o.b. Toronto
Barley, pearl, 98s	6 50	7 00
Barley, pot, 98s	5 00	6 00
Barley Flour, 98s	6 50	6 75
Buckwheat Flour, 98s
Cornmeal, Golden, 98s	5 15	6 50
Do., fancy yellow, 98s.....	4 65	5 40
Corn flour, white, bbl.	10 35	11 15
Do., Government standard, bbl.	9 35	10 15
Hominy grits, 98s	6 00	6 60
Hominy, pearl, 98s	5 50	6 60
Rolled oats, 90s.....	5 15	5 50
Oatmeal, 98s	5 65	6 50
Potato Flour, lb.	0 18
Oat Flour	6 00	6 20
Rolled wheat, 100-lb. bbl.....	6 75	7 00
Rice Flour, per 100 lbs.	9 50	12 00
Rye Flour, 98s	6 50	7 25
Peas, split	8 50	9 00
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.



Lieut. B. G. Jackson was wounded on Sept. 30. Lt. Jackson, who was a member of the Queen's Own Rifles before the war, went overseas with the 255th Battalion, later transferring to the 75th. He is 24 years old, and was born in Toronto, where he was in the firm of Lever Bros., before going overseas.

Pte. Lawrence Marshall, Kelowna, B. C., has died from an illness following the effects of a wound received in action on Oct. 1. He was a son of W. J. Marshall, Pendozi st. Before he enlisted he was employed by D. D. Campbell, for whom he was both delivery man and store clerk. He had only been in the trenches seven weeks when he received his wound. He was 22 years of age, and a favorite with all who knew him.

Sergt. Frank Adams, 200 Ellsworth avenue, Toronto, has been injured in the right thigh. He came to Toronto 12 years ago from England, and was employed by the Campbell Flour Mills prior to going over with the first contingent.

Pte. John Watt, 14A Hugo street, Toronto, has been wounded in the ankle. He is Scotch by birth, and came to Toronto in 1911. He went overseas in April, 1917. He was formerly a baker for the Canada Bread Co. He enlisted with the 234th Battalion. He has two children.

After serving two years at the front, Pte. George M. Lavery, of 1069 Dufferin street, Toronto, is reported gassed. Pte. Lavery enlisted with the 97th Battalion, and while in England transferred to the 38th Battalion. He is 28 years of age. Previous to enlisting he was an employe of the George Weston Bakery.

After being in hospital following an accident in France, Pte. F. Trebell, formerly of 425 Gunn's road, Toronto, is now listed as wounded. He went overseas with the Toronto Pals, and is about 35 years of age. Before enlisting he worked for the Canadian Swift.

MANITOBA MARKETS

WINNIPEG, Oct. 23.—Very little change is reported in the local grocery trade throughout the week. Prices on nearly all commodities have remained unchanged. A big jump in the price of coffee is expected in the near future.

Grapes Hard to Get; Apple Movement Good

Winnipeg.

FRUITS.—There was a very fair trade throughout the week in fruits. There was very little change in prices with no expectations of an advance for some time according to dealers. Apples and pears are the main lines at the present time. The grape situation is very bad. It has been very hard to get a large stock of this fruit, the California crop being a failure on account of the rains, while the Ontario crop is almost over with the exception of Rogers. Grapes are very high in price. Dealers report that the apple movement is good.

No Change Expected In Tea Prices

Winnipeg.

TEAS.—There was very little change in the tea situation locally throughout the week with prices continuing firm. Dealers expect no change in price, but if there is any it will be of an upward tendency.

Big Advance Expected In All Lines Coffee

Winnipeg.

COFFEE.—It is very hard to get coffee at the present time and it is expected that all lines will advance in price in a very short time. One firm this week advanced its prices from 2 to 5 cents a pound. The advance is caused by the jump of 40 per cent. in price of Brazilian coffee, while Central American and other brands have advanced in proportion. The cause of the advance is because holders are holding their coffee and it is hard to get boats for shipping purposes. The advance in price made by the local firm

does not cover the increase, and it is expected that further advances will be made soon.

Bean Market Shows Very Little Change

Winnipeg.

BEANS.—There was very little change in the bean situation throughout the week. Stocks are fairly heavy with the demand small.

Rice Market Shows Decided Firmness

Winnipeg.

RICES.—The rice market was firm all week with prices unchanged from the week previous. The demand for this commodity continues along satisfactory lines.

Extra fancy, Japan, 100-lb. bags.....	0 10 1/2
Fancy Japan, 100-lb. bags	0 09 1/2
Choice Japan, 100-lb. bags	0 08 1/2
Siam, 100-lb. bags	0 09 1/4
Tapioca, lb.	0 13 1/2
Sago, lb.	0 11

No Change in Canned Goods Situation

Winnipeg.

CANNED GOODS.—There was no change in prices on canned goods throughout the week with supplies on all goods fairly good and the demand fair.

Vegetable Situation Shows No Change

Winnipeg.

VEGETABLES.—There was very little change in the vegetable situation throughout the week with prices on all commodities remaining at the same.

Canadian canners and jobbers purchasing beans, peas or lentils from the United States are advised by the Canada Food Board that they must now submit their orders direct to the Food Administration, grain corporation, 42 Broadway, New York City, where purchases and shipments will be arranged. No order for less than ten thousand pounds, it is stated, will be accepted.

INCREASED STORAGE SPACE

The Williams Storage Co., Winnipeg, on October 15, took over the building at 137 Bannatyne ave., with a capacity of 13,000 square feet. This gives them a total of 70,400 sq. ft. of storage space. The above building was formerly occupied by Maycock & Toms, Ltd.

The main floor and basement will be used as offices by W. G. Patrick & Co., Ltd., and the other floors will provide further space of the Williams Storage Co.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Oct. 22.—The rice famine continues, hardly anything but the hard small China rice being on the market. Crops of highland potatoes have been nearly all brought up; a \$60 potato is promised before new crop comes in. Evaporators have been heavy users. Oranges have jumped to \$12 and lemons to \$9.50, orange price being highest ever recorded. Butter is easy, but oleo has advanced to 33½c per pound, car-load importers being badly hampered by strike of C.P.R. freight house.

Sugar, pure cane, gran., 100 lbs.	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 80
Rice, Siam, No. 1, per ton	4 20
Do., Siam, No. 2	1 85 1 90
Rice, China, 44 lb. mats, No. 1 ..	1 90 1 95
Do., No. 2	1 75 1 89
Beans, Japanese, per lb.	0 10 0 12
Beans, B.C., white	0 14½ 0 15
Potatoes, per ton	32 00 35 00
Potatoes, lowland	42 00 45 00
Potatoes, ashcroft	0 32½
Lard, pure, in 400-lb. tierces, lb.	0 26¼
Lard compound	0 52
Butter, fresh made creamery, lb.	0 26¼
Cheese, Canadian	0 33¾
Margarine	0 74
Eggs, new-laid, in cartons, doz.	12 00
Oranges, box	9 50
Lemons	5 25
New Cal. figs, 70 4-oz. pkgs.	0 30
Almonds	0 30
Brazils	0 30
Filberts	0 30
Cal. Walnuts	0 25
Cal. Walnuts, No. 2	0 25
Walnuts, Manchurian	0 25
Peanuts	1 00
Charge for roasting, per sack	1 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, October 22.—Crisco has advanced twenty cents case. Tomatoes, twos and halves, solid pack, quoted at \$3.95 and \$4.00 case. New corn, twos, \$4.90 and \$5.00. Dutch cleanser is up 25 cents case. Prunes are cent higher on all sizes. In some quarters lard advanced half cent pound, making threes now \$18.90. New laid eggs are \$15.00 to \$16.00, storage \$14.00 to \$15.00. Oranges are now \$11.00 case, lemons \$9.50, with further advances in both expected.

Beans, small, ivory, lb.	0 09 0 11
Beans, Kootenashi	8 75
Flour, 98s, per bbl.	10 95
Rye flour, 49s, per bbl.	12 20
Cornmeal, 24s, per bbl.	12 30
Rolled oats, 80s	4 80

Rice, Siam, cwt.	9 75 11 00
Rice, Japan	11 00 12 00
Tapioca, lb.	0 14
Sago, lb.	0 14
Sugar, pure cane, granulated, cwt.	10 87
Cheese, No. 1, Ontario, large ...	0 26¾ 0 27½
Butter, creamery, lb.	0 49
Do., dairy, lb.	0 35 0 40
Lard, pure, 3s, per case	18 90
Eggs, new-laid, case	15 00 16 00
Eggs, No. 1 storage, case	14 50 15 00
Candied peel, lemon, lb.	0 34½
Do., orange, lb.	0 36½
Do., citron, lb.	0 39½
Tomatoes, 2¼s, stand. case, spot	3 95 4 00
Corn, 2s, case	4 95 5 00
Peas, 2s, standard case	3 60
Apples, gals., Ontario, case ...	2 20 2 85
Strawberries, 2s, Ontario, case ..	8 50
Raspberries, 2s, Ontario, case ...	8 50 8 75
Cherries, 2s, red, pitted	6 40
Apples, evaporated, 50s, lb.	0 21
Apricots, evaporated, lb.	0 26 0 29
Peaches, evaporated, lb.	0 18 0 20
Peaches, 2s, Ontario, case	4 75
Salmon, pink, tall, case	9 00 10 25
Salmon, Sockeye, tall, case	8 50
Do., halves	29 00
Potatoes, per ton	11 00
Oranges, Valencias, case	8 50
Lemons, case	8 50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Oct. 22.—Indications are that fish week will be fully observed throughout Saskatchewan, wholesalers and retailers making a specialty of this product during the week. First butter under the order from Ottawa commandeering the supply from Saskatchewan is being shipped East this week. Eggs are scarce and price is soaring. Poultry coming in and good quality. Potatoes show a sharp advance. Dealers are buying all they can get. Wholesale price now in advance of \$1.00. Saskatoon station open towards end of month.

Beans, small white Japans, bu.	7 50
Beans, Lima, per lb.	5 55
Flour, standard, 98s	0 75
Molasses, New Orleans, gal.	4 85
Rolled oats, bails	9 25
Rice, Siam, cwt.	0 12½
Sago, lb.	0 14
Tapioca, lb.	10 69
Sugar, pure cane, gran., cwt.	0 29
Cheese, No. 1 Ontario, large	0 50
Butter, creamery	18 00
Lard, pure, 3s, per case	0 47½
Bacon, lb.	0 45
Eggs, new-laid	5 75
Pineapples, case	4 75 5 00
Tomatoes, 3s, standard case	4 85
Corn, 2s, standard case	3 60 5 20
Peas, 2s, standard case	2 40 2 75
Apples, gal., Ontario	0 19½
Apples, evaporated, per lb.	8 50
Strawberries, 2s, Ont., case	8 70
Raspberries, 2s, Ont., case	4 65
Peaches, 2s, Ontario, case	3 40
Plums, 2s, case	18 00
Salmon, finest Sockeye, tall, case	9 25
Salmon, pink, tall, case	40 75 41 00
Pork, American clear, per bbl.	1 00
Potatoes, bushel	1 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Oct. 22.—Ordinary cornmeal is easier at \$3.65 to \$3.75 per bag. Cheese has gone higher to 27½c to 28c per pound. Eggs are advancing, fresh now 55c to 60c and case 52c to 53c per dozen. Owing to stock being commandeered for military use no red spring salmon on market. Evaporated apples show a reduction of 17c to 17½c per pound. Potatoes coming in more freely \$3.50 to \$3.75. Onions lower, \$1.90 to \$2.10 per 75-lb. bag. Influenza epidemic has created such demand for lemons that stocks almost cleaned out, price advanced to \$12. Short orange crop reflected in higher prices now, \$10 to \$14. No more California peaches on this market. Molasses again advances and is now \$1 to \$1.05 per gallon.

The first consignment of the season's new bran and middlings arrived in the city this week and are, as had been anticipated, high in price. Wholesale quotations are: Bran, \$48 to \$50 per ton, and middlings, \$50 to \$52 per ton. The arrivals were welcomed, as there has been no stock in the wholesalers' warehouses for the last month. Hay stocks are about exhausted also, as new pressed hay has not yet arrived and present prices are from \$22 to \$24 per ton.

ST. JOHN, N.B.:		
Flour, No. 1 patents, bbls., Man.	12 70	
Cornmeal, gran., bags	7 00	
Cornmeal, ordinary, bags	3 65 3 75	
Sugar—		
Standard, granulated	9 85 9 90	
No. 1, yellow	9 35 9 40	
Cheese, N.B., twins	0 27½ 0 28	
Eggs, fresh, doz.	0 55 0 60	
Eggs, case	0 52 0 53	
Breakfast bacon	0 35 0 38	
Butter, creamery, per lb.	0 48 0 50	
Butter, dairy, per lb.	0 45 0 48	
Butter, tub	0 42	
Margarine	0 30 0 32	
Lard, pure, lb.	0 35 0 35½	
Lard, compound	0 28 0 28½	
American clear pork	56 00 64 00	
Beef, corned, ls	4 90	
Tomatoes, 3s, standard, case	4 40	
Raspberries, 2s, Ont. case	6 20	
Peaches, 2s, standard case	6 00	
Corn, 2s, standard case	4 90	
Peas, standard case	3 30	
Apples, gal., N.B., doz.	4 00	
Strawberries, 2s, Ont., case	6 20	
Salmon, Red, spring, cases	15 00	
Pinks	11 00	
Cohoes	14 00	
Chums	8 50	
Evaporated apples, per lb.	0 17 0 17½	
Peaches, per lb.	0 22 0 23	
Potatoes—		
Natives, per bbl.	3 50 3 75	
Onions, Can., 75-lb. bags	1 90 2 10	
Lemons, Cal., Messina	12 00	
Oranges, Cal., case	10 00 14 00	
Grapefruit, case	7 50	
Bananas per lb.	8 7	
Apples, N.S.	2 00 5 03	

PRODUCE and PROVISIONS

Doubling Turnover in Three Years

Location a Big Factor — Service Feature Very Vital — Avoiding Price-Cutting —
Maintaining Window and Interior Display—Prices Plainly Marked—Sausage
Made on Premises—350 Pounds Selling to Special Trade Alone Some Days

FOUR clerks handled \$1,400 worth of business on a recent Saturday in a Montreal provision store. The lines carried are strictly within the term "provisions," so that some idea may be gathered of the counter trade conducted. In a general way, the stock turns 12 times a year.

This business, conducted by the Kavanagh Provision Co., has many good features and the outlook would indicate that the future records will break those of the past and establish new high levels in the matter of turnover and ultimate net profit to the proprietor, T. J. Kavanagh.

An Excellent Location

Some business men have been able to surmount the severe handicap of poor location. Sometimes location is not a factor. In the matter of retail merchandising it very often is vital and altogether indispensable. In any case it is

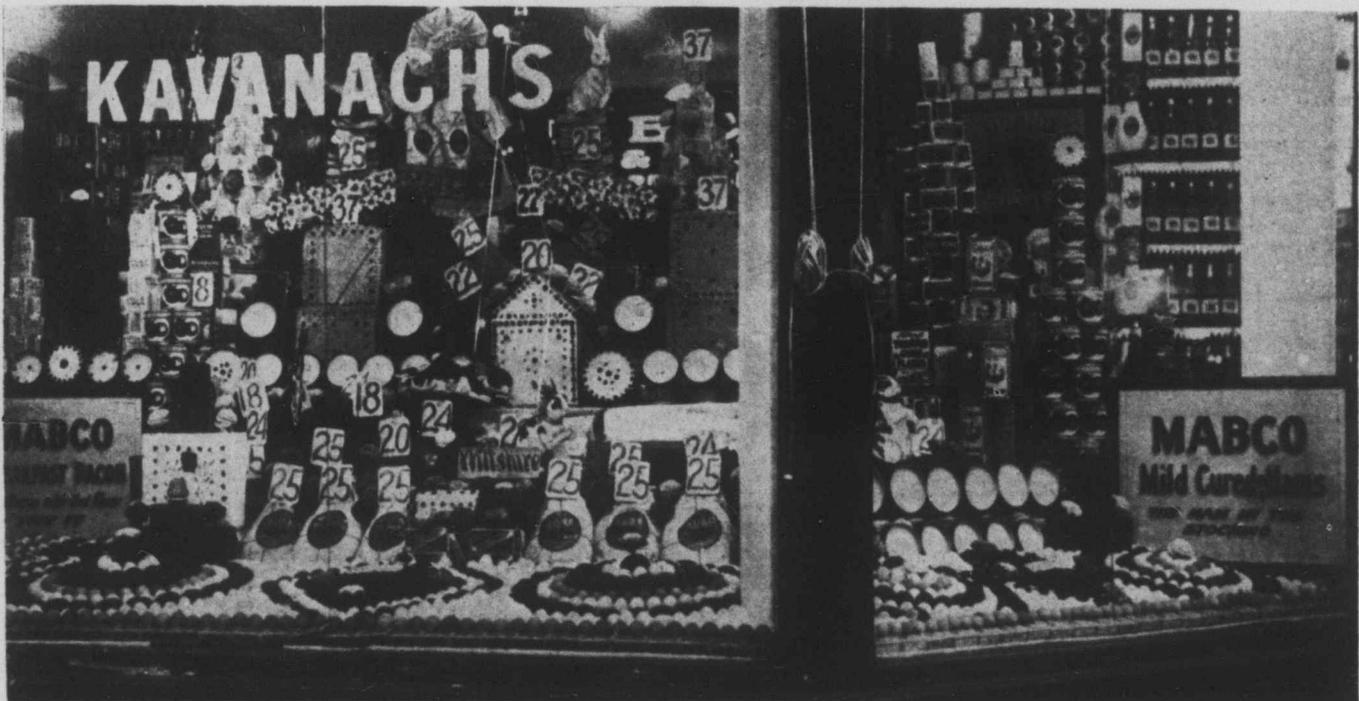
quite safe to say that a provision business poorly located will stand to lose much of the trade that a proper location would bring it. And this is why the Kavanagh Store, located at the corner of Bleury and Ontario streets, Montreal, has been able to command and retain—and, to greatly increase its business. The spot selected, said one of Mr. Kavanagh's salesmen to CANADIAN GROCER, is one of the very best for this trade in the whole city. And that means that the citizens within range of the store are those who make the most desirable of customers—the kind that pay, and pay promptly.

Service and Sales

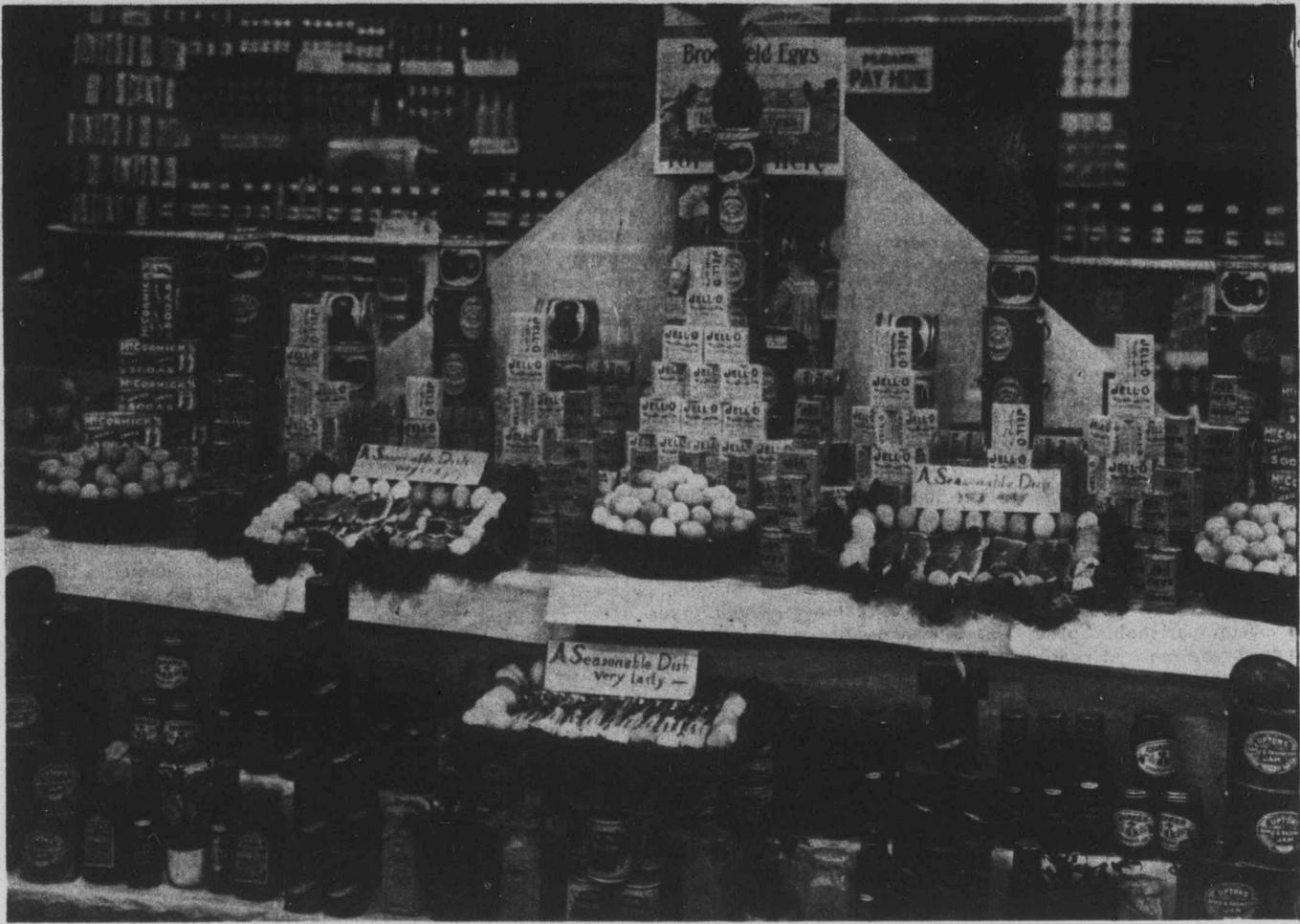
Without service the mere matter of location would hardly be sufficient to build a successful business. The two combined make for progress. That is largely why the sales of this store have

doubled within the short space of three years, and the increase has not ceased, nor will it stop here. It is evident that the very best kind of advertising one can wish for is that of a satisfied customer—one who finds courtesy in serving and promptness in delivery, features of their provision store. A woman requiring food requires it quickly and will be satisfied only with a high type of service.

The business of the Kavanagh Provision Co. was taken over from the Matthews-Blackwell Company about three years ago. Mr. Kavanagh had been manager for them, and this proved to be a great advantage. He knew the trade, and was conversant with their tastes. It was, therefore, possible to know what the trade which had been served under his management for many years wanted. It was further possible to select the best customers from the large following of the old firm, and Mr.



A fine produce window display of Kavanagh's, Bleury St., Montreal. The prices appearing are sufficient to indicate that this photo was taken some time ago.



One of the fine interior displays which has always been a selling factor with Kavanagh's.

Kavanagh pointed out to CANADIAN GROCER that, while a fairly large amount of credit business was conducted, this was confined, in great measure, to larger institutions that paid every month—making this trade almost as good as the spot cash trade done over the counter. As a matter of fact, the volume of trade coming from this source made it always worth while to give it close, careful attention.

No Price Cutting Here

"We sell our provisions at a fixed price—or one price to everybody. When we dress our windows a card is used and plain prices given on any line of goods we are showing. This does good work and we do not need to give special prices. The same quotations are made as apply in the store," said Mr. Kavanagh.

It may be wise once in a while to clear a line of goods out, and if so, the reduced price can be made known in the same manner as above, but this is not a regular practice at the Kavanagh store. A fair profit may be added to mostly any line of goods which people require and they are willing to give the storekeeper a fair profit. Possessing a necessary amount of faith in one's selling ability, and the fair price will be no barrier to completing the sale.

Considering that the provision line is somewhat confined when compared

with the well-stocked grocery with variegated array, the store of the Kavanagh Provision Co., has a most tempting stock. It is carefully and neatly arranged. In this way it has a "come in" attraction from the street, and there are undoubtedly many new patrons who have been drawn inside through the well-arranged showing of canned goods, cereals, pickles and other fancy and staple lines. These are arranged at the sides and across the back of the store in such manner as to permit of easy handling, and in addition to this they lend general attractiveness.

The windows are used to good purpose. Owing to the nature of the goods these must be frequently changed. They are fresh and inviting, and food well displayed in a window is quite sure to attract, and many of the articles displayed really sell themselves. Especially is this true when the price appears in plain figures. Some people have a particular dislike to asking prices, while they will frequently buy when prices are indicated.

350 Pounds Sausage in Day

While the representative of CANADIAN GROCER was with Mr. Kavanagh a few days ago, he turned to his sales of sausage for the day. This was an ordinary week day. To some of his larger customers he had sold no fewer than 350 pounds of sausage, and

this was classed as "special" business. Besides the larger orders, a big counter trade would account for considerably more. So large was the trade for sausages sometimes that it was necessary to send out and buy from a competitor, or a large firm.

The most convincing feature regarding the development of the sausage end of this business is that Mr. Kavanagh is able to retain an expert sausage maker and an assistant on this work alone. From morning to night this expert works away, and even then the demand cannot always be met. The secret of the delicious sausage rests with the sausage maker, and he is therefore an important part of the store's daily business. He works away unmolested in a private compartment in the well-lighted basement.

Power Machinery Used

There is plenty of hard work to do in handling meat and provisions, without adding to it by perpetuating old-time methods. Mr. Kavanagh has therefore adopted modern machinery for making his sausage. A large mixer and cutter combined is used, and when hooked up with the electric current it works away while the operator conducts the important part of adding the ingredients in their right proportions. For sausage demand will be governed by the care with which the "batch" is

made up. In addition to this there are some sausages that people particularly want, and these are made according to receipts that have been known to meet the public taste in the past.

In taking fresh meat from the delivery truck to the refrigerator, a well-arranged track runs from the receiving door right in to the refrigerator. Once the load is ready and started it works itself along through a special contrivance attached to the carrier.

Will Instal Refrigerator Plant

As with quite a number of provision men, the Kavanagh Provision Co. has decided to instal during the next few months a complete refrigerator plant. This will entail a considerable outlay, but Mr. Kavanagh figures that it will mean a real saving to him in the long run. In addition to this it is possible to distribute the required low temperature anywhere about the store where required through the pipe system. This permits fish and poultry, butter, eggs and other perishable provisions to be shown in the most attractive way, while still retaining their flavor and keeping in prime condition. The idea in mind is that of preventing waste, and thus maintaining a steady rate of profit, for the leaks that may manifest themselves are those that must closely be watched. A two-ton plant will probably be installed.

Six Deliveries Daily

Realizing the prime need of speedy delivery, Mr. Kavanagh has two auto trucks in service. These are of medium weight, and this is a feature that ought to be fully considered. If one has no hills to climb in making delivery, a light truck will answer well. If there are hills, he will likely find that a larger investment in the heavier truck pays. Hills cannot be climbed without strain on a car, and break-downs are costly. Better to invest a little more in trucks and be able to take the hills without anxiety. The up-keep will soon justify the greater first cost.

In addition to the two auto deliveries, Mr. Kavanagh maintains two single rigs. These are alright for close-in delivery, and they are also useful if a truck becomes disabled or in the winter, if a severe storm makes roads difficult for a car. They are a good reserve alternative.

With the trucks the Kavanagh Co. is able to maintain six deliveries daily, and this should be quite frequent enough to satisfy even the unreasonable customer. They want quick service, and it must be given.

Recent Changes—Telephone

Mr. Kavanagh believes in knowing what one's neighbors are doing. For instance, he went down to New York recently. While there he made it his business to follow up the stores in the same line of business. He was well pleased, in that the methods he had been following were quite as good as any he saw. And, as far as general lay-out and policy is concerned, he said that

he was bound to feel that none were in advance of him. It was nevertheless well to see how others managed, and he advised one to see New York—they do business so quickly there that it was a pleasure to watch them.

In quite a different way, Mr. Kavanagh keeps in touch with others in his line of business and in the grocery trade too. He cannot get out to see them personally, but he keeps in touch with the trade through his weekly trade paper—CANADIAN GROCER. A busy man, until late at night, Mr. Kavanagh, realizing that he owes it to himself to know what others are doing, takes his trade paper home and selects that which will be of most benefit to him and reads it. It pays to know what is going on, and through one's trade paper this is made possible in a special way. Know what your fellow-grocers are doing—it often pays in dollars and cents.

In addition to several telephones, Mr. Kavanagh has one enclosed in a small cabinet, which gives a certain privacy. This is an appreciated convenience, for it enables one to talk without being unduly interrupted. A passing street car makes a lot of noise, and this is done away with in the use of the small cabinet. Very recently, the office was removed from the main floor and placed immediately above the large refrigerator at the back of the store. This has much improved the arrangements, and added room at the extreme back of the store has afforded more storage room. The basement arrangements have also been readjusted with a view to more convenience.

The Fish Department

Fish sales have increased very considerably within recent months. Special mention of the methods used and of the displays made will be made in a subsequent article.

MUST COVER FOODSTUFFS

An order has been put through by the Toronto Civic Health Department under Dr. Hastings in regard to covering fruit and other foodstuffs in stores. It is as follows:—

"It is hereby ordained that on and after the 24th day of October, 1918, it should be unlawful for any vendor in the City of Toronto to sell, hold for sale, or offer for sale, any articles of food that do not require to be submitted to a heat sufficient to destroy disease-producing germs before being used for human consumption, such as cooked meats, pastries, confectionery, etc., without being so safeguarded as to make contamination by insects, dust, dirt or human contamination impossible and that it shall be unlawful for all vendors or clerks to moisten their fingers in their mouths before picking up papers necessary to wrap these food products in. By order of the local Board of Health."

"That's all right, but it does not go far enough," said Dr. Risk. "All along

the streets are stores with grapes and apples exposed—covered over only with a netting. Children buy and eat these unwashed. They don't peel the apples."

Dr. Hastings: "Very true, and if the board feels they should be protected, all right. There is an element of danger, though perhaps not so great. As for meats, we find them in some stores properly protected in glass cases."

New Goods Department

"Saltesea" is the name given a new line of oysters being offered the Canadian trade. These are packed in glass jars and sealed and labelled. Each individual jar has a seal attached when packed and the agents claim that these oysters are brought forward direct from the large producing beds and immediately packed. This line is a unit package of convenient size, packed in the natural liquid. The packers, the Oceanic Oyster Co., Montreal, pack these in cases of jars, for shipment.

NEW MARGARINE FACTORY AT VANCOUVER

The Trifolium Oleomargarine Ltd., Vancouver, B.C., is a new firm in the margarine business in Canada. They expect to have their products on the market at an early date. The factory is situated at 1200 Hamilton street, Vancouver. Workmen are installing machinery.

The managing director, Mr. Anderson, is from Denmark. The manufactured article will be made from peanut oil, palm fat, and fresh milk.

The Robert Gillespie Co., Vancouver, B.C., are the sole selling agents. Robert Gillespie, the head of the firm, was connected for years with a creamery in Scotland. The output of the factory for the first three months it is anticipated will be about 12,000 pounds a week, and after the factory is installed larger quantities will be produced. The firm is also manufacturing a margarine for bakers' special use.

They will be making a special cake margarine as well, suitable for beating up.

The Robert Gillespie Co. will have agents in Alberta, Saskatchewan and Manitoba and will have several men working from the Vancouver end. It is also the intention of the firm to market the products in Ontario and Quebec.

PLEASED AT LAST

Gruff Bachelor (in restaurant—"I am glad to see your baby has kept still at last, madam." Mother—"Yes, sir. You are the only thing that has pleased him since he saw the animals eat at the zoo."



Speeding Up Fish Sales Profitably

Special Window Displays Responsible For Growth of Fish Department—Care of Fish Necessary—Maintaining Steady Supplies—How Business Trebled in One Year

THE Kavanagh Provision Co., Montreal, has increased its business in fish threefold inside twelve months. This must be gratifying to the management, and many a merchant, located favorably, ought to be able to make his fish department a more attractive one, and more profitable. If a department is not profitable, the wise merchant will do his utmost to make it so, and frequently the methods of one merchant will fit the requirements of another located; it may be, far away.

Special Window Displays

Mr. Kavanagh explained to CANADIAN GROCER that the method of displaying fish in the windows of his store was largely responsible for the increase in turnover above referred to.

The art of window dressing is a real one, and yet it can be so simplified as to lose none of its drawing and selling power. It can also be successfully arranged by many who have thought it beyond them—perseverance, persistence and patience overcoming seeming obstacles. It is well established, as a matter of fact, that simple window displays are frequently the most effective.

The Artistic Side

Of all the fresh fish displays made by Montreal storekeepers who handle fish, none have been seen to surpass in attractiveness the showings of the Kavanagh Provision Co. If it is desired to make a window with real selling value the whole space is given over to this. Platters and trays are sometimes used;

at other times crushed ice is brought in and on this and around it the fish are placed.

In making some of the displays a circular arrangement is followed. The fish look inviting when carefully placed, or even when they are arranged after a less careful plan, they invariably attract. To obtain best results only firm, prime fish should be used. It is worth taking pains to have them as near their original shape and firmness as possible.

When vegetables are handled—and in most cases where fish are one of the leading lines they are also carried—it is well to intersperse some nice firm cauliflower about the window. Cabbage also are good for this purpose. Carrots and beets, spinach, parsnips and many other varieties are ideal. Some green leaves or other greenery often are used here. A little practice will enable the man to whose care the window dressing is entrusted to evolve some very fine displays. This idea has been carried out very successfully in the Kavanagh store, and in addition to the maintenance of a fresh supply it has been the main factor in increasing sales as above outlined.

Night Best For Display

Mr. Kavanagh lays much stress upon the value of displays at night. The dressing of the windows is therefore often done late in the day, and when the electric lights are throwing their rays down passersby are attracted at a time when they are able to view a display carefully—being free from the distract-

tions surrounding them in the daytime. Price tickets are used and these announce in plain and large figures the sale price of each line. This is another feature that has real value, for one may telephone in the next morning and ask for one of those fresh haddock, cod or halibut shown in the firm's window.

An added advantage is that the fish are not likely to deteriorate in value when displayed only overnight. The crushed ice keeps them in fine shape.

Within the past twelve months sales have been increased three hundred per cent. This has made selling profitable and also permits the selling of fish at a moderate margin of profit.

CURRENTS FROM SMYRNA?

The surrendering habit has reached Smyrna. Currants will not be so scarce in puddings hereafter as they have been of late.—Toronto "Globe."

Strange that daily papers "put their foot in it" so often when referring to matters affecting business. It is from Smyrna of course where our figs come. Almost any school boy knows that the home of the currant is Greece, one of our allies for many months. It is not so much actually finding the goods that makes them scarce and expensive as it is getting them here. Commerce is defined as the taking of goods from where they are plentiful to where they are needed, but just now the wheels, or probably better, the oars of commerce are somewhat tied up.



The fleet of automobiles used by Henry Gatehouse to keep his delivery service up to a high mark of efficiency

TELL THE PEOPLE WHAT YOU HAVE TO SELL!

ALMOST every day some of the women in your district are hearing about O-Cedar Products, and how they lessen the work of housekeeping. They are reading our advertisements in newspapers circulating all over the Dominion, and they are hearing about O-Cedar from their neighbors.

**O-Cedar
Polish**

You should let them know, in the most forceful way possible, that they can buy O-Cedar Products in your store. There may be dozens of people who would buy O-Cedar from you, if they were simply reminded of it by an attractive window or store display of O-Cedar Mops and O-Cedar Polish.

To give you an idea of how to go about making a good display, we are illustrating one very attractive window trim, made up from a stock of O-Cedar Products and regular O-Cedar display features. Right now is a good time to show O-Cedar. Will you plan to make up a display Monday morning?

Order from your jobber.



See the
O-Cedar
Hardware
Transfers
on this
Window.

Sent Free
on
Request.



CHANNELL CHEMICAL CO., LTD.

369 Sorauren Avenue

Toronto

PEANUTS

Write for
BEST CHINESE SHELLED
OF ALL GRADES

JAPANESE "CHERRY"
BRAND UNSHELLED

WALNUTS

BEANS

RICE

DIRECT IMPORTERS
FROM
THE ORIENT

FUJITA & CO., LTD.

VANCOUVER, B.C.

Head Office: KOBE, JAPAN.

Branches: NATE, YOKOHAMA, SEATTLE, TIENTSIN and TSINTOW

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



Featuring Sausages for Week End Sale

A Business That Has Grown in Favor of Late, and That Shows a Good Profit For a Minimum Risk—Many Merchants Are Featuring These Goods For the Week-end Trade—Some Hints as to the Methods Adopted

THE week end sales in sausages are being made quite a factor in business by many merchants of recent days. It is a trade that has been growing in importance and has been assisted by the prompt delivery of these goods from the packing house just at the time when the merchant is in need of them.

This business has proved especially effective during the winter season, when the average person is ready to eat something a little more substantial than usual as a fortification against the chilly morning air.

Among the merchants who have taken advantage of the opportunities presented by this trade are Wyckoff and Gafeny, London. This firm handles sausages only in the winter time, but during the season they devote a fair share of their attention to this one line, and do their best to call it to the attention of the public.

Novel Window Display Sells These Goods

One of the most effective ways they have discovered of building this trade and of stimulating the trade in all kinds of cooked meats at the same time has been the window display. During the winter season they have periodic displays of these goods in the window, an appetizing array of cooked meats and meat sauces, lettuce and similar salad materials that seem to be naturally the complement of these goods on the menu. Around these goods are draped strings of sausages. These displays call these goods to the attention of the passerby, and that the effect may not be dissipated a somewhat similar counter display is arranged inside the store.

Advertising Also Helps

At the same time emphasis is laid upon these goods in the store's week-end advertising, pointing out how suitable these particular goods are for the week-end fare. That the full advantage of this advertising may be obtained these advertisements are always clipped from the paper and pinned up beside the telephone. This not only assures that there will be no mistake as to any special prices offered, but also is an encouragement to anyone answering the phone to suggest these goods to the person telephoning. In this way a good business

has been built up in this line. It may not be a large item in itself, but it would be a poor Saturday that did not see a sale of upwards of 50 pounds of sausages. And that it is to be remembered is found business, something that the store formerly had not sold, a substantial addition to the provision department's trade.

Another store that has also made quite a feature of this business is A. McCormick and Sons, Richmond street, London.

Mr. McCormick uses sausages as a special in winter time, and by doing so has built up a substantial trade in this line. He and his clerks keep this line constantly before the customers of the store, and often arrange to sell sausages in combination with other lines of goods. It had gained sufficient importance to be a real factor in the business.

A Real Gain in Turnover

N. Barker, Walkerville, has found that the week-end sausage trade is worthy of attention. He features them especially as a week-end trade, and arranges to have a regular supply every Friday for the Friday and Saturday trade. He has found it worth his while to suggest this line to his customers as a week-end fare, as he found that very often sausages were bought in addition to other meats rather than in place of them, and so the sale was a matter of pure gain. There was some variation in the sale according to the time of year, but as the season advanced he made sure of having at least 50 pounds to take care of the week-end demand, and often still larger amounts.

This is a growing trade that many merchants are beginning to find a very profitable item. It is one that does not require any great care, as it is possible to get these goods shipped just in time to reach the grocer for the trade that he desires to serve, and week-end sausages are beginning to be quite a factor.

GOVERNMENT ACTION HINTED

Some of the Sizes of Tin Cans for Various Goods May be Eliminated

There is a report to the effect that the authorities at Ottawa are considering legislation relative to the elimination of

the small sized cans for baking powder and other products. Whether this is true or not cannot be stated, but from the present tin plate situation—as pointed out in a recent issue of CANADIAN GROCER—there should be some action taken along this line.

It is stated that the United States baking powder manufacturers have not agreed to use a substitute for the usual tin can as they contend that tin is vital to the life of the baking powder. They are however, willing to cut out some of the smaller sized tins and thus help in the conservation of tin plate.

Canadian manufacturers should go fully into this question. If they do it is quite likely they will decide to eliminate some of the sizes rather than be forced later on to use pasteboard containers, which, while satisfactory for most lines are not for baking powder, according to those manufacturers who have studied the matter fully. The Canadian government should also take a hand in the problem of conserving more tin plate.

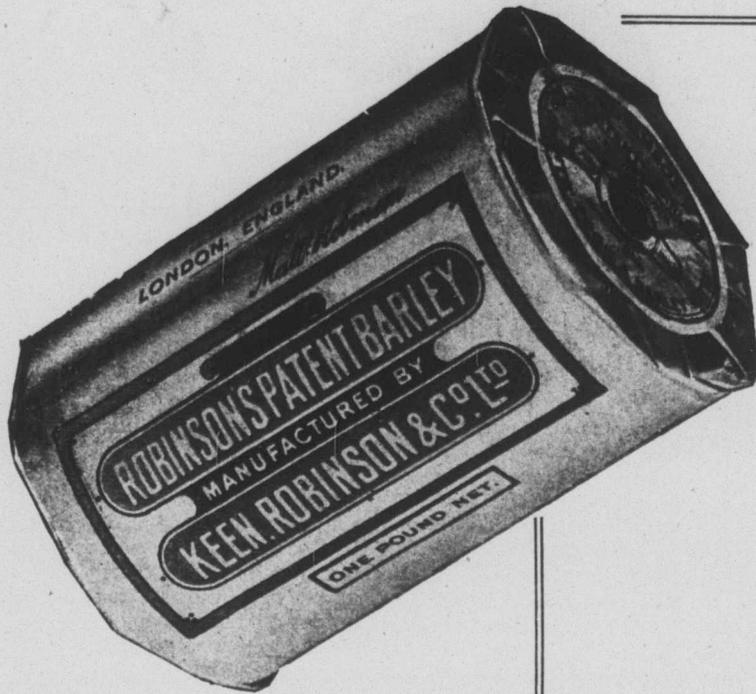
DISPLAYING NUT SHELLS

Goods sell better by display, even such goods as shelled nuts. But they are apt to be too freely sampled to make the displaying profitable. C. O. Gardner, Ridout street, London, has hit upon a scheme for displaying these goods without having this to fear. A number of small wooden boxes are fitted with glass fronts by the simple means of attaching the glass to the front with strips of heavy paper. These boxes are then filled with shelled nuts and candy, and arranged in rows on the display case, making an attractive and effective display.

WHERE TO BUY SUGAR

You would oblige me very much if you could tell me where I could buy sugar. For a good time I used to buy it from a jobber of Quebec, but he is unable to furnish me any more.

A. C. Landry, Mont. Jolic Station, Que.
Answer.—Many merchants are finding it difficult to obtain sugar, and we are at a loss to advise you where it may be obtained. Any wholesaler or the refiners themselves might sell you. It would depend entirely on whether or not they had any surplus on hand after supplying their regular customers.



Get your best selling effort behind the Robinson lines

They're worth it. People everywhere know

Robinson's "Patent" Barley

AND

Robinson's "Patent" Groats

as the Best Foods for Infants and Invalids. They have a quality reputation that pulls quick results from a little display, and each sale means a satisfied customer.

Keep ROBINSON'S in your mind's eye.

Magor, Son & Co., Ltd.

191 St. Paul Street W., Montreal
30 Church Street, Toronto



MADE IN CANADA

Spreads like Butter

Are you selling it?

It is easy to sell Ingersoll Cream Cheese. Its quality is always uniformly good—the kind you can safely recommend.

Ingersoll Cream Cheese comes in nicely labeled, paraffined cartons—good to look at and very sanitary.

Fresh stocks always on hand.

The Ingersoll Packing Company, Limited

INGERSOLL, ONTARIO

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

Produce, Provision and Fish Markets

PRODUCE AND PROVISION SUMMARY

LIVE hogs are again the feature in the markets this week in a further decline of 25c per cwt. with indications pointing to still lower levels being reached. Just how low a price will be reached is uncertain but the market is undoubtedly weak. Supplies are reaching the markets quite plentifully and this is now enabling packers to overtake accumulation of business on cured meats.

The position of lard is an unchanged one, supplies now being ample to take care of increased business. It is thought market will rule quite steadily now in view of active demand existing.

Prices at which live poultry are being bought have advanced from one to two cents per pound for chickens, ducks and hens. Supplies are coming along freely and will, it is thought, for another week or so. The trade demand is very good and trade conditions generally considered satisfactory.

Sales of fish continue heavy and receipts have been very good. Trout and whitefish are down 1c per pound and herring is also 1/2c easier. Oysters are in better supply and the requirements of the trade now being met quite readily.

Live Hogs

Down to \$18.50

Montreal.

PROVISIONS.—Hogs took a tumble this week and sold down to \$18.50 per cwt. for live. It is still uncertain as to what the immediate future will reveal for buyers are intent on pulling the market lower if they can accomplish it. The range of prices being paid runs from \$18.50 to \$18.75, and the quality of deliveries is much better with a fairly good demand for pork already developing. Dressed hogs are lower to \$26.50 to \$27.00. Provisions are moving seasonably well and are on a steady and unchanged basis.

Hogs, Dressed—		
Abattoir killed, small	26 50	27 00
Do., heavy, 225-275 lbs.		25 00
Hogs, live	18 50	18 75
Hams—		
Medium, smoked, per lb.—		
(Weights) 16-25 lbs.	0 35	0 36
Large, per lb. (wgh.) 25-35 lbs.	0 32	0 33
Bacon—		
Plain	0 43	0 44
Boneless, per lb.	0 46	0 47
Bacon—		
Breakfast, per lb.	0 43 1/2	0 44
Roll, per lb.	0 33 1/2	0 34 1/2
Dry Salt Meats—		
Long clear bacon, ton lots	0 29	0 29 1/2
Long clear bacon, small lots	0 29 1/2	0 30
Fat backs, lb.	0 29 1/2	0 30
Cooked Meats—		
Hams, boiled, per lb	0 53	0 54
Hams, roast, per lb.		0 54
Shoulders, boiled, per lb.		0 46
Shoulders, roast, per lb.		0 48
Barrel Pork—		
Canadian short cut (bbl.)		\$58 00
Clear fat backs (bbl.)		60 00
Short cut clear pork (bbl.)		58 00
Heavy mess pork (bbl.)		55 00
Bean pork (bbl.)		54 00

Lard Prices Held;

Moves Steadily

Montreal.

LARD.—The undertone of the market holds with demand responsible for this.

There is ample supply to take care of the trade's requirements and colder weather conditions have made for a more general use of lard all around.

Lard, pure—	
Tierces, 400 lbs., per lb.	0 26 1/2
Tubs, 50 lbs.	0 27
Pails, 20 lbs., per lb.	0 27 1/4
Bricks, 1 lb., per lb.	0 28 1/4

One Quarter Cent More Asked for Shortening

Montreal.

SHORTENING.—An advance of one quarter of a cent per pound is the feature of the week in shortening. There is not a great deal of excess of this product, in fact any increase in demand usually depletes stocks rather quickly. The demand is seasonably good.

Shortening—	
Tierces, 400 lbs., per lb.	0 26 1/2
Tubs, 50 lbs.	0 27
Pails, 20 lbs., per lb.	0 27 1/4
Bricks, 1 lb., per lb.	0 28 1/4

Margarine Very Firm; Higher in Spots

Montreal.

MARGARINE.—While the trade is being supplied on an unchanged basis from that of last week some quarters report a hardening of prices and are asking more—especially for the better grades. There is a good, brisk demand, and those specializing in this product have no complaint to make. Advances are very probable.

Margarine—	
Prints, according to quality, lb.	0 30 0 32 0 34
Tubs, according to quality, lb.	0 29 0 31 0 33

Butter Price Held

While Demand Big

Montreal.

BUTTER.—The market rules steady

and firm, but without change. Under a steady and heavy demand there is every indication of prices holding, but general feeling is that there will not be any undue advance or decline for the immediate future. Storage stock has now to take the brunt of the demand, and from these the sales are being made. Creamery, storage, still holds at 50c.

Butter—	
Creamery prints (storage)	0 50
Creamery solids (fresh made)	0 49
Dairy prints, choice	0 44
Dairy, in tubs, choice	0 42

Cheese Strong; In Good Demand

Montreal.

CHEESE.—A steady demand for cheese at the new advanced prices prevails. The season when its use is greater is now developing so that regular trade will be better in coming weeks. As far as the buying prices in the country are concerned these continue to vary, for the buyers are holding out in many places for top prices and will not always sell. There seems to be every indication of factories prolonging their manufacturing as late as possible this fall. Receipts here to date as from May 1 show a falling off of 82,475 boxes with those of the comparative period of 1917.

Cheese—	
Large, per lb.	0 26 0 27
Twins, per lb.	0 26 0 27
Triplets, per lb.	0 27 0 27
Stilton, per lb.	0 29 0 29
Fancy, old cheese, per lb.	0 29 0 29

New Laid Eggs 65c; Scarce at This

Montreal.

EGGS.—Newlaid are selling at 65c in a jobbing way this week, and at this they are not easy to procure. In fact the receipts are down to a low, water mark now and there is little promise of an improvement being effected for some time to come. Local and outside consumption is good and the probability is that this will continue. Receipts of eggs for the season to date are somewhat less than the records show for the same period of 1917, these being about 17,000 cases short.

Eggs—	
New laid	0 65
Selects	0 53
No. 1	0 49
No. 2	0 47

About 75% Poultry in Poor Condition

Montreal.

POULTRY.—There is a steady and good demand for good poultry at maintained prices, for the quality of the stock received is mostly inferior. This was pointed out to CANADIAN GROCER as an unfortunate condition, since about 75 per cent. of the poultry received was not in condition to kill. If the buyers could secure a better grade of stock the position of the market would improve as far as paying prices are concerned. No changes have been made for the week.

	Live	Dressed
Chickens, roast (3-5 lbs.)	\$0 38
Chickens, roast (milk fed)	0 43
Broilers (3-4 lb. pr.)	0 40
DUCKS—		Dressed
Brome Lake	\$0 46	\$0 47
Young Domestic	0 35	0 38
Turkeys (old toms), lb.	0 38	0 40
Turkeys (young)	0 40
Geese	0 30
Old fowls	0 34	0 36

Notwithstanding Few Shipments, Fish Enough

Montreal.
FISH.—Although the sickness epidemic has caused a depletion of working forces on the fishing grounds, it is stated that there will be a good supply of fish for the trade for the immediate future. With oysters and frozen and pickled fish again to the fore, the dealer has a somewhat better variety to offer. Haddock, codfish, mackerel, smelts and flounders are all freer, and prices are steady with practically no change.

SMOKED FISH.

Haddies (fresh cured)	0 14	0 16
Haddies, fillet	0 18	0 20
Smoked herrings med.) per box	0 23	0 24
Smoked cod	0 15
Bloaters, per box 60/100	1 50	2 25
Kippers, per box 40/50	2 25	2 50

SALTED AND PICKLED FISH.

Haddock (per bbl.), 200 lbs.	16 00	
Herring (Labrador), per bbl.	14 50	15 00
Herring (Labrador), ½ bbls.	7 50	7 75
Herrings, No. 1 lake (100-lb. keg)	6 00
Salmon (Labrador) per bbl.	27 00	28 00
Do., tierces	38 00
Salmon (B.C. Red)	26 00
Sea Trout, red and pale, per bbl.	20 00	22 00
Sea Trout (½ bbls.)	10 50	13 00
Green Cod, No. 1, per bbl. (med.)	21 00
Green Cod (large bbl.)	22 00
Mackerel, No. 1, per bbl.	32 00
Mackerel (½ bbl.)	16 50
Codfish (skinless), 100-lb. box	16 00
Codfish, 2-lb. blocks (24-lb. case)	0 18
Codfish (skinless), blks. "Ivory"	0 16
Brand, lb.	0 16
Codfish, boneless, lb. (according to package)	0 16	0 20
Codfish, shredd-d, 12-lb. oox.	2 50
Eels, salted	0 11	0 12
Pickled turbot, new, bbls.	16 00	17 00
Do., half barrels	7 50	8 50
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strin (30-lb. boxes)	0 18
Cod, dry (bundles)	16 00

SHRIMPS, LOBSTERS, OYSTERS

Lobsters, medium and large, lb.	0 60
Prawns, lb.	0 40
Shrimps, lb.	0 38
Scallops, per gallon	4 00
Oysters—		
Ordinary, No. 1, gal.	2 75
Cape Cod shell oysters, bbl.	14 00	16 00
5 gal. (wine) cans	13 75
1 gal. (wine) cans	2 60
3 gal. (wine) cans	7 50
Oyster pails (pints), 100	1 50
Oyster pails (quarts), 100	2 10
Clams, med., bbl.	9 00

FRESH FROZEN SEA FISH

Herring, large sea, lb.	0 09	0 10
Herring, frozen, lake, lb.	0 07	0 09
Halibut	0 23	0 24
Halibut (medium)	0 24
Haddock	0 08	0 09
Mackerel	0 15	0 16
Cod—Toms, bbl.	4 00
Cod Steak, fancy, lb.	0 11	0 12
Salmon, red	0 20	0 23
Salmon, pale	0 15	0 16
Salmon, Gaspe	0 26	0 28
Swordfish	0 21	0 22

FRESH FROZEN LAKE FISH

Pike, lb.	0 10½	0 12
Perch	0 12½	0 13
Whitefish, lb.	0 15	0 16
Whitefish (small)	0 09½	0 12½
Lake trout	0 19	0 20
Eels, lb.	0 12
Doree	0 15	0 16

FRESH FISH

Haddock	0 09	0 10
Steak cod	0 11	0 13
Market cod	0 07	0 08
Carp	0 09	0 10

Doree	0 18	0 20
Lake trout	0 19	0 20
Brook trout	0 45
Pike	0 12	0 13
B.C. Calmon	0 26	0 27
Salmon (Gaspe)	0 27	0 28
Gaspereaux, lb.	0 06
Western Halibut	0 24	0 25
Eastern Halibut (chicken)	0 23
Eastern Halibut (med.)	0 26
Flounders	0 08	0 10
Perch	0 09
Bullheads	0 12
Whitefish	0 19	0 20
Whitefish (small)	0 09½	0 12
Eels	0 15
Mackerel, lb.	0 15	0 16
Smelts, No. 1	0 19	0 20
Smelts, No. 2	0 11	0 12
Smelts, No. 2	0 12	0 13
Shad	0 15	0 16
Swordfish	0 25

Live Hogs Go 25c Lower

Toronto.
PROVISIONS.—Another 25c decline has been recorded in live hogs this week, bringing the basis of quotations to \$18.00 per cwt., fed and watered. The run continues to represent a very good total and even somewhat lower price levels would not come as any great surprise.

Dressed meats are all ruling with a steady undertone. It is indicated that only now is the improvement in receipts of live hogs being felt in the cured end of the business to the extent that orders are being caught up somewhat. Prices show no change during the week, the following levels holding:

Hams—		
Medium	0 38	0 39
Large, per lb.	0 34	0 35
Backs—		
Plain	0 46	0 48
Trimmed, with rib in	0 48
Boneless, per lb.	0 50	0 52
Bacon—		
Breakfast, per lb.	0 41	0 46
Roll, per lb.	0 35	0 36
Wiltshire (smoked sides), lb.	0 37½	0 40
Dry Salt Meats—		
Long, clear bacon, av. 50-70, lb.	0 31	0 32
Do., aver. 70-100, lb.	0 30
Fat backs	0 32½	0 34
Cooked Meats—		
Hams, boiled, per lb.	0 53	0 55
Hams, roast, without dressing, per lb.	0 53	0 55
Shoulders, roast, without dressing, per lb.	0 50	0 52
Barrel Pork—		
Mess pork 200 lbs.	50 00	54 00
Short cut backs, bbl., 100 lbs.	58 00	60 00
Pickled rolls, bbl., 200 lbs.	56 00	61 00
Hogs—		
Dressed 70-100 lbs. weight	29 00
Live, off cars	18 25
Live, fed and watered	18 00
Live, f.o.b.	17 25

Lard is Steady; Supplies Improving

Toronto.
LARD.—The market is steady and conditions surrounding the lard end of the business are unchanged from that shown a week ago. Supplies at present are very good and the market is expected to rule firmly under influence of an active demand.

Lard, pure, tierces, 400 lbs. \$0 30½ \$0 31½
 In 60-lb. tubs, ¼-½c higher than tierces, pails ¼-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Toronto.
SHORTENING.—The steadiness in the market is still a feature and no

great change is looked for now that prices on oil are fully established and as long as the supply of oil comes forward in ample volume. Price is unchanged for the week as follows:

Shortening, tierces, 400 lbs., lb., \$0 26
 In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, *¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Steady Improvement in Margarine Sales

Toronto.
MARGARINE.—A very good demand is in evidence and this is expected to improve as the cooler season advances. Prices have held firm without change during the week and supplies are coming to hand quite freely. The range of quotations follows:

Margarine—		
1-lb. prints, No. 1	\$0 33	\$0 34
Do., No. 2	0 31	0 32
Do., No. 3	0 27	0 28
Solids, 1c per lb. less than prints.		

Difficult to Meet Demands

Toronto.
BUTTER.—There is practically no change in the situation here. Prices are ruling firm and unchanged and the greatest difficulty is being experienced by the dealers is getting butter cut and shipped. There is a distinct shortage of help and with the volume of orders coming to hand it is taxing the capacity of the dealers to take care of all orders. There is very little dairy butter offering, this being largely absorbed at the point of production.

Creamery prints	0 51	0 52
Creamery solids	0 51
Dairy prints, fresh separator, lb.	0 49	0 50
Dairy prints, No. 1, lb.	0 46

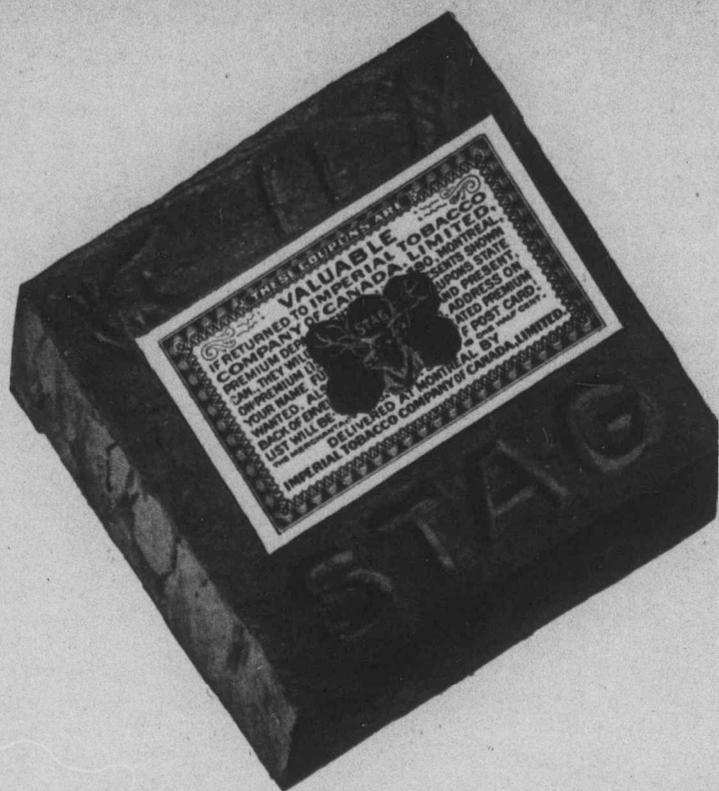
Few New Eggs; Demand Good

Toronto.
EGGS.—There are very few new laid eggs coming to hand, and dependence has to be placed on storage stock. The range of prices seems to be fairly wide, but this seems to occasion no criticism, and dealers are satisfied if they get delivery of their orders. The situation generally is quite satisfactory, and business is proceeding along splendid lines. Quotations range at the following levels.

Eggs—		
New-laid, in cartons, doz.	0 60	0 65
Do., extras	0 59
Do., No. 1 doz.	0 54	0 55
Storage, No. 1, doz.	0 51	0 52
Splits and No. 2, doz.	0 45	0 47

Production Smaller; Sales Maintained

Toronto.
CHEESE.—The total production has fallen below last year's figures and an appeal has been made to the factories to operate for another couple of weeks to overcome this deficit. Stocks on hand are comparatively light and dealers report some difficulty in taking care of business on hand. Quotations range at



**A
Money-Maker
for every
dealer**

Stock Up Now

There is a great demand for chewing tobacco, from the boys at the front, so be ready. Place your order now.

*Sold by all the
Wholesale Trade*

STAG

CHEWING TOBACCO

"Ever-lasting-ly Good"

With its exceptional quality known to the consumers and the good profits the dealers get from its sales:-

STAG

is one of the biggest paying propositions to the dealers.

Fifty Subscriptions from One Firm

THE International Business Machines Company, of which Mr. Frank E. Mutton is vice-president and general manager, subscribed to 10 copies of THE FINANCIAL POST some months ago—these copies to go to their travelling salesmen. Now this company has increased the number of these subscriptions to 50 because the results of the experimental subscriptions have proved so satisfactory.

Mr. Mutton explained that the object of putting THE POST in the hands of the men of his company was to keep them intelligently acquainted with general business conditions in Canada. He said he knew no better paper than THE POST for the purpose. It would seem that his men have responded fully to effort made to keep them well informed about Canadian business affairs—so much so that the management have added 40 other men to the original 10 to receive THE POST.



FRANK E. MUTTON

When Mr. Mutton was with the National Cash Register Company as its Canadian manager, he was the king of all managers in the matter of sales records. In this position he achieved a big reputation built on solid achievements. He learned salesmanship in a school where competition was of the hottest kind, and where the competitors were brilliant men. Giving Mr. Mutton full credit for superior personal qualities and energy of the most ardent kind, it is taking nothing away from him when it is said that not a little of his success was due to his intimate and sympathetic knowledge of the other man's busi-

ness. And he taught the men associated with him as salesmen to know the point of view and requirements of the men they called on to sell machines to.

As vice-president and general manager of the International Business Machines Company, Mr. Mutton is putting into operation an idea used by him in past days with brilliant results—he is causing his salesmen to know the business and requirements of their prospective customers. To establish points of contact swiftly and surely is one of the open secrets of successful selling.

In the case of **your** solicitations of customers and desired customers, it is excellent strategy to have your salesmen so well informed about business conditions generally, and about the interests of the men they canvass, that they will be able almost instantly to relate their proposals to the interests of the buyer. When a salesman shows himself intimate with the interests or business or objectives of the man whose order he wants, he is immensely strengthened as a salesman, and his percentage of successful canvasses goes steadily up.

Our definite suggestion to you is: Subscribe to THE POST yourself, and learn from its pages how your salesmen or executives can draw power from this newspaper. Then, having acquired the sought-for knowledge, subscribe to THE POST for each man in your service who can profit you by knowing what is in THE POST each week. If Frank Mutton and other prominent executives are making a success of THE POST as a salesman's aid, it is reasonable to suppose that other managers of salesmen and executives can likewise employ THE POST as a producing agent. And so we ask you to sign and forward the coupon below.

Dept. G.G. —143-153 University Ave.,
The MacLean Publishing Company, Limited, Toronto.

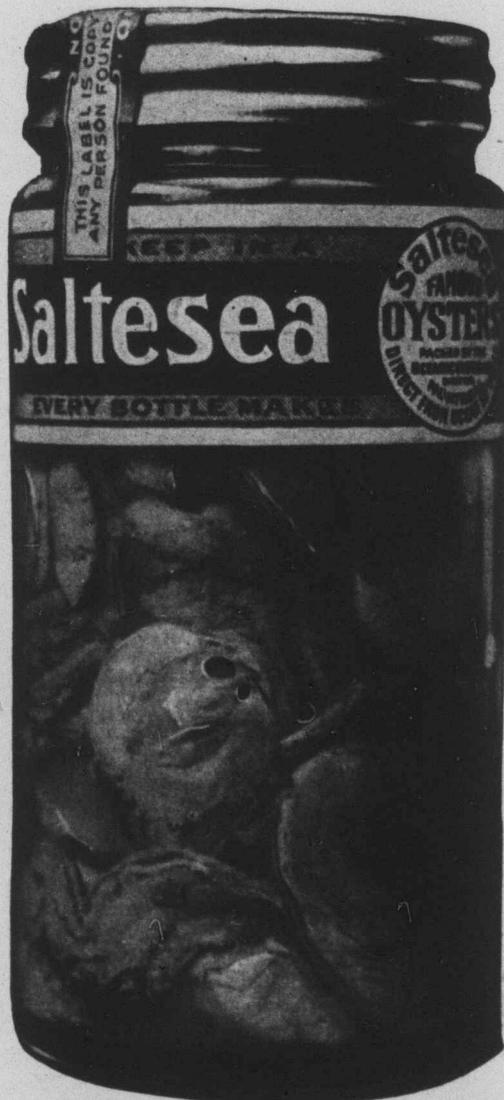
Send **☛** THE FINANCIAL POST OF CANADA (weekly). Subscription price of \$3 will be remitted on receipt of invoice in the usual way. Have this copy sent to

.....

.....

"SALTESEA" OYSTERS

Direct from Ocean to your table,
absolutely CLEAN and PURE



ALL your particular trade want this package. You can't help but sell them.

Send for sample case, 24 jars, TODAY. Or we will send you sample jar for trial.

ACTUAL SIZE

The Oceanic Oyster Company of Canada, Limited

Wholesale Dealers in Oysters EXCLUSIVELY

609 ST. JAMES STREET

MONTREAL, P.Q.

Canada Food Board License No. 1068

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

the higher levels recently established.

Cheese—

New, large	0 26	0 27
Stilton (new)	0 29	0 30
Twins, ¼c lb. higher than large cheese. Trip-		
lets ¼c lb. higher than large cheese.		

Higher Prices on Duck, Chickens

Toronto.
POULTRY.—Higher prices are again noticeable on ducks, hens, and spring chickens. This amounts to from 1 cent to 2 cents per pound, as is shown in schedule herewith. Supplies have been coming along quite freely and it is expected that this will be maintained for another couple of weeks.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	\$0 20-\$0 22	\$.....
Ducklings	0 20
Turkeys	0 30
Roosters	0 20
Hens, over 4 lbs.	0 23-0 24
Hens, under 4 lbs.	0 18-0 20
Chickens, Spring, 2 lbs. or over	0 24-0 25
Squabs, dozen	4 50

Prices quoted to retail trade:

		Dressed
Hens, light	0 30	0 34
Do., heavy	0 35	0 37
Chickens, spring	0 35	0 40
Ducklings	0 30	0 33
Turkeys	0 36	0 40

Herring Lower; Trout, Whitefish, too

Toronto.
FISH.—Lower prices have been established on herring, quotations now being made to the trade at 7½ to 8 cents per pound. A decline is also noticeable of 1 cent per pound in both fresh trout and whitefish. Supplies are coming along very well and dealers report the demand is maintained at very satisfactory figures. An improvement in the supplies of oysters to reach the local market is noticed and the requirements of the trade are now being taken care of quite satisfactorily.

FRESH SEA FISH

Brills, dressed, lb.	0 10	0 11
Cod Steak, lb.	0 10	0 12
Do., market, lb.	0 09	0 10
Flounders, lb.	0 08	0 11
Flukes		0 15
Gaspereau, lb.	0 08	0 08½
Halibut, medium, lb.	0 22½	0 23
Do., chicken, lb.	0 21½	0 22
Do., large	0 21½	0 22
Haddock, heads on, lb.	0 09	0 10
Do., headless, lb.	0 10	0 11
Do., Scrod, lb.	0 08	0 08½
Herring, lb.	0 07½	0 08
Mackerel, lb.	0 14	0 16
Plaice, dressed, lb.	0 10	0 11
Smelts, lb.	0 10	0 15½
Tomcods, lb.	0 05	0 05½

FRESH LAKE FISH

Herring, dressed, lb.	0 11	0 12½
Trout, lb.	0 14	0 15
Whitefish, lb.	0 15	0 16

SMOKED FISH

Bloaters, 50 Count, box	2 25
Ciscoes, lb.	0 18
Haddies, chicken	0 12
Do., fillets, lb.	0 17
Do., Finnan, lb.	0 15
Herring, Kippered, box	1 75
Shrimps, can	1 75

FROZEN SEA FISH

Cod Steak, lb.	0 09½	0 10
Do., market, lb.	0 08½	0 09
Flat Fish, B.C., lb.	0 10	0 11
Haddock, lb.	0 08½	0 09
Mackerel, lb.		0 15
Halibut, lb.	0 22	0 23
Salmon, Cohoe, lb.	0 20	0 21
Do., Qualla, lb.	0 14	0 15
Do., Red Spring, lb.	0 24	0 25

FROZEN LAKE FISH

Mullets, lb.	0 06	0 06½
Pike, round, lb.	0 09	0 09½
Tulibeas, lb.	0 09	0 09½
Whitefish, lb.	0 15	0 15½

DRY AND PICKLED FISH

Cod, Acadia Strip, box	\$6 00
Do., Halifax Shredded, box	2 20
Herring, Labrador, bbl.	14 00
Do., Do., keg	7 25
Do., Do., No. 4 size	5 60
Do., Do., No. 2 size	2 90
Imperial, 25 lbs., loose, lb.	0 13
Quail on Toast, 24 1-lb. tablets, lb.	0 14
Shrimps, headless, No. 1 size, tin	1 50
Do., Do., No. 3 size, tin	4 20
Skinless Fish, 50s & 100s, lb.	0 15
Sea Trout, keg	12 00
OYSTERS, No. 3 size package	8 85
Do., No. 5 size package	14 50
Do., per gallon	3 10

Live Hogs Now

Quoted at \$18

Winnipeg.

PROVISIONS.—The market for dressed meats showed very little change throughout the week. Live hogs have been descending rapidly and are now quoted at \$18. The receipts of hogs at the local market for the past week has been very heavy and it is expected that it will continue for some time.

Prices on Eggs Still Advancing

Winnipeg.

EGGS.—Prices on eggs are steadily advancing and they are now quoted at 50 cents, an advance of two cents over the quotations of last week. Production has fallen off considerably which is reported as the cause of the advance.

Poultry Trade for Week is Better

Winnipeg.

POULTRY.—Trade in poultry was much better this week and supplies are now coming in in large quantities. The demand from the trade is keeping up very well.

SARDINE CATCH DISAPPOINTING

The sardine season, now practically ended, has been to a great extent a failure along the southern New Brunswick coast this year. The immense catches last year encouraged fishermen, and outside speculators as well, to invest heavily this spring in weirs and equipment in preparation for even a bigger harvest. Their expectations were disappointed however and a leading fisherman estimated this week that the losses sustained in balancing the outlay and the receipts in the district around St. John alone would amount to at least \$150,000.

Last season's conditions looked so good that the Booth Fisheries, Ltd., established a large sardine packing plant here this spring in order to share in the business. By the time they were ready to operate the early run was over and since then the catches have been very light. As a result, the factory has had but small quantities of fish to handle.

Owing to the mild weather and the de-

lay in the arrival of the usual fall storms, many fishermen have not yet dismantled their weirs, in the hope of recouping some of their losses and this week a run of sardines brought about thirty hogheads for the harbor weirs.

Various theories are advanced for the absence of the fish in their usual numbers, one of them being the presence of enemy submarines off the mouth of the bay during what should have been the best part of the season, with the consequent use of depth bombs and other disturbing factors which, some of the fishermen say, would scare off the sardines.

SAVE THE WASTE PAPER

A Paper Baler Would Be a Splendid Investment Just Now

The high prices being paid for waste paper should mean that every grocer in Canada should save it. Scrap paper in bales is around \$15.00 per ton, Toronto basis; newspapers \$20.00 per ton; mixed book and magazines \$28.00 per ton, cardboard \$15.00 per ton, etc. These are about double the prices that were existing three or four months ago. They are almost as high as waste paper ever went.

The natural method of saving waste paper is, of course, to use the paper baler. A number of grocers are reported to be installing paper balers to take advantage of the high prices at the present time.

As pointed out in our issue of October 4, it is advisable, where possible, for retailers to club together and send their waste paper to the buyers in quantities. This reduces the freight rate and means better returns.

HAVE FINE STORAGE PLANT

The big frostproof warehouse which is being built by members of the Vernon Fruit Union, under the name of the Vernon Storage Company, Vernon, B.C., is now well under way, and W. A. Cryderman, who is in supervision of the work, expects to have it ready for the roof about the end of the month.

This building is said to be the largest of the kind in the West on either side of the line. It is 400 by 80 feet in size, with a basement the full size of the building. The basement and first storey will be frostproof, and made of hollow tile. It will accommodate about 250 cars of apples for winter storage.

EXPECT GOOD CROP OF MALAGA RAISINS

Hopes of a good crop are encouraged by late reports on the condition of the vines. A production of about 1,000,000 boxes is looked for. Exporters will probably await indications from growers before attempting to fix prices. Speculators are expected to operate cautiously this season, as some of them are yet fairly well stocked with last year's supply. It is estimated that 200,000 boxes of old-crop Muscatels are still held unsold.

Northern Ontario Grocers

An Explanation and our Thanks to You

Before placing NAGROCEL COFFEE on the market we realized that—

It must be distinctively labelled.

It must be packed 12 1-lb. tins to a case to meet the requirements of all.

The quality must be of such satisfying goodness as to win your enthusiastic approval and support.

Our facilities for buying, blending and roasting are equal to any in Canada and at much lower cost.

Because our travellers sell innumerable lines in territory only, which we serve better and at less expense than any of our competitors, our selling cost is reduced to the minimum and is a mere fraction of the selling cost of a coffee and spice company.

Our price, quality considered, therefore, would be lowest.

Furthermore, the adoption of "one price in any quantity" would discourage over-buying and enable the consumer to enjoy NAGROCEL COFFEE while it was freshly roasted.

During JULY, 1918, we secured a trial order from practically every Grocer in our territory.

The repeat business, which surpasses even our highest expectations, is conclusive proof of your co-operation and the consumers' approval.

We thank you most heartily and assure you the high standard of quality of NAGROCEL COFFEE will be strictly maintained.

When ordering GROCERIES order NAGROCEL COFFEE for your immediate requirements only.

PHONE FREE TO BUYERS

National Grocers Limited

NORTH BAY

SUDBURY

SAULT STE. MARIE



The goodness of JERSEY FARM SAUSAGE

appeals to every member of
the family

But we do not ask you to take our word for it. Prove it yourself.

Take a pound of these inviting sausage into the house. See with what relish the whole family enjoys them. Taste the good taste yourself. Convince yourself that "Jersey Farm Sausage" are different—deliciously wholesome and good—something that will win your best trade.

At once you will say: No wonder "Jersey Farm Sausage" are sold in Toronto's biggest hotels, clubs, tea-rooms and cafes!

THEN CASH IN ON OUR BIG ADVERTISING CAMPAIGN.

Put one of our attractive street-car cards in your window or above your provision counter.

See how our big advertisements in the big Toronto papers—running day in and day out through the sausage-selling season—bring customers into your store asking for "Jersey Farm Sausage."

Their wide reputation is the guarantee of their goodness.

A trial order will prove that they offer decent-sized profits and customer-satisfaction.

Phone Adelaide 3470-1 and the "Jersey Farm Sausage" man will call next trip.

Deliveries made three times a week—no need to overstock!

MACIVER BROS. COMPANY

Keating Street - Toronto



Give your customers an opportunity to taste these three brands of **QUALITY** Oleomargarine!

BOTH you—and they—will be delighted at the excellence of these products—the most delicate and delicious brands of oleomargarine you could ever wish to buy. Untouched by hand—made from pure, healthful materials—these are more than butter *substitutes*. They are actual *competitors* of butter.

“Peerless” Oleomargarine comes first. Besides consisting of the finest fats and oils, it contains an unusually large percentage of creamery butter. This accounts for its fresh, sweet, butter-like flavor. In fact, in appearance, taste and consistency it is very difficult to distinguish it from “finest creamery.”

“Maypole” Oleomargarine is a close second. It is churned from the same high-grade materials as “Peerless”—except that it does not contain quite so large a percentage of creamery butter.

“Sunset” Oleomargarine is made to fill the demand for districts where good dairy butter is largely used. It’s also splendid for cooking purposes. For a medium-priced product its goodness will surprise you.

Send **TO-DAY** for a trial order of one or all of these Brands. Your customers will appreciate them and they will prove some of the best sellers you have in your store. Give your order to our Traveller when he calls—or drop us a postal card.

THE DAVIES COMPANY LIMITED

MONTREAL

TORONTO

HAMILTON

Canada Food Board Packer's License No. 13-50

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

The Mark of a Good Sausage

The Schneider Brand shown here is a guarantee of tip-top quality, good value and good returns for the dealer selling them.

You can always recommend Schneider's Sausages—They have appearance, quality and taste—different from all others.

J. M. Schneider & Son, Ltd.
KITCHENER - ONTARIO

*Drop us a card for Sausage and Smoked Meat quotations.
Satisfaction guaranteed on all mail orders.*



TRADE MARK



ASK FOR

ARMOUR'S VERIBEST BRAND

SMOKED HAMS
(in stockinets)

SMOKED BREAKFAST BACON
AND

LEAF LARD
ALSO

3X and GLENDALE BRANDS
OF
OLEOMARGARINE

A Sample Order Will Convince That You Cannot Afford
To Be Without Them

ARMOUR AND COMPANY
HAMILTON, ONT.

GROCERS:

It Will Pay You

to arrange with us now for your supply of strictly fresh eggs, as well as selected storage eggs for the winter. We have the best quality to be found anywhere.

Fancy Dressed Poultry

Killed to Order

Our dressed poultry is all graded carefully and nothing but the best used in filling orders for our grocery trade. Remember, the best is none too good and order MANN'S POULTRY. Also oleomargarine, shortening, choice creamery and dairy butter.

C. A. MANN & CO.

LONDON, ONT.

Canada Food Board License No. 7-078

"Golden Nut" PEANUT BUTTER

C. & J. JONES, WINNIPEG

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

All Creamery Butter Commandeered by Government Until Nov. 9th!

One sure result of this will be a still bigger demand for Swift's Premium Oleomargarine.



Your customers know this "Premium" food product. Our newspaper and magazine advertising is constantly adding to the number of people who insist upon "Swift's Premium."

Swift's Premium Oleomargarine

is just as delicious as its appearance is attractive, which make it so ready a seller.

The demand will be heavy from now on. Order your supply through our salesman or write direct.

Swift Canadian Co.
Limited

Toronto

Winnipeg

Edmonton

License No. 13-170, 171, 172

TIME'S SEVERE TEST

Finds Our Organization Stronger
and More Complete Than Ever

*This
Historic
Spot
Has Witnessed
Our Growth
From
Small Beginnings
to
Great Achievement*



*When
Your
Confidence
Is Placed
In Us
Our
Attention
Is Ever
Unfailing*

For Canada's National Fish Day

Thursday, October 31st

We will have a most complete line of
Fresh, Smoked, Salt and Pickled Fish.

**THE OYSTER SEASON
IS NOW IN FULL SWING**

Are You Fully Prepared to Meet Large Demand?

Malpeques and Buctouche Shell Oysters.
Bulk Oysters Direct From Chesapeake Bay.

Entrust your orders to us early.

D. HATTON COMPANY
MONTREAL QUEBEC

Freeman Equipment

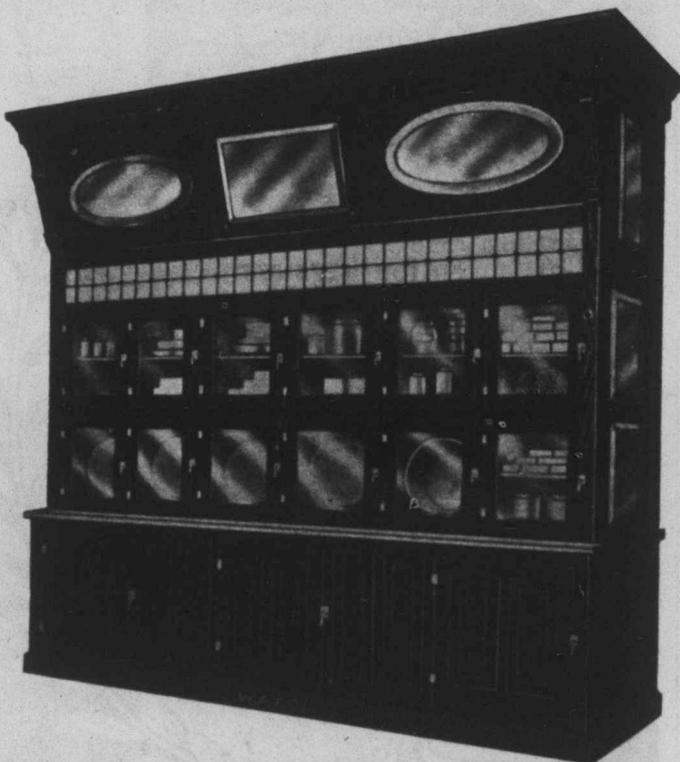
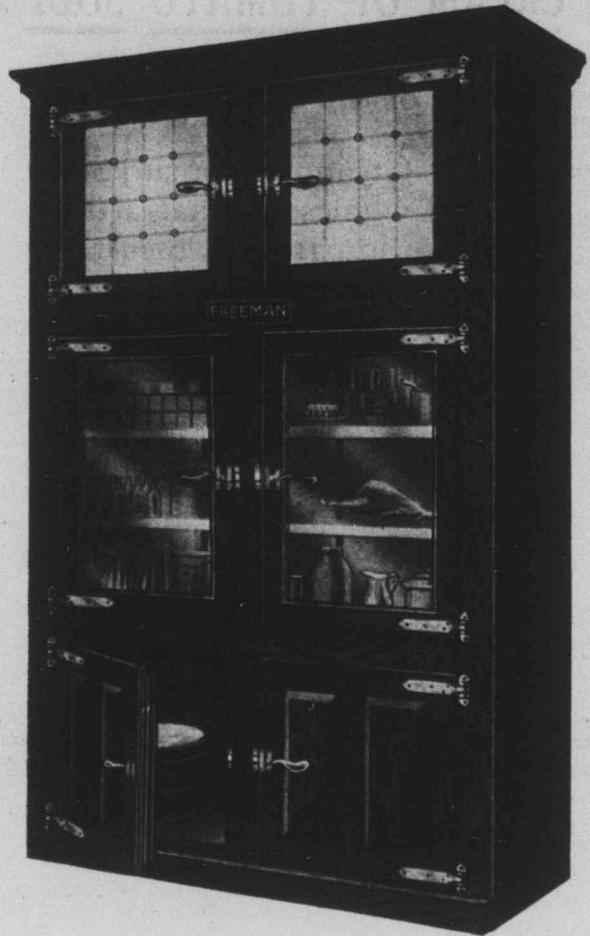
will make yours a distinctive store. It typifies neatness and cleanliness, attracting discriminating people, the best class of trade.

It keeps goods absolutely clean and fresh, which means more profits.

It is handy—saves much time and labor.

Is a refrigerator in hot weather, sanitary, dirt-proof display case in cold weather—an efficient silent salesman all the year round.

So we say Freeman equipment is the very best investment you can make if you desire to improve your store and increase your business.



Delicatessen---Cafe and Grocers' Coolers

The original and only positive centre air flue patented by us.

Made of select ash—antique finish, white tile in top doors. Interior lined with odorless spruce, moveable shelves, solid brass handles and catches.

Made in many sizes. Sure to be one to make attractive that dark corner in your store.

Send for our large, beautifully illustrated catalog showing the complete Freeman line. There are many money-saving store fixtures that will interest you.

The W. A. Freeman, Company, Ltd.
HAMILTON, CANADA

Toronto Branch
114 York Street

Montreal Branch
16 Richmond Street

HEINZ

CREAM OF TOMATO SOUP

One of the 57 Varieties

Heinz Cream of Tomato Soup, rich and wholesome, has a delicious flavor imparted by the proper blending of ripe, sound tomatoes, with pure cream and selected spices. It contains no meat stock whatever. Your customers will like this appetizing tomato product because it is a nutritious food which is economical, and easily prepared. And it shares the good will of the other 57 varieties—good will built up through years of truthful advertising.

THE TRIFOLIUM

OLEOMARGARINE

LIMITED

Manufacturers of

MARGARINE

1200 HAMILTON STREET
VANCOUVER, B.C.

The Robert Gillespie Co.
323 Homer St., Vancouver, B.C.
Sole Selling Agents

MR. GROCER

Here's a Butter Box

with a real idea
back of it!



Convenient — Collapsible—
Secure. Just such a container as farmers, motorists and visitors to the country will thoroughly approve of.
Can be had in the following sizes: 3, 5, 10, 20, 30 and 45 lb. sizes.
You can win good extra business and extra profits by showing a little display of these Butter Boxes in your store.

Write for quotations.

A. B. SCOTT, LIMITED
NIAGARA FALLS, CANADA

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

Purity

TABLE SALT




In sanitary cotton bags and handy free-running packages.

You cannot recommend a better salt to any housewife than Purity
For table or dairy use there is no better salt—a fact good housewives are quick to appreciate
You'll get a good margin of profit on every sale of Purity

THE WESTERN SALT CO., LIMITED
COURTRIGHT
ONT

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

CHICKEN HADDIES

REGISTERED
LILY BRAND



This is a first class package to put on your "Trench Goods" counter. Display it.— Let the folks at home see what a handy package it is to send to the boys "Over There."



License No. 1-148

MARITIME FISH CORPORATION, LIMITED

Head Office and Sales Dept.
MONTREAL

Plants at Canso N.S.
and Digby, N.S.

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

Lend your money and your influence

The Victory Loan keeps business going.

It is through the Victory Loan that money is put back into circulation.

The Victory Loan finances our immense exports of farm products and munitions.

The Victory Loan pays wages — sustains trade, commerce and agriculture.

It is because of the Victory Loan that your customers have money to buy the goods you sell.

And, overshadowing every business consideration, is the fact that it is through the Victory Loan our fighting forces are equipped and maintained.

The destiny of our country—the present and future welfare of our business—demand that all our influence, all our enthusiasm, all our moral and financial support be put squarely behind the Victory Loan 1918.

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



“Come on, Lads!”

“Show them what we’re made of.” The last words of a Canadian captain leading his gallant men to a charge over the top. Out they go, out into a haze of poisonous gas, a stream of whistling bullets, treacherous shell holes, and a thicket of wire entanglements, with no thought of holding back, but only to go on till they can go no further.

When our fighting men show such spirit, how can we hold back, we who are at home surrounded by every comfort? We CAN and MUST supply our men with MATERIAL AID. Our men who are facing death that we may live and move and have our being in a world made safe.

With such an example before us, when victory is within our grasp, who can hesitate to do their duty?

Buy Victory Bonds to your very utmost.

Buy—BONDS—Buy

This space donated to winning the War by

HUGH WALKER & SON

Wholesale Fruits and Vegetables

ESTABLISHED 1861

GUELPH, ONT.

License Nos. 3-090, 3-204

DONALD H. BAIN CO.

Wholesale Grocery Commission Agents

Canada Food Board License No. 6-450

A sales force of competent men.

Ample capital—and the reliability that goes with it.

A record of results—and the prestige that follows it.

An energetic, result-getting organization—with satisfied clients to prove it.

Are all at your disposal if WE represent you.

Every branch a business in itself, directed by capable, experienced managers.

All varieties of Food Products.

If you want results, get in touch with us.

WINNIPEG

MANITOBA

CALGARY

ALBERTA

REGINA

SASKATCHEWAN

EDMONTON

ALBERTA

SASKATOON

SASKATCHEWAN

VANCOUVER

BRITISH COLUMBIA



Manufacturers!

If you want selling representation anywhere in Canada, we suggest that you write us. We will give you the benefit of our experience of twenty-eight years marketing food products and specialties for prominent foreign and domestic packers and manufacturers.

Our efficient sales forces cover both the wholesale and retail trade, and we are prepared to accept one or two first-class lines which would not conflict with products we are now selling.

In Eastern Canada we have been successfully establishing lines such as Borden's Evaporated and Condensed Milk, E. D. Smith's Pure Fruit Jams, Postum Cereal Products, National Licorice Products, Carr's English Biscuits, Melrose's Teas, C. B. Knox's Gelatine, B. T. Babbitt's Cleanser, etc., Cottam's Bird Seed and other prominent specialties. If you entrust us with your account, you will have assurance of satisfactory results and your product the prestige of good company.

Wm. H. Dunn Limited, Montreal, Que.

Food Board License Nos. 6-079, 389, 390

Dunn-Hortop Limited, Toronto, Ont.

Food Board License Nos. 6-428, 429

Mason & Hickey

MANUFACTURERS' AGENTS

Head office at Winnipeg, Man.; branches at Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Brandon and Vancouver. We are open to represent lines that do not compete with the following:

Arbuckle Bros., New York. Green Coffees.	Ingersoll Packing Co., Ltd., Ingersoll, Ont. Cheese and Smoked Meats.
The Borden Milk Co., Ltd., Montreal. Evaporated and Condensed Milk.	W. K. Kellogg Cereal Co., Toronto and Battle Creek. Dominion Corn Flakes, Krumbles, Rice Flakes, etc.
California Packing Corp., San Francisco. Griffin & Skelley Co., Division Canned and Dried Fruits C. F. C. A. Division Del Monte Canned Goods	Kelly Confection Co., Ltd., Vancouver. Molasses.
Canada Nut Co., Ltd., Vancouver. Peanut Butter.	King Beach Mfg. Co., Ltd., Mission City, B.C. Jams and Jellies.
Canada Starch Co., Ltd., Montreal and Brantford. Starch, Syrup and Glucose.	W. S. Loggie Co., Ltd., Chatham, N.B. Lobsters, Codfish and Blueberries.
Creamette Co., Minneapolis. Macaroni, Vermicelli, Spaghetti, Cream- ettes, etc.	Manford Schier, Dunnville. Evaporated Apples.
Crescent Mfg. Co., Seattle. Mapleine.	National Licorice Co., Montreal. Licorice.
Crown Broom Works, Ltd., Vancouver. Brooms, Woodenware.	Nicholson & Brock, Toronto. Bird Seed and Bird Gravel.
The Dominion Sugar Co., Ltd., Wallace- burg, Chatham, Kitchener. Sugar.	Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont. Crisco, Soaps, Soap Powders, Oils and Flakewhite.
Essex Canning & Preserving Company, Ltd., Essex, Ont. Canned Goods.	William Rogers & Co., Denia, Spain. Valencia Raisins.
Federico Garret & Co., Malaga, Spain. Olive Oil.	W. A. Taylor Conf. & Mfg. Co., Ltd., Winnipeg. Horse Radish and Relishes.
Foster & Holtermann, Ltd., Brantford. Honey.	Thornton & Co., Malaga, Spain. Malaga Raisins.
Gorman, Eckert & Co., Ltd., London, Ont. Olives, Spices and Extracts.	D. Urquhart, Hensall, Ont. White Beans.
Harper-Presnail Cigar Co., Ltd., Hamilton Cigars.	J. H. Wethey, Ltd., St. Catharines. Mince meat, Jams and Jellies.

Mason & Hickey

287 STANLEY STREET

WINNIPEG, CANADA

Our Service Covers Canada

As evidence of our reliability and facilities for handling your product successfully in Canada it is only necessary to mention the names of some of our more notable clients :

*Sutcliffe & Bingham, Manchester,
England.*

Jeyes Disinfectants, London, Eng.

Tobler & Co., Berne, Switzerland

Norcanners, Stavenger, Norway

*Maggi Soups, Kempthall, Switzer-
land.*

Get in touch with us now regarding representation in Canada for After-the-War Business. Give us some particulars of your line. Provided it doesn't conflict we'll be glad to market it for you, giving you the results you look for.

Maclure & Langley, Ltd.

12 Front St. E., TORONTO, CANADA

Branches:

MONTREAL

WINNIPEG

VANCOUVER

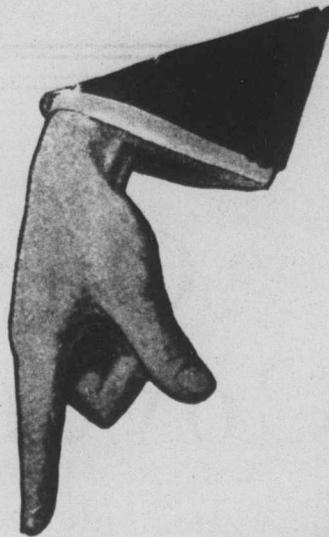
If you manufacture a quality article which does not conflict with any of the following, write us.

AGENTS FOR

Bon-Ami. Rola Quality Egg Powder. Furnivall's Pure Jams and Marmalades. Gray's Syrup of Red Spruce Gum. Cottam's Bird Seed, Gravel and Canary Comfort. Wentworth's Compound Jams, Jellies and Mince Meat. Canned Tomatoes and Catsup. Caldwell's Pure Whole Tomato Catsup. High Grade Mince Meat and Hand Packed Canned Tomatoes. Also Pure Apple Cider.

Western Sub-Agents for Campbell's Soups.

We have good British connection with China, Japan, India and Australia, and can give you direct quotation on practically all goods from these countries.



Consign Your
Distribution Cars
To Us For Attention

H. L. PERRY CO., Limited
214 Princess St. - - WINNIPEG, MAN.
Pool Car Representatives For
All Western Wholesalers



Unlimited facilities for storage distribution and forwarding.

We give service and our rates are reasonable.

Give us a trial and your business will receive the attention it deserves.

Write us for rates, etc.



Have your line properly represented in the West

WE have every facility for successfully handling your products.

Fifteen Years' Experience. Long Established Prestige. Strong Representation. Best Warehouse Accommodation.

If you wish to reach the big Western Market you should get in touch with us now. We handle some of the best known products — products with a national reputation—so that yours will be in good company from the very first.

Our staff of ten salesmen will give your product aggressive representation.

We sell

**Christie's Biscuits and
Robertson's Confectionery**

direct to the retailer.

Ask for full particulars of our selling organization.



Scott-Bathgate Co., Limited

GROCERY BROKERS AND COMMISSION MERCHANTS

149 Notre Dame Avenue E., Winnipeg

A Message to Manufacturers and Packers

To be assured that your products will be handled in the Western market with the same intelligence, energy and economy as if you were **on the spot yourself** is of vital importance to you. In a word, you want efficient representation.

Years of experience, coupled with an efficient selling organization covering Manitoba, Saskatchewan and Alberta, are reasons why you will find it advantageous to entrust us with your account.

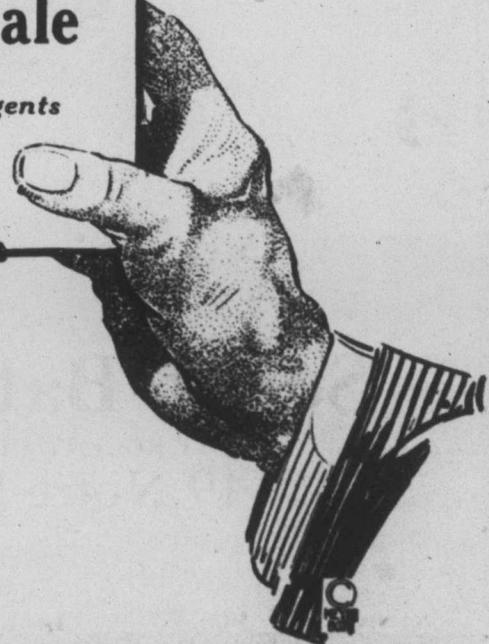
Our selling organization, warehousing and shipping facilities are all at your disposal on shortest notice.

We shall be glad to discuss details with you upon request.

Watson & Truesdale

*Wholesale
Commission Brokers and Mfrs. Agents*

156 LOMBARD STREET
WINNIPEG





T. D. WATT,
Manager Edmonton Branch.



P. J. BOXER,
General Manager
W. H. Escott Co., Limited.



T. H. KAVENEY, Director
Inspector of Branches,
Manager Regina Branch.

Mr. Manufacturer! These Men

can market your product successfully in the West.

They are part and parcel of a wonderful selling organization possessing every facility for getting quick returns and all round satisfaction.



R. BLACK,
Manager Fort William Branch.



W. G. ROSS,
Manager Saskatoon Branch.



D. F. McLAY, Office Manager
Secretary-Treasurer,
Winnipeg.



H. A. GUISE,
Salesman, Winnipeg.



C. T. WOODSIDE,
Manager Calgary Branch.

If you want aggressive representation in the Western field, write to-day for full particulars to

W. H. Escott Co., Ltd.

*Manufacturers Agents and
Wholesale Grocery Brokers*

WINNIPEG, FORT WILLIAM, REGINA, SASKATOON, CALGARY, EDMONTON

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

O'LOANE, KIELY & CO., LTD.

VANCOUVER, B. C.

Wholesale Grocery Brokers, Manufacturers Agents and Distributors

We offer first-class Intelligent and Reliable Service.

25 years' experience in Wholesale Grocery and Kindred Lines.

WE HAVE experienced specialty Salesmen; Free and Bonded Storage Facilities and Trackage.

We have Reliable Brokerage Connections in every Wholesale City in Canada and in many United States Cities.

WE SOLICIT RELIABLE ACCOUNTS

Import and Export Departments

IMPORTERS—Specializing Oriental produce, including Beans, Peas, Seeds, Rice, Tapioca, Spices, Tea, Coffee, Ceylon Coconut, Peanuts, Walnuts, Sulphur, Kauri Gum, Hemp Oil, Coconut, Peanut, Cottonseed, Soya Bean, Castor, Chinawood Oil, Fish Oil, Australian Mutton; Packers' By-Products, including Tallow, Grease, Lard, Sausage Casings, Hides, etc.; Cordage, Glassware, Matches, Raw Materials, etc.; Dried Fruits, Honey, Jams, Fruit Pulp, Australian Currants and Produce.

EXPORTERS—Including Canned Salmon, Herring, Clams, Pilchards, Salt Herring and Salmon in barrels, and other Cured Fish; Canned Milk, Canadian and American Canned Fruits and Vegetables, Dried Fruits and Vegetables and other Food Products, Paper, Pulp, Lumber, Box Shooks, Potatoes, Apples, Beans, Peas, Seeds, etc.

The Financial Post

This is a business man's paper. It is of interest to every man who has money invested either in his own business or in bonds and securities of various kinds. It is published weekly, and the news is given in very readable form.

Wholesale and retail merchants find it valuable because they are interested in market tendencies and market factors, not only as applied to their business, but also as applying to business in general. They need to know conditions local and remote. They need information to enable them to buy right and sell safely.

And the knowledge they need they can have for the insignificant sum of \$3 annually.

THE FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper, I will remit \$3 to pay for my subscription on receipt of bill.

.....
.....

C.G.

FRED COWARD

402 Spadina Ave., Toronto

Importer and Packer of Grocers' Sundries, etc.

	Dozen
"Lightning" Coffee Essence, 8-oz. square bottles (3 doz. in carton)	\$2.80
Worcester Sauce (imported), 6-oz. round bottles (4 doz. in carton)	1.40
Mustard (English Style Prepared), 10c fancy jars (3 doz. in carton)90
Mustard (Prep. Horse Radish), 10c fancy jars (3 doz. in carton)90
Potato Flour, 10-oz. packages (3 doz. in carton)	1.35
Potato Flour, 3½-lb. bags	6.00
Ground Rice, "Special Grain," 10-oz. packages (3 doz. in carton)	1.10
Ground Rice, "Special Grain," 3½-lb. bags	5.28
Marrowfat Peas, packages 9-oz. net weight (3 doz. in carton)	1.40
Marrowfat Peas, bulk, prices on application.	

Freight paid up to 35c per 100 lbs., or
Better still—ask your wholesale grocer for the above lines.

Winnipeg Warehousing Co.

The House of Prompt and Efficient Service

Possessed of every facility to handle any amount of business expeditiously.

Warehousing
Distributing **Storage**

Ship your consignments to our care. We can distribute your goods in Winnipeg or re-ship them to points west.

Winnipeg Warehousing Co.
WINNIPEG

Williams Storage Co.

Lessees:

Winnipeg Warehousing Co.
288 Princess St.

Owners:

C. S. Turner Co.
147 Bannatyne Ave.

Just the sort of house you are looking for to take care of your western consignments.

Bonded or Free Storage
Track Facilities **Steam Heating**

An up-to-date and efficient organization and one that gives service and satisfaction.

Let us take care of your consignments.

Williams Storage Company
WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of 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 CANADA

G. B. Thompson & Co.

Wholesale Commission Brokers and Commission Agents
We can handle a few more good lines. Storage Warehouses and Transfer Truck. 149 Notre Dame Ave. E. - WINNIPEG
Established 1898.

PUGSLEY, DINGMAN CO., LIMITED
JOHN TAYLOR & CO., LIMITED
ETC., ETC., ETC.

We represent some of the best manufacturers, of whom the above are examples. We will give your line the same attention.

F. D. COCKBURN CO.
WINNIPEG

A. M. Maclure & Co.

MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

C. H. GRANT CO.

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

D. J. MacLeod & Co.

Manufacturers' Agents and Grocery Brokers
EDMONTON, ALTA.
Open to negotiate for new lines in Alberta. Our staff calls on wholesale trade and does detail work.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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BRITISH COLUMBIA

Squirrel Brand PEANUT BUTTER

C. T. NELSON GROCERY BROKER

105 Hibben-Bone Bldg., Victoria, B.C.
In touch with all British Columbia wholesalers and jobbers, and can place your line to best advantage. Live men calling on retail trade.
Victoria Vancouver

The Robert Gillespie Co. Importers and Exporters

323 Homer St., Vancouver
Live Salesmen covering Alberta and B.C.

When answering
Advertisements please mention
Canadian Grocer

LITTLE BROS. LTD., VANCOUVER, B.C.

Established 15 Years. Live Staff of Salesmen. First-Class Storage and Warehouse Facilities.
We can place one or two good specialty lines on the B.C. market. If you want live representation, write us to-day.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

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

MACLURE & LANGLEY
Limited
Manufacturers' Agents
Grocers, Confectioners and Drug
Specialists
12 Front Street East Toronto

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

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

**LOGGIE, SONS
& CO.**
Merchandise Brokers and
Manufacturers' Agents
Grocery, Drug and Confectionery
Specialties.
Foy Bldg., 32 Front Street W
TORONTO - - ONTARIO

MARITIME PROVINCES
HALIFAX, N.S.
Grant, Oxley & Co.
Limited
Grocery Brokers and Commission
Merchants
68 BEDFORD ROW
Selling Agents—
Canada Starch Co.
Diamond Crystal Salt Co.
Anglo B. C. Canning Co.
Cow Brand Soda, etc.
Correspondence solicited

GEO. MUSSON & CO.
Grocery Brokers and
Manufacturers' Agents
TORONTO
Correspondence Solicited

X-X-X
PHOSPHATE CREAM TARTAR
Formerly only sold in Bulk,
NOW offered to the Grocery
Trade in Five and Ten Pound
Cartons.
To avoid unsatisfactory substitutes
look for this label on the package.
Insist on the Genuine X-X-X.

Grocery Advertising
By Wm. Borsodi
It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
ALL ORDERS PAYABLE IN ADVANCE.
PRICE \$2.10 Post Paid.
MacLean Publishing Co.
143-153 University Ave., Toronto

Baker's Cocoa and Chocolate
MAKE AND KEEP GOOD CUSTOMERS
They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws; are readily sold, giving a quick turnover of stock.
REGISTERED TRADE-MARK
MADE IN CANADA
WALTER BAKER & CO. Limited
Montreal, Can. Dorchester, Mass.
Established 1780
Canada Food Board License No. 11-690



Order from your Wholesaler, or direct from
The Jones Packing & Provision Co.
(Chemical Department) Limited
SMITH'S FALLS, ONTARIO
License No. 13-126

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

**ROSE & LAFLAMME
LIMITED**
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO
Canadian Food Control License Nos. 6-236/7/8

J. R. GENEST
CORN and CORN PRODUCTS—PEAS
Grain, Flour and Feed—Wholesale only
Grocers Specialties
BOARD OF TRADE BUILDING, MONTREAL

JOHN E TURTON

Wholesale Grocery Broker

MONTREAL

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

FREEMAN and SHEELY

Wholesale Grocery Brokers

St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., of Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.; F. W. Berk & Co., London, Eng.; The T. Upton Co., Ltd., Hamilton, Ont.

GAETZ & CO.

MANUFACTURERS' AGENTS AND
GROCERY BROKERS

47-49 Upper Water St., Halifax, N.S.

MANUFACTURERS, ATTENTION!

In MONTREAL and DISTRICT we will give you that live, aggressive representation that assures you good business, and a steady increase. We are doing it for others and can for you.

Let us get together.

FREEMAN and SHEELY

Wholesale Grocery Brokers

ST. NICHOLAS BUILDING, MONTREAL

Please Mention this Paper when Writing to Advertisers

**EL ROI-TAN PERFECT
CIGAR**

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

Aints To Buyers and Sellers from Quebec City & Province

Quebec's Responsible Brokers

Our present excellent trade connection is the result of
30 YEARS OF EXPERIENCE
 IN BROKERAGE BUSINESS, GRAIN AND PRODUCE
 We offer our services in marketing your products as we are open for one or two more good agencies for
 produce, grains or grocery lines, etc.
WRITE US FOR PARTICULARS
BEANS AND CORN A SPECIALTY
Manufacturers--if not represented here, please write to us.

ALFRED T. TANGUAY & COMPANY

Commission Merchants and Brokers

17 RUE ST. JACQUES

QUEBEC CITY

EUGENE PICHER

COMMISSION MERCHANT

Grain, Hay, Provisions

and

Fish Specialties

HERRING TURBOT CODFISH

CORRESPONDENCE SOLICITED

91 Dalhousie Street, - - - Quebec

BUCHANAN & AHERN

*Wholesale Commission Merchants
and Importers*

**GROCERIES, FLOUR,
MILL-FEED, GRAIN, ETC.**

20 St. Antoine Street Cor. Dalhousie Street
QUEBEC, QUE.

JOS. COTE

Importer and Wholesale Grocer

*Specialties of Cigars, Tobacco
and Tobacconist Sundries*

188 St. Paul Street

Quebec

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous,
conscientious and successful work.

THOMAS C. IRVING, General Manager
Western Canada
 TORONTO, CANADA.

Advertising makes for better merchandise—

Not only does advertising create a good impression regarding the merchandise advertised but it **MAKES FOR BETTER MERCHANDISE.** There are added responsibility and written-printed claims to substantiate.

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

Come Into The Christmas Window Contest

CANADIAN GROCER has for many years conducted a Christmas Window Contest. It has been 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 the 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 it, accompanied by a brief description of the window.

This Contest closes January 6, 1919. 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 small 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	Centres Under 10,000 Population
1st Prize \$5 00	1st Prize \$5.00
2nd Prize 3.00	2nd Prize 3.00
3rd Prize 2.00	3rd Prize 2.00

For each of the other photographs that can be used, one dollar will be paid.

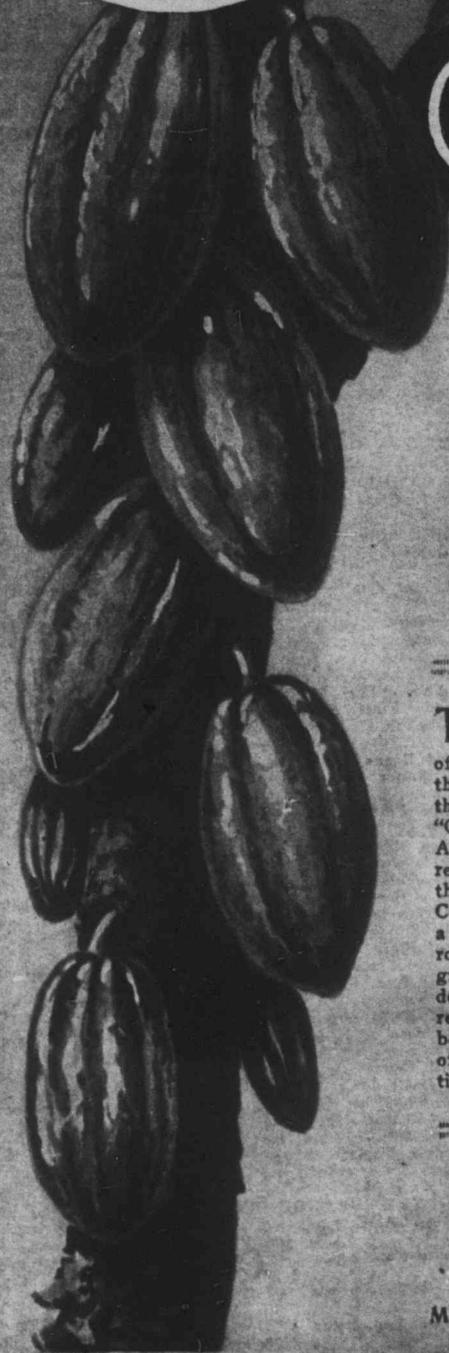
Send photograph with description to

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

COWAN'S

PERFECTION

COCOA



TO PROGRESSIVE DEALERS

PUT this Canadian Brand on the firing line, and watch it capture a big trade for you. Display it prominently on your shelves. It is a line that adds prestige to any store. Recommend Cowan's Perfection Cocoa because you know it is purest and best. One sale makes a permanent customer.

THIS illustration shows a cluster of Cocoa Pods as they are found on the tropical tree "Cacao Theobroma." After the beans are removed and dried, they are shipped to Cowan's, where by a special process of roasting, their fragrant aroma and delicious flavor are retained, and may be enjoyed by users of Cowan's Perfection Cocos.



MADE IN CANADA AT COWAN'S SUNLIT PLANT
TORONTO

Think What It Means

to the busy housewife if her labor can be reduced?

Brodie's XXX Self-Raising Flour

is complete in itself. Simply add milk or water. Place in the oven and bake. Ideal for biscuits, cakes, buns, muffins, puddings.

No additional raising or other ingredients needed.

Place sample order with your wholesaler.

Brodie & Harvie, Limited
14-16 Bleury Street, Montreal

(Licenses No. 2-001 and 2-034)

Cow Brand Baking Soda

	Prices	
	Ontario and Quebec	
10 Ounce,	96 pkgs.	\$3.45 per box
Pounds		3.45 " "
Mixed		3.55 " "
Halves,	120 pkgs.	3.65 " "

CHURCH & DWIGHT
Limited
MONTREAL



QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

ROYAL BAKING POWDER

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

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

JAMS

DOMINION CANNERS, LTD.
"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass, 2 doz. case.	Per doz.
Raspberry	\$3 25
Currant, Black	3 90
Plum	2 90
Pear	3 15
Peach	3 15
Raspberry, Red	3 90
Apricot	3 25

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles

1/4 Pts., Aylmer Quality	Per doz.
Pts., Aylmer Quality	\$1 90
	2 35
	Per jug.
Gallon Jugs, Aylmer Quality	1 62 1/2
	Per doz.
Pints, Delhi Etoile	2 70
1/2 Pints, Red Seal	1 50
Pints, Red Seal	2 00
Qts., Red Seal	2 80

BAKED BEANS WITH PORK
Brands—Canada First, Simcoe, Quaker.

Individual Baked Beans, Plain	Per doz.
85s. or with Sauce, 4 doz. to case	\$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1 1/4's (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
1 1/4's Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, \$2.85 doz.; Family, Tomato Sauce, \$2.80 doz. The above 2 doz. to case, 10's, 1/4 doz. per case: Chili and Tomato Sauce, for hotel and restaurant use (cans.), \$12; plain, \$10.	

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case	2 00
12-oz. Glass, Screw Top, 2 doz. in case	2 40
16-oz. Glass, Screw Top, 2 doz. in case	2 95
16-oz. Glass, Tall, Vacuum, 2 doz. in case	2 95
2's Tin, 2 doz. per case	4 45

4's Tin, 12 pails in crate, per pail	0 76
5's Tin, 8 pails in crate per pail	0 90
7's Tin or Wood, 6 pails in crate	1 26
30's Tin or Wood, one pail crate, per lb.	0 17 1/2

BLUE
Keen's Oxford, per lb. \$0 22
In cases 12-12 lb. boxes to case 0 21 1/2

COCOA AND CHOCOLATE
THE COWAN CO., LTD.

COCOA—

Perfection Cocos, lbs., 1 & 2 doz. in box, per doz.	\$4 60
Perfection, 1/4-lb. tins, doz.	2 45
Perfection, 1/2-lb. tins, doz.	1 35
Perfection, 10c size, doz.	0 95
Perfection, 5-lb. tins, per lb.	0 37
Supreme Breakfast Cocoa, 1/2-lb. jars, 1 & 2 doz. in box, doz.	2 75

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	0 36
Supreme Chocolate, 10c size, 2 doz. in box, per box	1 80
Perfection chocolate, 10c size, 2 doz. in box, per doz.	0 90

SWEET CHOCOLATE— Per lb.

Eagle Chocolate, 1/4s, 6-lb. boxes 28 boxes in case	0 33
Diamond Chocolate, 1/4s, 6 and 12-lb. boxes, 144 lbs. in case	0 35
Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case	0 35
Diamond Chocolate, 7s, 6 and 12-lb. boxes, 144 lbs. in case	0 34
Diamond Chocolate, 7s, 4-lb. boxes, 50 boxes in case, per box	1 35

CHOCOLATE CONFECTIONS

Maple Buds, 5-lb. boxes, 30 boxes in case, per lb.	0 42
Milk Medallions, 5-lb. boxes in case, per lb.	0 42
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 45
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 45

6c. LINES

Toronto Prices

Filbert Nut Bars, 24 in box, 60 boxes in case	\$1 05
Almond Nut Bars, 24 in box, 50 boxes in case	1 05
Puffed Rice Bars, 24 in box, 50 boxes in case	1 05
Ginger Bars, 24 in box, 50 boxes in case	1 05
Fruit Bars, 24 in box, 50 boxes in case	1 05
Active Service Bars, 24 in box, 50 boxes in case	1 05
Victory Bar, 24 in box, 60 boxes in case	1 05
Queen's Dessert Bar, 24 in box, 50 boxes in case	1 05
Regal Milk Chocolate Bar, 24 in box, 50 boxes in case	1 05
Royal Milk Cakes, 24 in box, 50 boxes in case	1 05
Maple Buds, 6c display boxes, 6c pyramid packages, 6c glassine envelopes, 4 doz in box	2 00

10c LINES

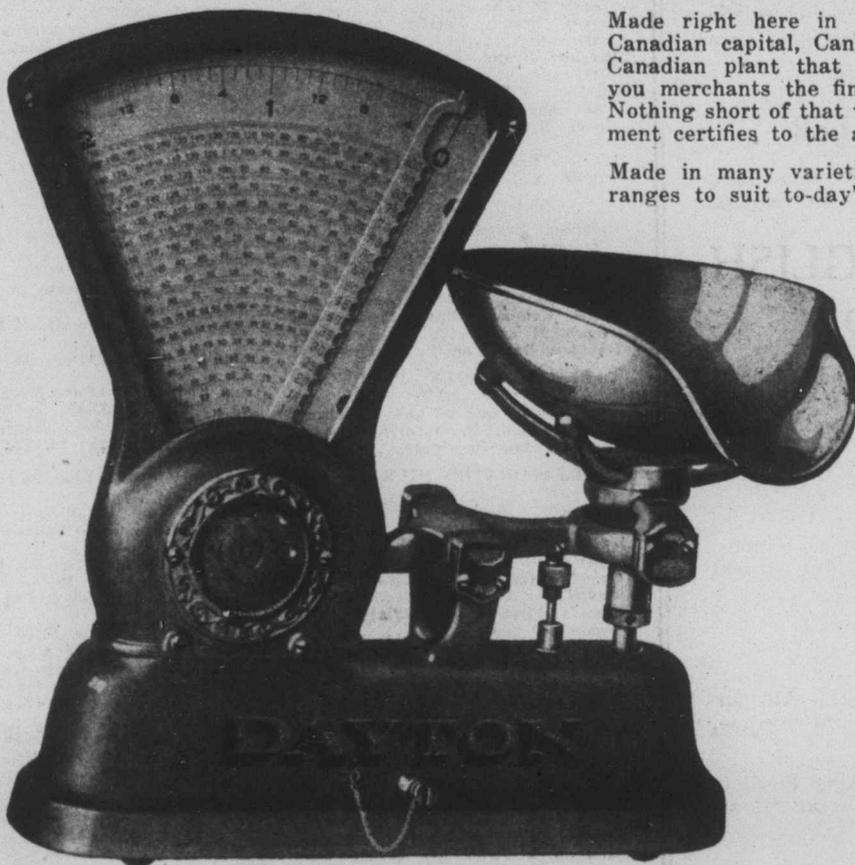
Maple Buds, 10c, 1 doz. in box, 50 boxes in case, per doz.	\$0 95
Medallions, 10c, 1 doz. in box, 50 boxes in case, per doz.	0 95

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

Don't force your business to fit a machine—select a machine to fit your business

Get a weighing machine that will give accurate and immediate weight and price calculations for a lifetime. One that your clerks can understand at once—even the greenest of them—and what is more important, one that they will LIKE TO USE. And—get one that your customers like to see you use. One that they can watch the weighing and price figuring operations just as fairly and openly as you do. And get one that your Wholesaler and Banker will like and be quick to appreciate. There's just one weighing device that frankly and fully meets all these requirements—it's the

DAYTON AUTOMATIC SCALE



Made right here in Canada by Canadian workmen, with Canadian capital, Canadian materials and in a big modern Canadian plant that depends for its existence on giving you merchants the finest weighing machines in the world. Nothing short of that will satisfy us. The Canadian Government certifies to the accuracy of every Dayton Scale.

Made in many varieties to suit any business. New price ranges to suit to-day's prices.

The Dayton Scale You See at the Left

is our Computing Candy and Spice Scale No. 166. Note the wide range pound indication. Computes to full capacity. 2 lbs. Range of prices, 10c to \$1 per lb. Values for every cent. Agate bearings. Hair-line indicator. Equipped with rubber feet for glass show case use. Standard finish, turquoise blue or gold.

When You Get Our New Catalogue

and, by the way, drop us a card for your copy to-day, you'll find it very interesting—scales for every store, your's, too.

DAYTON AUTOMATIC SCALES

ROYCE AND CAMPBELL AVENUES, TORONTO

FRANK E. MUTTON.
Vice-Pres. and Genl. Mgr.

Division International Business Machines Co., Ltd., also makers
of International Time Recorders and Hollerith Electric Tabulators

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

CLUB BRAND SPECIALTIES

Profitable Repeat Sellers

CLUB CUSTARD AND EGG POWDER

The leading powder on the market. Makes dainty custards and is ideal substitute for eggs in pies, puddings, cakes. A great double value proposition. Write for prices and large free sample.

Club Baking Powder, a double strength baking powder that will keep the cakes moist and soft; larger than any ordinary baking powder. One can equals two of other kinds, yet costs but a fifth more than ordinary powders.

CLUB LEMON PIE FILLER

In these days of the high cost of lemons, this is the economical filling. Sample and prices on request.

EWING'S OLD ENGLISH CREAMY CUSTARD

A Canadian custard equal to the best imported lines. A real war-time dessert.

COFFEES

We offer special values in Javas, Maricabos, Sanbos, Bogotas and Mexicans. Club Brand Coffee is real trade builder.

SPICES

Book now for your Xmas requirements. All our spices, Prince of Wales Brand, are of highest grade, quality being guaranteed.

We also make Icings, Extracts and Baking Powder, and can fill your orders for Cream of Tartar, Borax and Bicarbonate of Soda.

CORKS

Corks—all lines and sizes for bottles, jars and kegs.

S. H. EWING & SONS

98 KING ST. - MONTREAL

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can....
No. 16 Jar

YUBA BRAND

2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can....
No. 10 Can

BORDEN MILK CO., LTD., CONDENSED MILK

Terms, net, 30 days.
Eagle Brand, each 48 cans..\$9 00
Reindeer Brand, each 48 cans. 8 70
Silver Cow, each 48 cans.... 8 15
Gold Seal, Purity, each 48 cans 8 00
Mayflower Brand, each 48 cans 8 00
Challenge Clover Brand, each 48 cans 7 50

EVAPORATED MILK

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

CONDENSED COFFEE

Reindeer Brand, large, each 24 cans\$6 00
Reindeer Brand, small, each 48 cans 6 25
Regal Brand, each 24 cans.. 5 65
Cocoa, Reindeer Brand, large, each 24 cans 6 00
Reindeer Brand, small, 48 cans 6 25

CARNATION MILK PRODUCTS CO., LTD.

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

EVAPORATED MILK

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

W. CLARK, LIMITED, MONTREAL.

Compressed Corn Beef—½s, \$2.90; 1s, \$4.45; 2s, \$9.25; 6s, \$34.75; 14s, \$80.
Lunch Ham—1s, \$6.45; 2s, \$13.50.
Ready Lunch Beef—1s, \$4.45; 2s, \$9. English Brawn—½s, \$2.90; 1s, \$4.95; 2s, \$9.90.
Boneless Pig's Feet—½s, \$2.90; 1s, \$4.95; 1s, \$9.90.
Ready Lunch Veal Loaf—½s, \$2.40; 1s, \$4.45.
Ready Lunch, Beef-Ham Loaf—½s, \$2.40; 1s, \$4.45.
Ready Lunch Beef Loaf—½s, \$2.40; 1s, \$4.45.
Ready Lunch Asst. Loaves—½s, \$2.45; 1s, \$4.50.
Geneva Sausage—1s, \$4.95; 2s, \$9.45
Roast Beef—½s, \$2.90; 1s, \$4.45; 2s, \$9.25; 6s, \$34.75.
Boiled Beef—1s, \$4.45; 2s, \$9.25; 6s, \$34.75.
Jellied Veal—½s, \$2.90; 1s, \$4.45; 2s, \$9.

Cooked Tripe—1s, \$2.45; 2s, \$4.45.
Stewed Ox Tail—1s, \$2.45; 2s, \$4.45.
Stewed Kidney—1s, \$4.45; 2s, \$8.95.
Mince Collops—½s, \$1.95; 1s, \$3.75; 2s, \$6.95.
Sausage Meat—1s, \$4, 2s, \$7.75.
Corn Beef Hash — ½s, \$1.95; 1s, \$3.70; 2s, \$5.45.
Beef Steak and Onions—½s, \$2.90; 1s, \$4.45; 2s, \$8.45.
Jellied Hocks—2s, \$9.95; 6s, \$29.80;
Irish Stew—1s, \$3.45; 2s, \$6.75.
Cambridge Sausage—1s, \$4.45; 2s, \$8.45.
Boneless Chicken — ½s, \$5.90; 1s, \$8.95.
Boneless Turkey — ½s, \$5.90; 1s, \$8.95.
Ox Tongue—½s, \$3.85; 1s, \$7.95; 1½s, \$12.45; 2s, \$15.95; 2½s, \$17.50; 3½s, \$27; 6s, \$45.
Lunch Tongue—½s, \$3.45; 1s, \$6.75; 2s, \$15.50.
Tongue Lunch—1s, \$6.75.
Beef Suet—1s, \$4.90; 2s, \$8.50.
Mince Meat (Tins)—1s, \$2.95; 2s, \$4.45; 5s, \$12.95.
Mince Meat (Bulk)—5s, 23c; 10s, 22c; 25s, 21c; 50s, 20c; 85s, 20c.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., \$1.10; 1s, \$1.75; 2s, \$2.55; 3s, \$3.85.
With Plain Sauce—Ind., \$1; 1s, \$1.65; 2s, \$2.40; 3s, \$3.40.
Chateau Brand Concentrated Soups—Celery, 1s, \$1.25; Consommé, 1s, \$1.25; Green Peas, 1s, \$1.25; Julienne, 1s, \$1.25; Mulligatawny, 1s, \$1.25; Mutton Broth, 1s, \$1.25; Ox Tail, 1s, \$1.25; Pea, 1s, \$1.25; Scotch Broth, 1s, \$1.25; Vegetable, 1s, \$1.25; Chicken, 1s, \$1.65; Mock Turtle, 1s, \$1.65; Tomato, 1s, \$1.65; Vermicelli Tomato, 1s, \$1.35; Assorted, 1s, \$1.35; Soups and Bouilli, 1s, \$1.25.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, \$1.25; 1½s, \$1.90; 2s, \$2.30; 3s, \$2.95; 3s, talls, \$3.35; 6s, \$12; 12s, \$20.
Plain Sauce, Pink Label—Ind., 85c; 1s, \$1.15; 1½s, \$1.65; 2s, \$1.95; 3s (flats), \$2.50; 3s (talls), \$2.95; 6s, \$10; 12s, \$18.
Chili Sauce (red and gold label)—Ind., 95c; 1s, \$1.25; 1½s, \$1.90; 2s, \$2.30; 3s (flat), \$2.95.
Vegetarian Baked Beans and Tomato Sauce—2s, \$2.25.
Sliced Smoked Beef—½s, \$2.35; 1s, \$3.45; 4s, \$24.
Canadian Boiled Dinner—1s, \$2.45; 2s, \$5.95.
Army Rations—Beef and Vegetables, 1s, \$3.45; 2s, \$5.95.
Spaghetti with Tomato Sauce with Cheese—½s, \$1.85; 1s, \$2.50; 2s, \$4.30.
Tongue, Ham and Veal Pates—½s, \$2.25.
Ham and Veal Pates—½s, \$2.25.
Smoked Vienna Style Sausage—½s, \$2.45.
Pate De Foie—¼s, 75c; ½s, \$1.40.
Plum Pudding—½s, \$2.45.
Potted Beef Ham—¼s, 75c; ½s, \$1.40.
Beef—¼s, 75c; ½s, \$1.40.
Potted Tongue—¼s, 75c; ½s, \$1.40.
Potted Game (Venison)—¼s, 75c.
Potted Veal—¼s, 75c; ½s, \$1.40.
Potted Meats (Assorted)—¼s, 80c; ½s, \$1.45.
Devilled Beef Ham—¼s, 75c; ½s, \$1.40.
Beef—¼s, 75c; ½s, \$1.40.
Devilled Tongue—¼s, 75c; ½s, \$1.40.
Devilled Veal—¼s, 75c; ½s, \$1.40.
Devilled Meats (Assorted)—¼s, 80c; ½s, \$1.45.

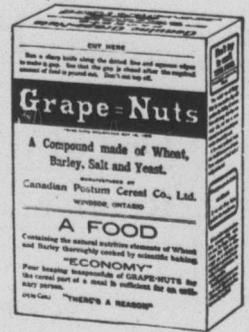
In Glass Goods

Fluid Beef Cordial—20 oz. bottle, \$10; 10 oz., \$5.
Ox Tongue — 1½s, \$14.50; 2s, \$17.50.
Lunch Tongue—1s, \$9.95.
Sliced Smoked Beef — ¼s, \$1.75; ½s, \$2.85; 1s, \$4.15.
Mincedmeat—1s, \$3.45.
Potted Chicken—¼s, \$2.35.
Ham—¼s, \$2.35.
Tongue—¼s, \$2.35.
Venison—¼s, \$2.35.
Chicken Breast—¼s, \$9.95.
Tomato Ketchup—6s, \$2.25; 12s, \$2.80; 16s, \$3.50.
Peanut Butter — ¼s, \$1.45; ½s, \$1.95; 1s, \$2.45; in pails, 5s, \$3e; 12s, \$1c; 24s, \$3c; 50s, \$3c.

A Greatly Increased Demand for Grape-Nuts

shows public appreciation of this standard, ready-to-eat cereal food.

Barley and other grains are blended in right proportion in Grape-Nuts to produce what has long been considered by many as



The Best of Breakfast Foods

Canada Food Board License No. 2-026

First-class Grocers
handle first-class goods

A mighty good reason for that standard
of excellence in scouring soap.

SAPOLIO

The General All-Around Cleaner

For toilet and bath there is nothing to
equal the every-day toilet soap—
HAND SAPOLIO.

ENOCH MORGAN'S SONS CO.
NEW YORK, U.S.A.

Canadian Selling Agents (excepting British Columbia) Harold F. Ritchie & Co., Ltd.
Toronto, Ontario



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

Auld Bros., Limited

WHOLESALE GROCERS

Butter, Eggs and Poultry

One of the Island's Largest Receivers and Distributors

Correspondence Solicited

Charlottetown,
P. E. I.

How to sell

OCEAN BLUE

is not a problem. It is merely a question of getting your customers to try the first 5 cent packet. After that, repeat orders follow as a matter of course.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

The Gray Building, 24-26, Wellington St., W., Toronto.

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



COLMAN'S OR KEEN'S MUSTARD.

	Per doz. tins
D. S. F., ¼-lb.	\$....
D. S. F., ½-lb.
D. S. F., 1-lb.
F. D., ¼-lb.

	Per jar
Durham, 1-lb. jar, each... \$....
Durham, 4-lb. jar, each...

Canadian Milk Products, Ltd., Toronto and Montreal.

KLIM	
Hotel	\$17 75
Household size	7 50
Small size	5 25

Prices f.o.b. Montreal.

THE CANADA STARCH CO., LTD. Manufacturers of the Edwardsburg Brands Starches

Laundry Starches—	Boxes	Cents
40 lbs. Canada Laundry....09¾
40 lbs., 1 lb. pkg., White Glass10¾
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons.....10¾
100-lb. kegs, No. 1 white..10¾
200-lb. bbls., No. 1 white..10¾
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.11¾
48 lbs., Silver Gloss, in 6-lb. tin canisters13¾
36 lbs. Silver Gloss, in 6-lb. draw lid boxes13¾
100 lbs., kegs, Silver Gloss, large crystals11¾
40 lbs., Benson's Enamel, (cold water), per case....	3.25
20 lbs. Cases Refined Potato Flour, 1-lb. pkgs.....15
Celluloid, 45 cartons, case..	4.60

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared11¾
40 lbs. Canada Pure Corn... ..	.10¾
20-lb. Casco Refined Potato Flour, 1-lb. pkgs.....	.20
(20-lb. boxes, ¼c higher, except potato flour)	

BRANTFORD STARCH Ontario and Quebec

Laundry Starches—	
Canada Laundry	\$0.00 ½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. 1.10	
First Quality White Laundry—	
8-lb. canisters, cs. of 48 lbs. .10 ½	
Barrels, 200 lbs.10
Kegs, 100 lbs.10
Lily White Gloss—	
1-lb. fancy carton cases, 30 lbs.11
8 in case12 ½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case....	.12 ½
Keys, extra large crystals, 100 lbs.10 ½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3.25
Celluloid Starches—	
Boxes containing 45 cartons, per case	4 50
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. .10	

GELATINE

Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 50
Knox Plain Sparkling Gelatine (2-qt. size), per doz..... 1 75
Instant Gelatine (lemon flavor), 2-qt. size, per doz. 1 85

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND

CORN SYRUP.	
Perfect Seal Jars, 3 lbs., 1 doz. in case	\$4.25
2-lb. tins, 2 doz. in case....	4.80
5-lb. tins, 1 doz. in case....	5.40
10-lb. tins, ½ doz. in case..	5.10
20-lb. tins, ¼ doz. in case..	5.05

(Prices in Maritime Provinces 10c per case higher)

Barrels, about 700 lbs.....	\$0.07 ½
Half bbls., about 350 lbs....	.07 ½
¼ bbls., about 175 lbs.....	.07 ¾
2-gal. wooden pails, 25 lbs..	2.25
3-gal. wooden pails, 28 ½ lbs.	3 40
5-gal. wooden pails, 65 lbs..	5 50

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case... \$5.30
5-lb. tins, 1 doz. in case... 5 90
10-lb. tins, ½ doz. in case. 5 60
20-lb. tins, ¼ doz. in case. 5 55

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case	\$7.00
Barrels, per 100 lbs.	9.75
½ barrels, per 100 lbs.	10.00

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 Brown	\$1.15
Card Outfits, Black and Tan..	4.15
Metal Outfits, Black and Tan..	4.85
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH

Black Watch, 9s. lb.....	\$1 08
Bobs, 11s	0 92
Currency, 11s	0 90
Stag Bar, 8s, boxes 5 lbs....	0 96
Pay Roll, thick bars, 9s....	1 10
Pay Roll, plug, 9s and 6-lb. caddies	1 10
Shamrock, 8s, ¼ cads., 12 lbs., ¼ cads., 6 lbs.....	0 96
Great West Pouches, 8s, 3-lb. boxes, ½ and 1-lb. lunch boxes	1 00
Forest and Stream, tins, 10s, 2-lb. cartons	1 20
Forest and Stream, ¼s, ½s, and 1-lb. tins	1 20
Forest and Stream, 1-lb. glass humidors	1 50
Master Workman, 8s, 2-lb. cartons	1 00
Master Workman, bars, 6s, 2/3s, ½ butts, 9-lb. boxes, 3 lbs.	1 10
Derby 8s, 4-lb. boxes.....	0 90
Old Virginia, 12s.....	1 50
Old Kentucky (bars), 7s, boxes, 7 lbs.....	1 10

WM. H. DUNN, LTD., Montreal. BABBITS

Soap Powder, case 100 pkgs..	\$5 00
Cleanser, case 50 pkgs.	2 90
Cleanser (Kosher) cs. 50 pkgs	2 90
Pure Lye, case of 4 doz.	5 60

Make sure that it is

“LEACOCK’S”

Extra Fancy

**BARBADOS
MOLASSES**



LEACOCK & COMPANY

*Exporters of the Highest Quality
Molasses*

BARBADOS

British West Indies

A Message to American Business

The Lesson of British Experience

From an Address made in New York by Mr. Val Fisher, London Publisher, Member London Chamber of Commerce, Associate Member American Chamber of Commerce in London

“IN four years of war, many things have happened in Great Britain that I am quite sure you will be interested in hearing about.

“Some wonderful things have happened in advertising, through war conditions, and I want to touch on some of those things, that you may be prepared for the conditions that will probably arise as the war goes on. In the last four years the business men of Great Britain have learned more concerning the importance of building good-will through advertising than they did in forty years preceding the war.

“In considering business conditions in England you must bear in mind that **ONE-HALF OF ALL THE MEN IN ENGLAND BETWEEN THE AGES OF 18 AND 51 ARE IN MILITARY OR NAVAL SERVICE.** That means **ONE-THIRD** of our entire male population, from the infants in the cradle to the extremely old.

“You must bear in mind that 5,000,000 British women who never worked before have voluntarily gone to work to fill the places of men at the front. Hundreds of our women are working in factories making TNT—a work that ruins the hair and turns the skin yellow—thus sacrificing their beauty for the rest of their lives for the sake of Britain and freedom. We have only one business in England and that is to win the war. We are all concentrated on that one thing, even to the boys and girls.

“You would think under such conditions, with as many men in active service, in proportion to population, as you would have if you had 18,000,000 men in uniform—you would think under such conditions that retail business would be bound to be bad. And yet business is wonderfully good. You American business men are now in much the same position as were the British businessmen at the end of their first year of war. You are wondering what will be the effect of increasing selective service—you are anticipating restrictions on your business—and I want to tell you some of our experiences so you can profit by them.

“The department stores of any country usually reflect the state of trade. The profits of the twelve leading London department stores during the period of war were as follows: Fiscal year 1914-15, profits \$4,950,000; 1915-16, \$4,250,000; 1916-17, \$5,575,000. In the Provinces the profits of the nine leading stores were: 1913-15, \$750,000; 1915-16, \$945,000; 1916-17, \$1,150,000.

“In the wholesale trade, the seven largest British houses increased their profits from \$3,429,000 in 1914-15 to \$5,885,000 in 1916-17. In the grocery trade, our leading chain-store firm made a profit of \$2,313,755 in 1916-17 and increased it to \$3,736,000 in 1917-18, the latter figure being \$1,000,000 per annum over their average for the previous five years. Lest you should think this is profiteering, I will tell you that the turn-overs justify such profits, and further, the British Government has recently declared there

was no profiteering. Trade is good, abnormally good in England, because never before in its history have there been so many workers per thousand population—never before has the wealth of the country been so evenly distributed.

“The experience of Britain's retail stores contains an object lesson which should not be lost on the business men of America. During the first few months of the war, many stores cut down their advertising. But Selfridge did not. He did not skip a single day. He used all the space the papers would allow him to use and has continued to do so. The result was that Selfridge's profits during the first year of the war were \$573,000; during the second, \$750,000, and during the third year, \$1,125,000.

“Another London store, much larger than Selfridge's at the start of the war, decided to cut down its advertising, and did so until they saw their mistake, and the result is shown in their returns. This store's profits for the first year of the war were \$1,546,000; for the second year, \$1,000,000; and for the third year, \$1,175,000. From the fourth or fifth place among London stores, in volume of business and profits, at the start of the war, Selfridge has climbed to **SECOND** place as the result of his continuous advertising, and he would be **FIRST** to-day, had not the war prevented building additions to his store.

“British manufacturers who have not a dollar's worth of merchandise to sell, whose entire plants are employed on Government work, are keeping their advertising continuously before the public, because while they are perfectly willing to turn their profits over to the Government, while they are perfectly willing for the sake of winning the war to have their factories commandeered and their normal business completely stopped, yet they are not willing to sacrifice their good-will; they are not willing to have their names or their products forgotten.

“And so they continue their advertising, continue building their good-will, so that when the war shall be won there will be an immediate demand for the billions of dollars' worth of merchandise that their greatly enlarged factories will then turn out.

“This is a time when every manufacturer, every business man, should look far ahead. Good-will cannot be built in a day, even by advertising. The war will not last always. We have all seen the mistake of being unprepared for war; it is almost as great and serious a mistake to be **UNPREPARED FOR PEACE.**

“What are you going to do with your acres and acres of enlarged factory space now employed in the making of War Products all over America, if you don't build good-will now for the goods you are going to make when the war is won? How are you going to keep the smoke coming out of your factory chimneys after peace is declared, if you don't keep your name constantly before the public now, and build a demand for

your peace-time products that will insure a satisfactory business the minute you stop making munitions or other war supplies?

“The war has taught the manufacturers and business men of Britain that advertising is not only the least expensive way to sell goods, but that it also has the far more important function of **BUILDING GOOD-WILL**—a good-will whose benefits, especially in critical times, can hardly be measured. British business men have also learned that advertising can be used in time of war to stop the sale of their goods, and at the same time retain and even increase the good-will of the public. In a few cases British corporations have realized when it was too late, and after irrevocable damage was done, that advertising would have saved them.

“Moreover, you Americans must not forget your opportunities for foreign trade. Millions of people in Great Britain and France and Italy and Central and South America will be looking to you for American-made goods when the war is over. Those of you who are best prepared, those of you whose good-will is most firmly established, will reap the greatest benefit.

“From the outbreak of the war British business men clearly recognized their duty to their country and its fighting men. It was essential that they should strain every nerve to keep the trade of the country as near normal as possible during the war and it is just as essential that when peace comes they must be prepared to keep every factory working at full pressure and to find employment for every employable unit. It is only by such methods that Britain can pay for her share of the war.

“No nation stands to gain as much commercially from the war as does America. In Great Britain the per capita income is \$236, and the per capita debt \$589; in the United States your per capita income is \$352, and your per capita debt is \$63.

“As you gentlemen know, I have been interested in fostering Anglo-American trade for many years. And I want to warn your manufacturing and export houses that **NOW** is the time to prepare for peace. I find a tendency here to neglect preparations for export trade until peace has been declared. There could not be a greater mistake. Now is not the time to export, but most emphatically now **IS** the time to lay your plans and build good-will.

“Through a long experience with Anglo-American trade I know that most of the failures made by British houses exporting to this country and of American houses exporting to Great Britain, have come about through the lack of adequately understanding the temperaments of the public in the two countries.

“These are times of rapid and tremendous change. No man can rest on his laurels. Those who were leaders last year, those who are leaders now in their respective business lines, may be surpassed next year by far-seeing, efficient and **THOROUGHLY PREPARED** competitors who have laid their plans a long way in advance.”

GINGER WINE
 HOT TOD
 CREAM DE MENTHE
 BLACK CHERRY
 PEPPERMINT
 GRAPE VINO
 PORT : CLARET
 SLOE GIN

BLACKWOODS' TEMPERANCE WINES

They are ideal Winter Drinks.
 Can be served hot or cold.
 Order from your jobber or direct.

Put Up by
BLACKWOODS LIMITED
 Winnipeg, Man.

You Can Recommend to Your Customer

REGAL GOVERNMENT STANDARD



Always the best even with the restric-
 tions imposed upon us by the Government.



ST. LAWRENCE FLOUR MILLS CO., LIMITED

The Trade Newspaper the Logical Medium for Your Advertising These Days

WHY?

The merchant is buying very carefully these days. The high prices of all foodstuffs make it absolutely necessary not to overstock.

He picks out lines suitable to his trade that he knows he can recommend and push.

There are a lot of new clerks in stores throughout Canada, because of the heavy enlistments for army service. These new clerks know very little about the goods in stock, and wise manufacturers realizing this are using liberal space in trade newspapers to educate the clerks, so they can talk their lines and make more sales.

Ten thousand housewives in Boston, Mass., were asked to express on a printed form, the reason for their use of 100 articles sold through the grocery trade.

FIFTY-SEVEN PER CENT. of this large number of grocery customers recorded the fact that it was the influence of their GROCERY DEALERS which was responsible for their use of these household articles. Twenty-five per cent. recorded newspaper advertising as responsible and the remainder were distributed over a number of other reasons such as bill-board advertising, friend's influence, etc.

Does this not indicate that the DEALER'S INFLUENCE is a mighty big element in selling? Where the Dealer has been interested and is lining up his support and that of his clerks, behind a certain line, is where biggest sales are being made.

You can enlist this big army of merchants and clerks in your service by forceful and educative advertisements in Maclean trade newspapers.

	Issues per year	Minimum price for page space	Cost for a year's advertising
Dry Goods Review	12	\$35	\$ 420
Men's Wear Review	12	30	360
Canadian Grocer	52	24	1,248
Hardware and Metal	52	24	1,248
Bookseller and Stationer	12	25	300
Sanitary Engineer	24	16.70	400

We invite correspondence on this subject of advertising in one or other of these retailers' newspapers.

The MacLean Publishing Co., Ltd., Toronto, Canada

Also at MONTREAL, WINNIPEG, NEW YORK, CHICAGO, BOSTON and LONDON, ENG.

"SATISFIED CUSTOMERS"

The above means success for you as well as for ourselves. Realizing this we are trying to give you the best that money can buy.

With the local fruits about off the market you will be needing larger shipments of Oranges, Lemons, Sweet Potatoes, New Figs, Cranberries, etc. We solicit your orders.

McBRIDE BROS.

35 Church Street, Toronto

Canada Food Control License 3-027, 3-028

Headquarters for
Lemons
Grape Fruit
Grapes
Oranges
New Calif. Figs

Also
Full Supply of Nuts for Hallowe'en
 Almonds, Chestnuts, Filberts, Brazils, Peanuts, and Walnuts.
 Shelled Almonds

WHITE & CO., LTD.
TORONTO

Canada Food Board License No. 277

LEMONS, ORANGES, GRAPES

The influenza epidemic has created a heavy demand for these lines. Fancy stock on hand for immediate shipment.

APPLES, APPLES

We can supply you any quantity fine winter stock in barrels or boxes. We have secured some fine Ontario orchards and several cars fancy Western wrapped stock. Ask us for quotations, carloads or less.

POTATOES and VEGETABLES, in any quantity.

DUNCANS LIMITED

Head Office: NORTH BAY

[Branches: COBALT, SUDBURY, and TIMMINS.]

Canada Food Control License No. 151

CARR & CO., LTD.

Wm. H. Dunn, Ltd., Montreal.
Dunn-Hortop, Ltd., Toronto.

COTTAM'S BIRD SEED CO.

Wm. H. Dunn, Ltd., Montreal.

CANADA THREAD MILLS CO., LTD., Toronto

Thread.
Scott-Bathgate Co., Ltd., Winnipeg.

CATZ & CO., Rotterdam, Holland—Carraway,

Poppy and other seeds.
Scott-Bathgate Co., Ltd., Winnipeg.

J. CARAMANDANI CO., LTD., Patras, Greece—

Currants.
Scott-Bathgate Co., Ltd., Winnipeg.

CHRISTIE, BROWN & CO., Toronto—Biscuits.

Scott-Bathgate Co., Ltd., Winnipeg.

D**DADELSZEN & CO., Bordeaux, France—Shelled**

Walnuts, Marbot Walnuts.
Scott-Bathgate Co., Ltd., Winnipeg.

DE BLOIS BROS., Charlottetown.

Gaetz & Co., Halifax.

DEFIANCE CHECK PROTECTORS

W. G. Patrick & Co., Toronto.

DICKENSON, ALBERT, & CO., Minneapolis—

Popping Corn, etc.
Donald H. Bain Co., Winnipeg.

DISHER, C. E., & CO., Vancouver—Tapioca,

Beans, Peanuts, Australian Honey.
H. P. Pennock & Co., Ltd., Winnipeg.

DINGEE, SQUIRE, Chicago—Pickles.

The H. L. Perry Co., Winnipeg.

DOMINION BUTTON MFRS., LTD., Kitchener—

Ivory, Fresh Water and Ocean Pearl.
F. D. Cockburn Co., Winnipeg.

DOMINION CANNERS, Specialty

H. D. Marshall, Montreal.

DIAMOND CRYSTAL SALT CO.

Grant, Oxley & Co., Halifax.

DOMINION CARAMEL CO., LTD., Montreal—

Diastasic Malt Flour for Bakers.
Watson & Truesdale, Winnipeg.

DOMINION FISH CO., LTD., Port Arthur—Lake

Superior Herring.
Donald H. Bain Co., Winnipeg.

DOMINION MATCH CO.

W. F. Elliot, Fort William, Ont.

DRIFOOT SHOE DRESSING

Maclure & Langley, Toronto.

DEFIANCE PACKING CO., Vancouver, B.C.

C. H. Grant Co., Winnipeg.

DRIED FRUITS

C. B. Hart, Reg., Montreal.

DOMINION SALT CO., LTD., Sarnia, Ont.—

Century Salt, Sifto.
Donald H. Bain Co., Winnipeg.

DOMINION SUGAR CO.—Sugar.

Mason & Hickey, Winnipeg.

W. F. Elliot, Fort William, Ont.

DOMINION TOBACCO CO., Montreal—Tobacco,

Cigarettes.
Donald H. Bain Co., Winnipeg.

DOWNEY, W. P., Montreal—Cocoanut and Essen-

tial Oils.
Watson & Truesdale, Winnipeg.

DUTCH TEA RUSKS

The Robt. Gillespie Co., Winnipeg.

DYERS' PORK AND BEANS, Vincennes, Ind.

Watson & Truesdale, Winnipeg.

E**ELECTRIC CLEANSER CO., Canton, Ohio.**

Wall Paper Cleansers.

EDDY, E. B., CO., LTD., Hull, Que.

Teeg & Persee, Ltd., Winnipeg.

EDWARDS DESICCATED SOUPS

Wm. H. Dunn, Ltd., Montreal.

ELMER CANDY CO., New Orleans.

Gaetz & Co., Halifax.

EGG-O BAKING POWDER

Little Bros., Vancouver, B.C.

EPPS, JAMES, & CO., London, Eng.—Cocoa and

Chocolates.
F. D. Cockburn, Winnipeg.

ESSEX CANNING & PRESERVING CO., Essex,

Ont.—Canned Goods.
Mason & Hickey, Winnipeg.

EMPRESS MFG. CO., Vancouver, B.C.—Jams,

Pickles, etc.
H. P. Pennock & Co., Ltd., Winnipeg.

EVANS, COLEMAN & EVANS, Vancouver—

Salmon.
Donald H. Bain Co., Winnipeg.

EVERTON TOFFEE

W. G. Patrick & Co., Toronto.

EXCELSIOR MACARONI CO., Winnipeg.

Donald H. Bain Co., Winnipeg.

EDGE, WM., & SONS, LTD.

F. D. Cockburn Co., Winnipeg.

EUROPEAN CANNED GOODS

C. B. Hart, Reg., Montreal.

F**FELS & CO., Philadelphia—Fels Naptha Soap.**

Donald H. Bain Co., Winnipeg.

FEDERICO GARRET & CO., Malaga, Spain—

Olive Oil.
Mason & Hickey, Winnipeg.

FLAVELLES, LTD., Lindsay—Cheese, Honey,

Poultry.
W. L. Mackenzie & Co., Ltd., Winnipeg.

FRENCH'S SALAD CREAM CUSTARD

Maclure & Langley, Toronto.

FOSTER, CLARK, LTD.—Custard Powders, H. D.

Health Salts, Lemonade Powders.
Watson & Truesdale, Winnipeg.

FOSTER & HOLTERMAN, Brantford, Ont.—

Honey.
Mason & Hickey, Winnipeg.

FRAME & CO., New York—Spices, etc.

Donald H. Bain Co., Winnipeg.

FUNSTEN, R. E., DRIED FRUIT & NUT CO.,

St. Louis, Mo.—Pecans, etc.
Donald H. Bain Co., Winnipeg.

FURNIVALL-NEW, LTD., Hamilton—Pure Jam.

The H. L. Perry Co., Winnipeg.

FURUYA & NISHIMURA, Montreal—Japan Tea,

etc.
The C. H. Grant Co., Winnipeg.

FRENCH CASTLE SOAP.

A. P. Tippet & Co., Montreal.

FOLEY, E. Y. (Raisins), Fresno, Cal.

Watson & Truesdale, Winnipeg.

FUGITA & CO.

C. B. Hart, Reg., Montreal.

G**GARWOOD'S BREATH HEARTS.**

Maclure & Langley, Toronto.

GEORGE & BRANDAY, Kingston, Jamaica—

Pimenta, Jamaica Ginger.
Scott-Bathgate Co., Ltd., Winnipeg.

GELATINE, GROUND.

W. G. Patrick & Co., Toronto.

GINGER.

West India Co., Montreal.

GINGER IN JARS AND TINS.

W. G. Patrick & Co., Ltd., Toronto.

GORDON DRUG CO.

The A. Maclure Co., Winnipeg.

GRAPE NUTS.

W. H. Dunn, Ltd., Montreal.

GRAY SYRUP OF RED SPRUCE GUM.

H. L. Perry Co., Ltd., Winnipeg.

GRIFFITH DURNEY CO., San Francisco—Canned

Goods, Salmon, etc.
Donald H. Bain Co., Winnipeg.

GOLDEN NUT PEANUT BUTTER.

C. & J. Jones, Winnipeg.

GOLDEN GATE FRUIT CO., New York.

Gaetz & Co., Halifax.

GRACE & CO., LTD., Montreal.

Freeman & Sheely, Montreal.

GRACE, W. R., & CO., New York—Coffee.

The C. H. Grant Co., Winnipeg.

GRANBY ELASTIC WEB CO., Granby, Que.—

Elastic Webs and Cords, Fine Garter and

Suspender Webs.
F. D. Cockburn, Winnipeg.

GLICKS, MAX, LINES.

The A. Maclure Co., Winnipeg.

GIBSON, ROBT., & SONS.

The Robt. Gillespie Co., Vancouver.

The A. Maclure Co., Winnipeg.

GOODWILLIES, LIMITED — Preserved Fruits

(Eastern Canada).
Rose & Laflamme, Montreal.

GORMAN, ECKERT & CO., London — Olives,

Spices.
Mason & Hickey, Winnipeg.

GRIFFIN & SKELLEY—Dried Fruits.

Mason & Hickey, Winnipeg.

GRIFFIN & SKELLEY—Seedless Raisins.

A. P. Tippet & Co., Montreal.

THE GUGGENHIME CO., San Francisco, Cal.—

Dried Fruits, Nuts, etc.
The C. H. Grant Co., Winnipeg.

GRIFFITH DURNEY CO., San Francisco, Cal.—

Canned Goods.
Donald H. Bain Co., Winnipeg.

THE GRAHAM CO., LTD., Belleville, Ont.—

Evaporated Apples, Desiccated Vegetables.
Donald H. Bain Co., Winnipeg.

GOLD SEAL FLOUR.

H. D. Marshall, Montreal.

GRANGER & CO.—Coffee.

C. B. Hart, Reg., Montreal.

GARCIE & MAGGINI CO., San Francisco—Dried

Fruits.
Watson & Truesdale, Winnipeg.

GOOD HEALTH BREAKFAST FOOD.

Maclure & Langley, Toronto.

GULDEN'S MUSTARD.

W. G. Patrick & Co., Toronto.

H**HAWAIIAN PINEAPPLE.**

W. G. Patrick & Co., Toronto.

RICHARD HUDNUT PERFUME CO.

Wm. H. Dunn, Limited, Montreal.

Dunn-Hortop, Limited, Toronto.

HAMILTON COTTON CO., Hamilton, Ont.—

Twine, Clothes Lines, Lamp Wicks, etc.
Scott-Bathgate Co., Ltd., Winnipeg.

HEAVY CHEMICALS.

C. B. Hart, Reg., Montreal.

HENDERSON & CO., Ceylon—Ceylon Teas.

H. P. Pennock & Co., Winnipeg.

HICKMOTT CANNING CO.—Canned Asparagus.

C. B. Hart, Reg., Montreal.

HYSLOP'S JAMS.

Maclure & Langley, Toronto.

HO-MAYDE PRODUCTS CO., Toronto — Bread

Improver.
C. & J. Jones, Winnipeg.

HILLS BROS., New York—Royal Excelsior and

Dromedary Dates, Currants.
Donald H. Bain Co., Winnipeg.

HARD & HAND, INC., New York—Coffees.

Donald H. Bain Co., Winnipeg.

H. P. SAUCE.

W. G. Patrick & Co., Ltd., Toronto.

HARRY HORNE CO., Toronto—Health Salts and

Custard.
Gaetz & Co., Halifax.

The A. Maclure Co., Winnipeg.

HARPER-PRESNAIL CIGAR CO.—Cigars.

Mason & Hickey, Winnipeg.

HAZARD & CO., New York, U.S.A.—Rock Salt.

H. P. Pennock & Co., Ltd., Winnipeg.

S. J. HOUTEN & JOON, Weesp, Holland—Cocoa.

Scott-Bathgate Co., Ltd., Winnipeg.

HONEY.

C. B. Hart, Reg., Montreal.

HORSE RADISH MUSTARD.

Fred Coward, Toronto.

HUNT BROS., San Francisco.—Canned Fruits,

Hawaiian Pineapple.
G. B. Thompson & Co., Winnipeg.

I**INGERSOLL PACKING CO.—Cheese, Meats.**

Gaetz & Co., Halifax.

Mason & Hickey, Winnipeg.

W. F. Elliot, Fort William, Ont.

IMPERIAL RICE MILLING CO., Vancouver,

B.C.—Rice.
Scott-Bathgate Co., Ltd., Winnipeg.

IMPORT & BY-PRODUCTS CO., INC., Trenton,

N.J.
C. & J. Jones.

INTERNATIONAL STOCK FOOD CO., Toronto

—Stock Food.
Scott-Bathgate Co., Ltd., Winnipeg.

ICY-HOT MFG. CO., Cincinnati, O.—Thermos

Goods.
H. P. Pennock & Co., Ltd., Winnipeg.

J**JARDINE, MATHESON & CO., LTD., New**

York.
Watson & Truesdale, Winnipeg.

THE JERSV INLET CO., Steveston, B.C.—Canned

Salmon.
The C. H. Grant Co., Winnipeg.

JEYES DISINFECTANT.

Maclure & Langley, Toronto.

W. & R. JACOB & CO., LTD., Dublin, Ireland—

High Class Biscuits.
Watson & Truesdale, Winnipeg.

JIRCH FOOD CO., Maitland, Ont.

F. D. Cockburn Co., Winnipeg.

JONES, S. L., & CO., San Francisco.—Walnuts,

Beans, etc.

Apples

Let us look after your requirements. We handle the Famous

GEORGIAN BAY

BRAND APPLES

Fine, sound fruit that will be appreciated by every customer.

We invite correspondence.

LEMON BROS.
OWEN SOUND, ONTARIO

Canada Food Control License No. 182

Apples

We can supply you in car lots, or single barrels.

Phone for Prices

GEO. VIPOND & COMPANY

702-704 St. Paul St. W.
MONTREAL

Main 5368—(Exchange connects all departments.)



“Won’t Know the Difference, Maybe”

The young folks all like Jell-O, and so Betty believes, naturally enough, that Dolly will like it.

Betty would never think of saying to Dolly:

“This isn’t Jell-O, but it looks ’most like it and tastes ’most like it and is ’most as good. You won’t know the difference, Dolly, maybe.”

There are products that look ’most like Jell-O, before and after they are made up, but they are not really like Jell-O in any essential quality.

“Dolly” may not know the difference, but live people do.

Beautiful ten-color window display material of high quality will be sent to you, free of all expense to you, of course, if you can use it to advantage, and we believe you can.

The Genesee Pure Food Company of Canada, Limited
Bridgeburg, Ont.

Made in Canada

Dairy Butter Wraps

Made from 30-lb. No. 1 Genuine Vegetable Parchment Paper, printed in two colors ink with design conforming to regulations covering Dairy Butter, size 8 x 11, packed 500 sheets to a carton.

ALWAYS IN STOCK

Special Printed Wraps to Order

Business Systems Limited

Largest Manufacturers of Butter Wraps in Canada

52-56 Spadina Ave. TORONTO

THE “WANT” AD.

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

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

The “want ad.” gets work for workers and workers for work.

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

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

K

- KNOX GELATINE CO.**
Wm. H. Dunn, Limited.
- KERR BROS., Toronto.**
F. D. Cockburn Co., Winnipeg.
- KEMBALL, BISHOP & CO., London, Eng.—**
Citric and Tartaric Acid.
Scott-Bathgate Co., Ltd., Winnipeg.
- KKOVAH HEALTH SALTS.**
Maclure & Langley, Toronto.
- KKOVAH CUSTARD**
Maclure & Langley, Toronto.
- KKOVAH EGG SUBSTITUTE.**
Maclure & Langley, Toronto.
- KEENLEYSIDE & CO., London, Ont.—**"Match-
less" Ammonia Powder.
Scott-Bathgate Co., Winnipeg.
- W. K. KELLOGG CO., Toronto—**Dominion Corn
Flakes, Krumbles, Rice Flakes, etc.
Mason & Hickey, Winnipeg.
- KELLY CONFECTION CO., Vancouver, B.C.—**
Moiasses.
Mason & Hickey, Winnipeg.
- KING BEACH MFG. CO., Mission City, B.C.—**
Jams and Jellies.
Mason & Hickey, Winnipeg.
- KITH'S CRISPETTES.**
The Maclure Co., Winnipeg.
- KARAVAN COFFEE.**
The A. Maclure Co., Winnipeg.
- KELLOGG'S TOASTED CORN FLAKES.**
H. D. Marshall, Montreal.

L

- LOCK, LANCASTER & JOHNSTON, London.**
Eng.—Tea Lead.
Scott-Bathgate Co., Ltd., Winnipeg.
- LEA BROS.—Pickles.**
The A. Maclure Co., Winnipeg.
- LEA & PERRINS, Worcester, Eng.—**Worcester-
shire Sauce.
H. P. Pennock & Co., Ltd., Winnipeg.
- LANGE CANNING CO., Eau Claire, Wis.—**Can-
ned Goods.
The C. H. Grant Co., Winnipeg.
- LUMMIS & CO., Suffolk, Va., and Philadelphia—**
Peanuts.
The C. H. Grant Co., Winnipeg.
- LOGGIE, W. S., & CO., LTD., Chatham, N.B.—**
Lobsters, Blueberries.
Mason & Hickey, Winnipeg.
- LOBSTER PASTE.**
W. G. Patrick & Co., Ltd., Toronto.
- LEON ISRAEL & BROS.—**Santos and Rio Coffee.
C. & J. Jones, Winnipeg.
- LIBERTY CHERRIES IN MARASCHINO.**
W. G. Patrick & Co., Ltd., Toronto.
- LIBERTY CHERRY & FRUIT CO., Kentucky,**
U.S.A.
C. & J. Jones, Winnipeg.
- LIPTON, THOMAS J.**
Donald H. Bain Co., Winnipeg.
- LYLE, ABRAHAM, & SONS, London, Eng.**
C. & J. Jones, Winnipeg.
- LOGGIE, A. R., CO., Loggiewille, N.B.—**Eagle
Brand Lobsters, Clams, Blueberries.
Donald H. Bain Co., Winnipeg.
- LAUGHLIN'S LEMON JUICE.**
H. D. Marshall, Montreal.
- LITSTER PURE FOOD CO.—**Spices and Essences.
C. B. Hart, Reg., Montreal.
- LIEBENTHAL BROS. & CO., Cleveland—**Humpty
Dumpty Lumps.
F. D. Cockburn Co., Winnipeg.
- LUTHER FORD & CO., Minneapolis—**Liquid
Blueing.
G. B. Thompson & Co., Winnipeg.

M

- MACKINTOSH'S TOFFEE**
Maclure & Langley, Toronto.
- MALONE OIL CO.**
W. G. Patrick & Co., Toronto
- MAPLE LEAF DIRT CHASER.**
Maclure & Langley, Winnipeg.
H. P. Pennock & Co., Ltd., Winnipeg.
- MACKAY, JOHN & CO., LTD.—**Barley.
The Robt. Gillespie Co., Vancouver.
- MAGOR, SON & CO., LTD.**
W. F. Elliot, Fort William, Ont.
- THE MENDELSON CORPORATION —**Heavy
Chemicals.
C. B. Hart, Reg., Montreal.
- METCALFE MILLING CO.—**Rolled Oats.
G. B. Thompson & Co., Winnipeg.

- MELROSE TEAS.**
W. H. Dunn, Limited, Montreal.
Dunn-Hortop, Limited, Toronto.
- MACDONALD, W. C., REG'D, Montreal.—**Tobac-
cos.
W. L. Mackenzie & Co., Ltd., Winnipeg.
- MEEHAN, THOS. J., & CO., Baltimore.—**Canned
Goods.
W. L. Mackenzie & Co., Ltd., Winnipeg.
- MAGGI SOUPS.**
Maclure & Langley, Toronto.
- MANFORD SCHIER, Dunnville, Ont.—**Evaporated
Apples.
Mason & Hickey, Winnipeg.
- MASON, EHRHMAN & CO., Portland, Ore.—**
Oregon Prunes.
Watson & Truesdale, Winnipeg.
- MICHIGAN TEA RUSK CO.—**Dutch Tea Rusks.
The Robt. Gillespie Co., Vancouver.
The A. Maclure Co., Winnipeg.
- MacNUTT & SON, PETER, Malpeque, P.E.I.—**
Canned Chicken and Lobsters.
F. D. Cockburn, Winnipeg.
- MARTIN & ROBERTSON, LTD., Vancouver, B.C.**
Rice, etc.
The C. H. Grant Co., Winnipeg.
- MAPLE-FLAKE MILLS, Battle Creek, Mich.—**
Cereals.
The C. H. Grant Co., Winnipeg.
- MARSHMALLOW CREME.**
W. G. Patrick & Co., Ltd., Toronto.
- MONTREAL BISCUIT CO.**
Gretz & Co., Halifax, N. S.
- MUSHROOMS.**
W. G. Patrick & Co., Ltd., Toronto.
- MYERS & SON, F. L., Jamaica.—**Spices
H. P. Pennock & Co., Winnipeg.
- MOLASSES.**
Da Costa Co., Barbadoes, B.W.I.
H. P. Pennock & Co., Ltd., Winnipeg.
West India Co., Montreal.
- MUSTARD (French's).**
Maclure & Langley, Ltd., Toronto
- MARSH'S GRAPE JUICE (Quebec Province).**
Rose & Lafame, Ltd., Montreal.
- MACLAREN IMPERIAL CHEESE CO., Toronto.**
Cream Cheese, Peanut Butter, Mustard,
Dessert Jellies.
Watson & Truesdale, Winnipeg.
- MARITIME FISH CORPORATION, LTD., Mon-**
treal—Fresh, Frozen and Smoked Fish.
Watson & Truesdale, Winnipeg.
- McMEEKIN & CO., London, Eng.—**Teas
Donald H. Bain Co., Winnipeg.
- MONKLAND BARLEY.**
G. B. Thompson & Co., Winnipeg.
- MONKLAND OATS.**
H. D. Marshall, Montreal.
- MOLASSES.**
West India Co., Montreal.
- MACE.**
West India Co., Montreal.
- MUSTARD PREPARED IN GLASS.**
Fred Coward, Toronto.

N

- NATIONAL LICORICE CO.**
Wm. H. Dunn, Limited, Montreal.
Mason & Hickey, Winnipeg.
- NICHOLSON & BROCK, Toronto—**Bird Seed.
Mason & Hickey, Winnipeg.
- NORTH AMERICAN CHEMICAL CO.—**Rice's
Salt.
G. B. Thompson & Co., Winnipeg.
- NORCANNERS' SARDINES.**
Maclure & Langley, Toronto.
- NORWEGIAN CANNERS EXPORT CO., Norway**
—Sardines.
H. P. Pennock & Co., Winnipeg.
- NORTH ONTARIO PACKING CO., California—**
Dried Fruits.
H. P. Pennock & Co., Winnipeg.
- NORFOLK STORAGE CO., Virginia—**Peanuts.
H. P. Pennock & Co., Winnipeg.
- NORMANNA IMPORTING CO.—**Imported Can-
ned Goods.
C. B. Hart, Reg., Montreal.
- NIAGARA FALLS PICKLE CO.—**Pickles.
C. B. Hart, Reg., Montreal.
- NEW YORK & BORDEAUX TRADING CO.—**
Imported Canned Goods.
C. B. Hart, Reg., Montreal.
- NIGGERHEAD SHRIMPS & COVE OYSTERS**
G. B. Thompson & Co., Winnipeg.
- NOBILITY CHOCOLATES.**
Maclure & Langley, Toronto.

- NOVELTY RUBBER SALES CO.—**Balloons, etc.
The Robert Gillespie Co., Vancouver.
- NUTMEGS.**
West India Co., Montreal.
- NUTS.**
West India Co., Montreal.
C. B. Hart, Reg., Montreal.

O

- OLIVIER'S O. K. TOFFY.**
The A. Maclure Co., Winnipeg.
- O'LEARY & LEE—**Canned Lobsters.
C. B. Hart, Reg., Montreal.

P

- PAINE, JOHN B., & CO., Toronto.**
Freeman & Sheely, Montreal.
Gaetz & Co., Halifax.
- PURE GOLD MANUFACTURING CO.**
William H. Dunn, Ltd., Montreal.
- PRYTZ & CO., Alicante, Spain—**Shelled Alm-
onds.
Scott-Bathgate Co., Ltd., Winnipeg.
- PATERSON, SIMONS & CO., Singapore—**Tapio-
ca, Sago, Pepper, Nutmegs, Pineapples.
Scott-Bathgate Co., Ltd., Winnipeg.
- PAN CONFECTION FACTORY, Chicago, Ill.—**
Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.
- POSTUM CEREAL CO., LTD.**
W. H. Dunn, Ltd., Montreal.
- PARIS PATE**
Maclure & Langley, Toronto.
- PEERLESS CEREAL MILLS, Woodstock, Ont.**
Freeman & Sheely, Montreal.
- PETERBOROUGH CEREAL CO., Peterborough.**
Freeman & Sheely, Montreal.
- PLANTERS' NUT & CHOCOLATE CO.—**Pea-
nuts.
G. B. Thompson & Co., Winnipeg.
- PLYMOUTH MILLING CO.—**Cornmeal, Rye
Flour
G. B. Thompson & Co., Winnipeg.
- POTOMAC POULTRY FOOD CO.—**Oyster Shells.
G. B. Thompson & Co., Winnipeg.
- PHOENIX PACKING CO.—**Raisins, Dried Fruits.
G. B. Thompson & Co., Winnipeg.
- PROCTOR & GAMBLE CO.—**Crisco, Soaps, etc.
Mason & Hickey, Winnipeg.
- PUGSLEY, DINGMAN & CO.—**Comfort Soap,
Ammonia Powder, Kleano Soap, Dingman's
Ideal Blue, etc.
F. D. Cockburn, Winnipeg.
- PHEZ LOGANBERRY JUICE.**
Donald H. Bain Co., Winnipeg (Wes. Canada).
Rose & Lafamme, Ltd., Montreal (Eas. Canada)
- PATERSON, R., & SONS, Glasgow—**Camp Coffee
W. L. Mackenzie & Co., Ltd., Winnipeg.
- PIONEER LIVE STOCK PRODUCTS, London,**
Ont.—Bird Seed, Stock Foods.
Donald H. Bain Co., Ltd., Winnipeg.
- POSTUM CEREAL CO., Battle Creek, Mich.—**
Postum, Grape Nuts, Post Toasties, etc.
Donald H. Bain Co., Winnipeg.
- J. L. PRESCOTT & CO., New York—**Rising Sun
Stove Polish, X-Ray Polish.
Donald H. Bain Co., Winnipeg.
- PURITY CROSS PRODUCTS.**
W. G. Patrick & Co., Toronto.

Q

- QUAKER OATS CO., Peterborough and Saska-**
toon—Flour, Rolled Oats, Cereals.
Donald H. Bain Co., Winnipeg.
W. F. Elliot, Fort William, Ont.
- QUAKER CANDY CO., Toronto.**
F. D. Cockburn, Winnipeg.

R

- RAW SUGARS.**
H. P. Pennock & Co., Ltd., Winnipeg.
West India Co., Montreal.
- RELEG.**
Loggie Sons & Co., Toronto.
- ROCHESTER CANDY WORKS, Rochester, N.Y.**
—Royal Dalcara Marshmallows.
F. D. Cockburn, Winnipeg.
- ROGERS, WILLIAM & CO., Denia, Spain—**Val-
encia Raisins.
Mason & Hickey, Winnipeg.
- ROBERTSON BROS., LTD., Toronto—**Confec-
tionery.
Scott-Bathgate & Co., Ltd., Winnipeg.
- ROBERTSON, JAS., & SONS, Paisley, Scotland**
—Jams and Marmalades.
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ROB ROY PICKLES.

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S**SANBACH, TINNE & CO., Liverpool, Eng.—**

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C. & J. Jones, Winnipeg.

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etc.

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SUNLIT FRUIT CO.—Canned Fruits.

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T**TECO PANCAKE MIXTURES.**

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JOHN TAYLOR & CO., Toronto—Taylor's

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Man.—Flour and Feed.

The C. H. Grant Co., Winnipeg.

TRENOR & CO., Valencia, Spain—Valencia

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Scott-Bathgate Co., Winnipeg.

MATT. THOMPSON CO., Winnipeg—Fruit Cakes.

The Robt. Gillespie Co., Vancouver.

The A. Maclure Co., Winnipeg.

O. & W. THUM CO., (Tanglefoot), Grand Rapids,

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Tees & Persse, Ltd., Winnipeg.

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Mason & Hickey, Winnipeg.

V**VAN DYK, EDMUND, CO., New York.**

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Tartar.

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W**WARD, A. W., & CO., Vancouver—Canned Sal-**

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A Directory of Lines Made by Advertisers. Compiled from information furnished by these firms for the use of Readers of CANADIAN GROCER.

Notice to Readers:—To find who makes the grocery line you want, look under the heading for that class of goods. In most cases the brand name is given as well as the firm name and address of the manufacturer. If the line you want is not listed in this directory, write THE CANADIAN GROCER, and our Service Department will try to get the information for you.

See directory of store equipment advertisers for lines of equipment and fixtures on page 34. That directory faces Equipment Section in this issue.

- ALUM**
R. G. Bedlington & Co., Vancouver.
- ALMONDS (Roasted and Salted)**
Montreal Nut & Brokerage Co., Montreal.
Jos. Cote, Quebec, Que.
- ANCHOR CAPS**
Anchor Cap & Closure Corp., Toronto.
- APPLES**
Duncan's Ltd., North Bay.
Fancy Oregon Apples, British Columbia
Apples—
Hugh Walker & Son, Guelph.
- APPLE CIDER**
Acme Vinegar Co., Winnipeg.
Caldwell Cider Co., New Toronto.
- AMMONIA POWDER**
Snowflake Ammonia Powder—
S. F. Lawrason & Co., London.
- AUTOGRAPHIC REGISTERS**
Business Systems Ltd., Toronto.
- AUSTRALIAN TALLOW**
O'Loane Kiely Co., Vancouver.
- BACON**
Wm. Davies Co., Ltd., Toronto.
Premium Bacon—
Swift Canadian Co., Toronto.
J. M. Schneider & Sons, Kitchener.
Beaver Brand Bacon—
Ingersoll Packing Co., Ltd., Ingersoll.
- BAGS, PAPER**
E. B. Eddy Co., Hull, Que.
Walter Woods & Co., Hamilton.
- BAKED BEANS**
H. J. Heinz Co., Leamington.
- BAKED MEATS**
Armour & Co., Hamilton.
- BAKING POWDERS**
F. F. Dalley Corporation, Ltd., Hamilton.
Egg-O Baking Powder—
Egg-O Baking Powder Co., Hamilton.
White Star Baking Powder—
White Star Mfg. Co., Winnipeg.
Biscuite Baking Powder—
Jones Packing & Provision Co., Smith's Falls.
- BAKING SODA**
White Star Baking Soda—
White Star Mfg. Co., Winnipeg.
Cow Brand Baking Soda—
Church & Dwight, Montreal.
Jones Packing & Provision Co., Smith's Falls.
- BANANAS**
Hugh Walker & Son, Guelph.
- BARLEYS**
Scotch Pearl Barley—
Quaker Oats Co., Peterborough, Ont.
Jno. MacKay Co., Bowmanville, Ont.
Pot and Pearl Barley—
Western Canada Flour Mills, Toronto.
- BARRELLED PORK AND BEEF**
Armour & Co., Hamilton.
Ingersoll Packing Co., Ingersoll.
Swift's Barrelled Pork and Beef—
Swift Canadian Co., Toronto.
- BARRELS**
Sarnia Barrel Works, Sarnia, Ont.
- BARREL COVERS**
The E. B. Eddy Co., Hull, Canada.
- BEANS, DRIED**
O'Loane, Kiely Co., Vancouver.
Fujita & Co., Vancouver.
- BASKETS**
Walter Woods & Co., Hamilton.
- BEEF**
Armour & Co., Hamilton.
- BEEF BOUILLON**
E. W. Jeffress Ltd., Walkerville.
- BEEF CUTS**
J. M. Schneider & Sons, Ltd., Kitchener.
- BEEFSTEAK AND ONIONS**
Clark's Beefsteak and Onions—
W. Clark, Limited, Montreal.
- BEEFSTEAK SAUCE**
H. J. Heinz Co., Leamington.
- BEEF LOAF**
W. Clark, Limited, Montreal.
- BISCUITS**
McCormick's Biscuits—
C. J. Bodley, Ltd., Toronto.
J. & S. Cote, Quebec, Que.
McCormick Mfg. Co., London, Ont.
- BISCALITE BAKING POWDER**
Jones Packing & Provision Co., Smith's Falls.
- BLUE**
Keen's & Coleman's Blue—
Magor, Son & Co., Montreal.
Ocean Blue—
Hargreaves (Canada), Ltd., Toronto.
- BLUEBERRIES**
Shaw & Ellis, Pocologan, N.B.
- BOLOGNA**
Wm. Davies Co., Ltd., Toronto.
- BOOK COVERS**
The E. B. Eddy Co., Hull, Canada.
- BONELESS CHICKEN**
Clark's Boneless Chicken—
W. Clark, Limited, Montreal.
- BONELESS AND PREPARED FISH**
D. Hatton Co., Montreal.
O'Loane, Kiely Co., Vancouver, B.C.
- BORAX**
Fred. Coward, Toronto.
White Star Borax—
White Star Mfg. Co., Winnipeg.
B. & S. H. Thompson & Co., Montreal.
- BOXES, OVERSEA**
Boxes, Ltd., Ottawa.
J. Tobin & Sons, Ottawa.
- BREAD PLATES**
Cane's Bread Plates—
Wm. Cane, Sons & Co., Newmarket, Ont.
- BREAKFAST FOODS**
Pettijohn's Breakfast Food, Quaker Cracked
Wheat, Quaker Farina, Quaker Oats,
Quaker Puffed Rice, Quaker Toasted Corn
Flakes, Tillson's Oats, Victor Rolled
Wheat—
Quaker Oats Co., Peterborough, Ont.
Ralston Wheat Food—
Chisholm Milling Co., Toronto.
Purity Rolled Oats—
Western Canada Flour Mills Co., Ltd., Toronto.
- BROOMS**
Jos. Cote, Quebec, Que.
Keystone Brand Brooms, Nugget Brand
Brooms, Jubilee Brooms, Metal Cased
Brooms—
Stevens-Hepner Co., Port Elgin, Ont.
Primus Brand Corn Brooms—
L. Chaput, Fils & Cie., Montreal.
T. S. Simms & Co., Ltd., Fairville, St. John,
Tiger Brand Brooms—
Walter Woods & Co., Hamilton, Ont.
Megantic Broom Co., Lake Megantic, Que.
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Brushes, Stable Brushes, Saddlery
Brushes—
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N. B.
Walter Woods & Co., Hamilton.
- BRUSHES, TOOTH AND HAIR**
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Wm. Davies Co., Ltd., Toronto.
Ingersoll Packing Co., Ingersoll.
Brookfield Creamery Butter—
Swift Canadian Co., Toronto.
Blue Nose Table Butter—
Smith & Proctor, Halifax, N.S.
- BUTTER BOX LINERS**
Business Systems Ltd., Toronto.
- BUTTER MOULDS**
Cane's Acme Butter Moulds—
Wm. Cane, Sons & Co., Newmarket, Ont.
- BUTTER WRAPS**
Business Systems Ltd., Toronto.
Walter Woods & Co., Hamilton.
- BUTTER CROCKS...**
Toronto Pottery Co., Ltd., Toronto.
- CALF CHOW (Purina)**
Chisholm Milling Co., Toronto.
- CANADIAN BOILED DINNER**
W. Clark, Ltd., Montreal.
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R. G. Bedlington & Co., Vancouver.
- CANNED FISH**
Armour & Co., Hamilton.
Anderson & Miskin, Vancouver.
Clayoquot Sound Canning Co., Vancouver.
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Finnan Haddies, Brunswick Brand Kip-
pered Herring, Brunswick Brand Herring
in Tomato Sauce, Brunswick Brand Oil
Sardines—
Connors Bros., Ltd., Black's Harbor, N.B.
Goose Millerd Packing Co., Vancouver, B.C.
D. Hatton Co., Montreal.
Maritime Fish Corporation, Montreal.
- CANNED LOBSTERS**
Connors Bros., Ltd., Black's Harbor, N.B.
D. Hatton Co., Montreal.
- CANNED FRUITS**
Dominion Cannery, Hamilton, Ont.
E. D. Smith & Son, Ltd., Winona.
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Armour & Co., Hamilton.
Wm. Davies Co., Ltd., Toronto.
Swift Canadian Co., Ltd., Toronto.
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Anderson & Miskin, Vancouver, B.C.
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Goose Millerd Packing Co., Vancouver, B.C.
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Swift Canadian Co., Ltd., Toronto.
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Primus Brand Canned Vegetables—
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Swift Canadian Co., Ltd., Toronto.
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Swift Canadian Co., Ltd., Toronto.
- CARTON FILLERS**
Trent Mfg. Co., Ltd., Trenton, Ont.
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Swift Canadian Company, Toronto.
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- CATTLE FEEDS**
Chisholm Milling Co., Ltd., Toronto.
- CATSUP**
H. J. Heinz Co., Leamington.
E. D. S. Catsup—
E. D. Smith & Son, Winona, Ont.
Clark's Tomato Ketchup—
W. Clark, Limited, Montreal.
Taylor & Pringle Co., Ltd., Owen Sound.
- CHEMICALS**
R. G. Bedlington & Co., Vancouver.
- CHERRY CIDER**
Acme Vinegar Co., Winnipeg.
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Health Flour, King's Food, Pancake Flour,
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Quaker Oats Co., Peterborough and Sas-
katoon.
Western Canada Flour Mills, Winnipeg and
Toronto.
- CELERY**
Duncan's Ltd., North Bay.
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El Roi Tan Cigar Co., Winnipeg.
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The Story of War Under the Earth

coast back down the tunnel, while bullets rattled on the shield like hail and, finally, how the explosive blew up the machine gun and its crew and blocked the passage again—this remarkable story is told by Lieut. C. W. Tilbrook (who was one of the two) in the course of an article, "An Underground Tank," in October MACLEAN'S.

Recently a Toronto newspaper declared editorially that the public was tiring of war books and war stories because of the sameness of them. The newspaper was right. But the public literally devours any story of the war that is new. The series of articles that Lieut. Tilbrook has done for MACLEAN'S have been read with an astonishing amount of interest *because they are different from anything that the public has yet read.*

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THE German sappers had discovered and broken into a Canadian tunnel. They had planted a machine gun at their end and sent a shower of bullets down the dark, narrow passage whenever the Canadians made any effort to enter their underground galleries. The story of how two Canadians nailed steel snipers' shields to the front of a push cart and shoved it ahead of them up to the very teeth of the gun, and how they dropped a can of deadly explosive, hopped on to the cart, and let it

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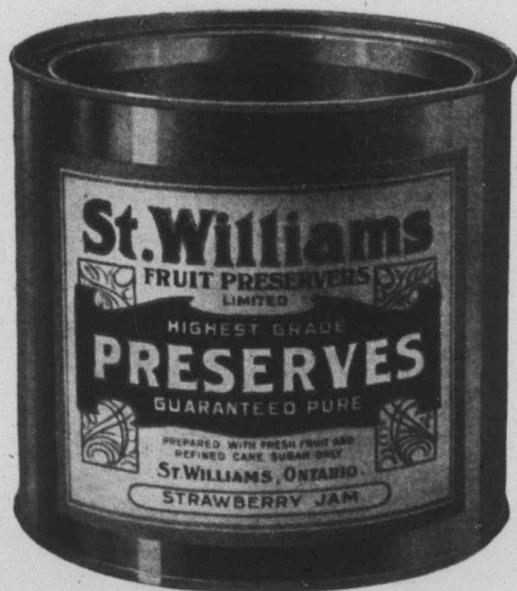
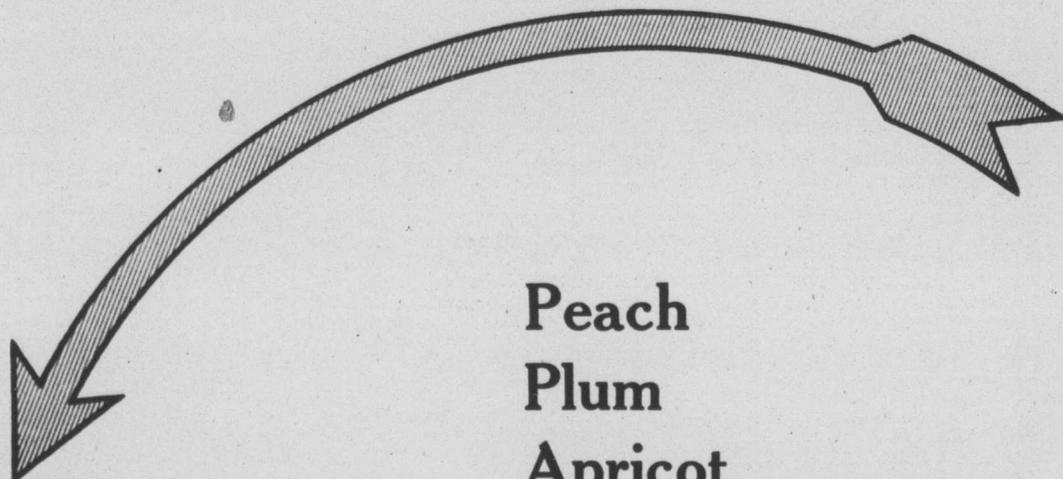
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Borden Milk Co., Montreal.
St. George Brand Coffee—
Malcolm Condensing Co., St. George, Ont.
- COFFEE ESSENCE**
E. W. Jeffress, Ltd., Walkerville.
Fred Coward, Toronto.
- COCOANUT MACAROONS**
C. J. Bodley Ltd., Toronto.
- COCOANUT**
E. B. Thompson, Toronto.
White Star Unsweetened Cocoonut—
White Star Mfg. Co., Winnipeg.
- COLLAPSIBLE BASKETS**
A. B. Scott & Co., Niagara Falls, Ont.
- COLLAR PADS**
American Pad & Textile Co., Chatham.
- CONDENSED MILK**
Canadian Milk Products Co., Toronto.
Banner Condensed Milk—
Princess Condensed Milk—
Malcolm Condensing Co., St. George, Ont.
Borden's Condensed Milk—
Borden Milk Co., Montreal.
- CONDIMENTS**
H. J. Heinz Co., Leamington.
- CONFECTIONERY**
Jos. Cote, Quebec, Que.
Charbonneau, Ltd., Montreal.
The Cowan Co., Toronto.
John Gray Co., Glasgow, Scotland.
- COOKING OIL**
Jones Packing & Provision Co., Smith's
Falls.
- CONFECTIONERS' SUPPLIES**
Borden Milk Co., Montreal.
- CONFECTIONERY CASES**
Walker Bin & Store Fixture Co., Kitch-
ener, Ont.
- COOKED MEATS**
Armour & Co., Hamilton.
Wm. Davies Co., Ltd., Toronto.
Harris Abattoir Co., West Toronto.
Swift Canadian Company, Toronto.
Ingersoll Packing Co., Ingersoll, Ont.
- COOKIES**
C. J. Bodley, Ltd., Toronto.
- CONTAINERS**
Empire Containers—
Connecticut Oyster Co., Ltd., Toronto.
- CORKS**
S. H. Ewing Sons, Montreal.
- CORNED BEEF**
Clark's Corned Beef—
W. Clark, Limited, Montreal.
- CORN FLAKES**
Quaker Oats Co., Peterboro.
- CORN MEAL**
Gold Dust and Fancy Yellow Corn Meal—
Chisholm Milling Co., Toronto.
Buckeye Pure Gold Cornmeal—
Quaker Best Yellow Cornmeal—
Quaker Oats Co., Peterborough, Ont.
- CORN SYRUP**
Canada Starch Co., Montreal.
- COUGH SYRUP**
J. L. Mathieu & Co., Sherbrooke, Que.
- COUNTER CHECK BOOKS**
Business Systems, Ltd., Toronto.
- COUNTER REFRIGERATORS**
John Hillock & Co., Toronto.
Walker Bin & Store Fixture Co., Kitch-
ener, Ont.
- CORRUGATED FLATS**
Trent Mfg. Co., Ltd., Trenton.
- COTTON WASTE**
E. Pullan, Toronto.
- CREAM BARS**
Canada Maple Exchange, Ltd., Montreal.
- CREAM POWDER**
Canadian Milk Products Ltd., Toronto.
- CREAM SUGAR**
Canada Maple Exchange, Ltd., Montreal.
Small's Ltd., Montreal.
- CREAM CHEESE**
Armour & Co., Hamilton.
Ingersoll Packing Co., Ingersoll, Ont.
- CREAM OF TARTAR**
White Star Cream of Tartar—
White Star Mfg. Co., Ltd., Winnipeg.
B. & S. H. Thompson & Co., Montreal.
- CREAM OF TARTAR (Substitutes)**
Jones Packing & Provision Co., Smith's
Falls.
B. & S. H. Thompson & Co., Montreal.
- CREMOIL**
Swift Canadian Co., Ltd., Toronto.
- CUSPIDORS**
The E. B. Eddy Co., Hull, Canada.
- CROCKERY**
Toronto Pottery Co., Ltd., Toronto.
- CUSTARD POWDER**
Sutcliffe & Bingham Co.
Maclure & Langley, Toronto.
- CULINARY HERBS**
Fred Coward, Toronto.
- CRANBERRIES**
Duncan's Ltd., North Bay.
Hugh Walker & Son, Guelph.
McBride Bros., Toronto.
White & Co., Toronto.
- DILL PICKLES**
H. J. Heinz Co., Leamington.
- DOG FOODS**
Spratt's Dog Cakes—
Spratt's Puppy Biscuits—
Spratt's Patent, Ltd., London, Eng.
- DRESSED HOGS**
Harris Abattoir Co., Toronto.
Swift Canadian Co., Ltd., Toronto.
Wm. Davies Co., Ltd., Toronto.
- DRY SALTED MEATS**
Ingersoll Packing Co., Ingersoll.
Swift Canadian Co., Ltd., Toronto.
- DUSTERS**
O-Cedar Dusters—
Channell Chemical Co., Toronto.
- DUSTING CLOTHS**
O-Cedar Dusting Cloth—
Channell Chemical Co., Toronto.
E. Pullan, Toronto.
- DUSTING MOPS**
O-Cedar Dusting Mops—
Channell Chemical Co., Toronto.
- DYES**
Sunset Soap Dye—
Sunset Soap Dye Co., care Harold F.
Ritchie Co., Toronto.
- DRUGS**
Jos. Cote, Quebec, Que.
- EARTHENWARE**
Toronto Pottery Co., Ltd., Toronto.
- EGGS**
Bowes Eggs—
The Bowes Co., Ltd., Toronto.
Wm. Davies Co., Ltd., Toronto.
Harris Abattoir Co., Toronto.
Ingersoll Packing Co., Ingersoll, Ont.
Swift's Brookfield Eggs—
Swift Canadian Co., Toronto.
- EGG CASE FILLERS**
Trent Mfg. Co., Ltd., Trenton.
- EGG CRATES**
Cane's Egg Crates—
Wm. Cane, Sons & Co., Newmarket, Ont.
- ELECTRIC AUTO LIGHT**
R. G. Bedlington & Co., Vancouver.
- ELECTRIC FLASH LIGHTS**
R. G. Bedlington & Co., Vancouver.
- ELECTRICAL SUPPLIES**
R. G. Bedlington & Co., Vancouver.
- ENGLISH BRAWN**
W. Clark, Limited, Montreal.
- EVAPORATED APPLES**
O. E. Robinson & Co., Ingersoll, Ont.
- EVAPORATED MILK**
Borden's Evaporated Milk—
Borden Milk Co., Montreal.
St. George Evaporated Milk—
Malcolm Condensing Co., St. George, Ont.
- EVAPORATED VEGETABLES**
Chilliwack Evaporating & Packing Co.,
Vancouver, B.C.
- EGG POWDER (Kola)**
Releg Co., Quebec, Que.
Rose & Laflamme Co., Montreal.
New Imperial Co., Reg'd. Quebec, P.Q.
- EPSOM SALTS**
Fred Coward, Toronto.
- EXTRACTS**
Wm. Braid & Co., Vancouver, B.C.
Blackwood's Ltd., Winnipeg.
Royal Extracts—
Horton-Cato Co., Windsor, Ont.
Shirriff's Flavoring Extracts—
Imperial Extract Co., Toronto.
White Star Extracts—
White Star Mfg. Co., Winnipeg.
- ERASERS, RUBBER**
R. G. Bedlington & Co., Vancouver.
- FILBERTS, ROASTED AND SALTED**
Montreal Nut & Brokerage Co., Montreal.
- FANCY MEATS**
Swift's Fancy Meats—
Swift Canadian Co., Toronto.

ST. WILLIAMS PURE JAMS

*Packed
in
4-lb. Tins*



Peach
Plum
Apricot
Green Gage
Red Currant
Gooseberry
JAMS

All ready for shipment

Made by

St. Williams Fruit Preservers, Limited
St. Williams, Ontario

Distributors:

Maclure & Langley Limited

TORONTO

WINNIPEG

FEED

Banner Feed—
Schumacher's Stock Feed.
Victor Feed—
Quaker Oats Co., Peterborough, Ont.

FISH PASTES (Glass)

O'Loane Kiely Co., Vancouver, B.C.

FILTERS (Water)

Toronto Pottery Co., Ltd., Toronto.

FIRE BRICK

Toronto Pottery Co., Ltd., Toronto.

FISH, FRESH, FROZEN, ETC.

Maritime Fish Corporation, Montreal.
D. Hatton Co., Montreal.
Emile Paturel, Shediac, N.B.
Swift Canadian Co., Toronto.
White & Co., Toronto.

FLOOR DRESSING.

Standard Floor Dressing.
Imperial Oil Co., Toronto.

FLOOR WAX

Linoleo Floor Wax—
Hargreaves (Canada) Limited, Toronto.

FLOOR POLISH

Imperial Oil Co., Toronto.

FLOUR

Purity Flour—
Western Canada Flour Mills Co., Ltd., Head Office, Toronto.
Purina Whole Wheat Flour—
Chisholm Milling Co., Toronto.
Quaker Graham Flour—
Quaker Manitoba Patent Flour—
Quaker Oats Co., Peterborough and Saskatoon.
St. Lawrence Flour Mills, Montreal.

FLOUR, SELF RISING

Brodie & Harvey, Montreal.

FLOUR SACKS

The E. B. Eddy Co., Hull, Canada.

FLOWER POTS

Toronto Pottery Co., Ltd., Toronto.

FOOT WARMERS

Toronto Pottery Co., Ltd., Toronto.

FLUID BEEF CORDIAL

Clark's Fluid Beef Cordial—
W. Clark, Limited, Montreal.

FRENCH CREAMS

Canada Maple Exchange, Ltd., Montreal.

FRUITS (Fresh)

Duncan's, Limited, North Bay, Ont.
Lemon Bros., Owen Sound, Ont.
McBride Bros., Toronto.
Geo. Vipond & Co., Montreal.
W. J. McCart & Co., Toronto.
White & Co., Toronto.
Hugh Walker & Son, Guelph.

FRUIT CAKE

C. J. Bodley, Ltd., Toronto.

FRUIT SYRUPS, FOUNTAIN SUPPLIES

Blackwood's Ltd., Winnipeg.

FROZEN FISH

D. Hatton Co., Montreal.

FURNITURE POLISH

O-Cedar Polish—
Channell Chemical Co., Toronto.

GASOLINE

Imperial Oil Co., Toronto.

GELATINE

F. S. Jarvis & Co., Toronto.

GINGER BEER

Blackwood's Ltd., Winnipeg.

GLOVES (Cotton)

American Pad & Textile Co., Chatham.

GLOVES (Canvas)

American Pad & Textile Co., Chatham.

GRAIN DEALERS

Chisholm Milling Co., Ltd., Toronto.

GRANITEWARE MENDER

"Vol-Peek"—
H. Nagle Co., Montreal.

GRAPES

Duncans Ltd., North Bay.
Hugh Walker & Son, Guelph.

GRAPE FRUIT

Duncans Ltd., North Bay.
Hugh Walker & Son, Guelph.

GRAPE NUTS

Postum Cereal Co., Windsor, Ont.

GRAPE JUICE

E. D. Smith & Son, Winona, Ont.
Marsh Grape Juice Co., Niagara Falls.
The Welch Co., St. Catharines, Ont.

GROUND RICE IN PACKETS

Fred Coward, Toronto.

GROCERY FIXTURES

Walker Bin & Store Fixture Co., Kitchener.

HAMS

Wm. Davies Co., Ltd., Toronto.
Harris Abattoir Co., Toronto.

Beaver Brand Hams—

Ingersoll Packing Co., Ingersoll.

Premium Hams—

Swift Canadian Company, Toronto.

HAMS (Boiled and Smoked)

J. M. Schneider & Sons, Ltd., Kitchener.

HARD BOILED CANDY DROPS

Canada Maple Exchange Ltd., Montreal.

HERBS

White Star Herbs—
White Star Mfg. Co., Winnipeg.

HEADACHE POWDERS

J. T. Mathieu & Co., Sherbrooke, Que.

HEADCHEESE

Wm. Davies Co., Ltd., Toronto.

HERRINGS

Connors Bros., Ltd., Black's Harbor, N.B.
O'Loane Kiely Co., Vancouver.

HEALTH SALTS

S. H. Ewing Sons, Montreal, Que.
Sutcliffe & Bingham, c/o Maclure & Langley, Toronto.

HIRST'S PAIN EXTERMINATOR

F. F. Dalley Corp., Ltd., Hamilton.

HIRST'S SYRUP OF HOREHOUND AND ELECAMPANE

F. F. Dalley Corp., Ltd., Hamilton.

HIRST'S FAMILY SALVE

F. F. Dalley Corp., Ltd., Hamilton.

HOMINY

Chisholm Milling Co., Toronto.
Quaker Granulated Hominy—
Quaker Pearl Hominy—
Quaker Oats Co., Peterborough, Ont.

HONEY

Fred Coward, Toronto.
White Star Honey—
White Star Mfg. Co., Winnipeg.

HONEY BUTTER

Canada Maple Exchange, Ltd., Montreal.

HORSE RADISH

H. J. Heinz Co., Leamington.

HORSE RADISH MUSTARD

Fred Coward, Toronto.
Household Lubricant Co.—
Imperial Oil Co., Toronto.

HOPS

Dole Bros. Hops & Malt Co., Boston, Mass.

ICINGS

White Star Mfg. Co., Winnipeg.

ICING SUGAR

White Star Icing Sugar—
White Star Mfg. Co., Winnipeg.

INDIA RELISH

H. J. Heinz Co., Leamington.

INFANTS' FOOD

Borden's Eagle Brand Condensed Milk—
Borden Milk Co., Montreal.
Mackay's Barley—
Jno. Mackay Co., Bowmanville, Ont.
Robinson's Barley and Groats—
Magor, Son & Co., Montreal.

IODO

Imperial Oil Co., Toronto.

IRISH STEW

W. Clark, Limited, Montreal.

IRON BOARDS

Megantic Broom Mfg. Co., Lake Megantic, Que.

ISINGLASS

R. G. Bedlington & Co., Vancouver.

JAR CAPS (Air Tight)

Anchor Cap & Closure Corp., Toronto.

JAMS

Armour & Co., Hamilton.
Aylmer Pure Jam—
Lynn Valley Compound Jam—
Red Seal Pure Fruit Jam—
Dominion Cannery, Ltd., Hamilton, Ont.
John Gray & Co., Glasgow, Scotland.
E. D. S. Pure Jam—
E. D. Smith & Son, Winona.
Curling Brand Jams—
St. Williams Fruit Preserves, Ltd., St. Williams, Ont.
Furnivall's Jam—
Furnivall-New, Limited, Hamilton.
Stuart Limited, Sarnia, Ont.
J. H. Wethey, Ltd., St. Catharines, Ont.

JELLIES

Dominion Cannery, Ltd., Hamilton, Ont.
Furnivall-New, Limited, Hamilton, Ont.
E. D. Smith & Sons, Winona, Ont.
Stuart Limited, Sarnia, Ont.
J. H. Wethey Ltd., St. Catharines.

JELLY POWDERS

Genesee Pure Food Co., Bridgeburg, Ont.
Shirriff Jelly Powder—
Imperial Extract Co., Toronto.
White Star Jelly Powder—
White Star Mfg. Co., Winnipeg.
Lipton's Jelly Powders—
Thos. J. Lipton, Toronto.

JERSEY GLOVES AND MITTS

American Pad & Textile Co., Chatham.

JUGS

Toronto Pottery Co., Ltd., Toronto.

JULIENNE

Chilliwack Evaporating & Packing Co., Vancouver.

KIPPERS

Niobe Brand Kippers—
D. Hatton Co., Montreal.
O'Loane, Kiely Co., Vancouver, B.C.

KETCHUP

H. J. Heinz Co., Leamington.

KLIM

Canadian Milk Products Ltd., Toronto.

KNIFE POLISH

Oakey's Wellington Knife Polish—
John Oakey & Sons, Ltd., London, Eng.

KRAFT BAGS

The E. B. Eddy Co., Hull, Can.

LARD

Armour & Co., Hamilton.
Wm. Davies & Co., Ltd., Toronto.
Gunn's, Ltd., Toronto.
Harris Abattoir Co., Toronto.
Ingersoll Packing Co., Ingersoll.
Silverleaf Brand Pure Lard—
Swift Canadian Co., Toronto.

LARD (Kettle Rendered)

J. M. Schneider & Sons, Ltd., Kitchener.

LAUNDRY SODA

Swift's Laundry Soda—
Swift Canadian Company, Toronto.

LEAD PENCILS

R. G. Bedlington & Co., Vancouver.
Wm. Cane & Sons Co., Newmarket, Ont.

LEMONS

Duncans Ltd., North Bay.
Hugh Walker & Son, Guelph.

LENTILS IN PACKAGES

Cooker Brand—
MacGregor Specialty Co., Toronto.

LICORICE

National Licorice Co., Montreal.

LIQUID VENEER, POLISH

Buffalo Specialty Co., Buffalo, N.Y., and Bridgeburg, Ont.

LIME JUICE

White Star Lime Juice—
White Star Mfg. Co., Winnipeg.

LOBSTERS

Primus Brand Lobsters—
L. Chaput Fils & Cie., Montreal.
D. Hatton Co., Montreal.

LOOSE LEAF SYSTEMS

Business Systems Ltd., Toronto.

LUNCH BEEF

Clark's Ready Lunch Beef—
W. Clark, Limited, Montreal.

LUNCH TONGUE

Clark's Lunch Tongue—
W. Clark, Limited, Montreal.

LYE

Babbitt's Pure Lye—
B. T. Babbitt Co., New York.

MACARONI

Excelsior Macaroni—
Excelsior Macaroni Products Co., Winnipeg.

MAIT

Fred Coward, Toronto.

MAITFD MILK

Borden's Malted Milk—
Borden Milk Co., Montreal.

MAITBRU

Blackwood's Ltd., Winnipeg.

MAPLE BUTTER

Small's Ltd., Montreal.

MAPLE SUGAR

Canada Maple Exchange, Montreal.
Small's Limited, Montreal.
E. B. Thompson, Toronto.

MAPLE SYRUP

The Bowes Co., Ltd., Toronto.
Canada Maple Exchange, Montreal.
Small's Limited, Montreal.

MAPLE CREAM BUTTER

Canada Maple Exchange Ltd., Montreal.

MARASCHINO CHERRIES

Shirriff Maraschino Cherries—
Imperial Extract Co., Toronto.

MARROW FAT PEAS

Fred Coward, Toronto.

MARMALADE

Armour & Co., Hamilton.
Dominion Cannery, Ltd., Hamilton, Ont.
John Gray & Co., Glasgow, Scotland.
E. D. S. Marmalade—
E. D. Smith & Son, Winona, Ont.
Furnivall's Marmalade—
Furnivall-New, Limited, Hamilton, Ont.
Shirriff's Orange Marmalade—
Imperial Extract Co., Toronto.

- Curling Brand Marmalade—
St. Williams Fruit Preserves, Ltd., St. Williams, Ont.
- Wethey's Orange Marmalade—
J. H. Wethey, Limited, St. Catharines, Ont.
- MATCHES**
Jos. Cote, Quebec, Que.
Eddy's Matches (all kinds)—
The E. B. Eddy Co., Limited, Hull, Que.
- MEAT MARKET EQUIPMENT**
John Hillock & Co., Toronto.
- MEAT MEAL**
Armour & Co., Hamilton.
- MEAT SKEWERS**
The Wm. Cane & Sons Co., Newmarket, Ont.
- MESS PORK**
Wm. Davies Co., Ltd., Toronto.
- METAL CAPS**
Anchor Caps, for bottles.
Anchor Caps, for tins—
Anchor Cap & Closure Corp., Toronto.
- METAL POLISH**
Gloss Metal Polish—
Hargreaves (Canada) Limited, Toronto.
Pyn-ka Polishing Tablets—
Hargreaves (Canada) Limited, Toronto.
- MENTHOL**
R. G. Bedlington & Co., Vancouver.
- MILK (Powdered)**
Canadian Milk Products Co., Toronto.
- MILK PRODUCTS**
Borden Milk Products—
Borden Milk Co., Montreal.
Canadian Milk Products Co., Toronto.
- MILK CANS (Stone)**
Toronto Pottery Co., Ltd., Toronto.
- MILKSTOCK**
Canadian Milk Products Ltd., Toronto.
- MINCE MEAT**
Clark's Mince Meat (in glass)
Clark's Mince Meat (in pails)—
W. Clark, Limited, Montreal.
Canada Brand Mince Meat—
Swift Canadian Co., Ltd., Toronto.
E. B. Thompson, Toronto.
Wethey's Mince Meat—
J. H. Wethey, Limited, St. Catharines.
White Star Mince Meat—
White Star Mfg. Co., Winnipeg.
- MINT SAUCE**
Horton-Cato Co., Windsor, Ont.
- MOLASSES**
Canada Maple Exchange, Ltd., Montreal.
Da Costa & Co., Barbados, B.W.I.
Crosby Molasses Co., Ltd., St. John, N.B.
Dominion Molasses Co., Ltd., Halifax, N.S.
Leacock & Co., Montreal.
Small's Ltd., Montreal.
West India Co., Ltd., Montreal.
- MODIFIED MILK POWDER**
Canadian Milk Products Ltd., Toronto.
- MONTHLY ACCOUNT SYSTEMS**
Business Systems Ltd., Toronto.
- MOPS**
T. S. Simms & Co., Fairville, St. John, N.B.
The Wm. Cane Sons & Co., Newmarket, Ont.
- MUSHROOM CATSUP**
E. W. Jeffress, Ltd., Walkerville.
- MUSTARD**
H. J. Heinz Co., Leamington.
White Star Mustard—
White Star Mfg. Co., Winnipeg.
- MUSTARD PICKLES (Sweet)**
H. J. Heinz Co., Leamington.
- NUTRI-OX BEEF EXTRACT**
Nutri-Ox Beef Extract—
Wm. Davies Co., Ltd., Toronto.
- OAT CAKES**
C. J. Bodley Ltd., Toronto.
- OATMEAL**
Purity Oats—
Chisholm Milling Co., Toronto.
Western Canada Flour Mills, Toronto.
Quaker Oats Co., Peterborough.
- O-CEDAR POLISH MOPS (round and triangular)**
Dust Cloths, Dusters, Dusting Mops, Mop Handles, Polish—
Channell Chemical Co., Ltd., Toronto.
- OLEOMARGARINE**
Armour & Co., Chicago.
"Peerless Brand."
Wm. Davies & Co., Toronto.
Harris Abattoir Co., Toronto.
Swift Canadian Co., Ltd., Toronto.
Trifolium Margarine Ltd., Vancouver.
- OLIVES**
H. J. Heinz Co., Leamington.
White Star Olives—
White Star Mfg. Co., Winnipeg.
Swift Canadian Co., Ltd., Toronto.
- OLIVE BUTTER**
E. W. Jeffress, Ltd., Walkerville.
- OLIVE OIL**
H. J. Heinz Co., Leamington.
- ORIENTAL OIL**
O'Loane Kiely Co., Vancouver.
- ORIENTAL PRODUCTS**
Fujita & Co., Ltd., Vancouver.
- ONIONS**
Duncans Ltd., North Bay.
- ORANGES**
Hugh Walker & Son, Guelph.
Fujita & Co., Vancouver.
Duncans Ltd., North Bay.
- OVERSEAS CAKE**
C. J. Bodley Ltd., Toronto.
Vogans Ltd., Toronto.
- OX TONGUE**
W. Clark, Limited, Montreal.
- OYSTERS**
D. Hutton Co., Montreal.
Emile Paturel, Shediac, N.B.
Hugh Walker & Son, Guelph.
White & Co., Toronto.
Oceanic Oyster Co., Montreal.
- PADS FOR HORSES**
American Pad & Textile Co., Chatham.
- PAIS**
Cane's Wooden Pails—
The Wm. Cane Sons & Co., Newmarket, Ont.
Eddy's Fibreware Pails—
The E. B. Eddy Co., Ltd., Hull, Que.
- PAPER**
Paper of all kinds—
The E. B. Eddy Co., Ltd., Hull, Que.
- PAPER BALERS**
Climax Baler Co., Hamilton.
Megantic Broom Mfg. Co., Lake Megantic, Que.
- PAPER BAGS**
Eddy's Paper Bags (for all uses)—
The E. B. Eddy Co., Ltd., Hull, Que.
- PATE**
Clark's Ham and Veal Pate—
W. Clark, Limited, Montreal.
- PATENT MEDICINES**
J. L. Mathieu & Co., Sherbrooke, Que.
- POTATOES**
Duncans Ltd., North Bay.
W. J. McCart & Co., Toronto.
- PEANUTS, ROASTED AND SALTED**
Montreal Nut & Brokerage Co., Montreal.
Fujita & Co., Vancouver, B.C.
- PEANUT BUTTER**
Armour & Co., Hamilton.
The Bowes Co., Ltd., Toronto.
W. Clark, Limited, Toronto.
H. J. Heinz Co., Leamington.
Swift Canadian Co., Ltd., Toronto.
- PEANUT OIL**
Jones Packing & Provision Co., Smith's Falls.
- PEAS DRIED**
O'Loane Kiely Co., Vancouver.
- PEAS IN PACKAGES**
MacGregor Specialty Co., Toronto.
- PEARL HOMINY**
Chisholm Milling Co., Toronto.
- PHONOGRAPHS**
Walker Bin & Store Fixture Co., Kitchener, Ont.
- PICKLES**
Blackwood's Ltd., Winnipeg.
Jos. Cote, Quebec, Que.
The White Star Mfg. Co., Winnipeg.
Peerless Brand Pickles—
Wm. Davies Co., Ltd., Toronto.
H. J. Heinz Co., Leamington.
Queen Quality Pickles—
Taylor & Pringle, Owen Sound, Ont.
Swift Canadian Co., Ltd., Toronto.
- PILCHARDS, CANNED**
Anderson & Miskin, Vancouver, B.C.
Clayquot Sound Canning Co., Victoria, B.C.
- PICKLED MEATS**
J. M. Schneider & Sons, Kitchener.
Defiance Packing Co., Ltd., Vancouver.
Nootka Packing Co., Nootka, B.C.
O'Loane, Kiely Co., Vancouver.
- PIGS' FEET**
Clark's Boneless Pig's Feet—
W. Clark, Limited, Montreal.
- PHOSPHATE CREAM TARTAR**
Jones Packing & Provision Co., Smith's Falls.
- PLAYING CARDS**
Jos. Cote, Quebec, Que.
- PLUM PUDDING**
Clark's English Plum Pudding—
W. Clark, Limited, Montreal.
Dominion Cannery Ltd., Hamilton.
- POLISH**
Channell Chemical Co., Toronto.
- POLISH MOPS**
O-Cedar Polish Mop—
Channell Chemical Co., Toronto.
- POLISHING CLOTHS**
E. Pullan, Toronto.
- POPPING CORN**
Cooker Brand—
MacGregor Specialty Co., Toronto.
- PIPES AND SMOKERS' SUNDRIES**
Jos. Cote, Quebec, Que.
- PORK PIES**
Wm. Davies Co., Ltd., Toronto.
- PORK AND BEANS**
Armour & Co., Hamilton.
Clark's Pork and Beans—
W. Clark, Limited, Montreal.
Wm. Davies Co., Ltd., Toronto.
The Heinz Co., Leamington, Ont.
Simcoe Pork and Beans—
Dominion Cannery, Ltd., Hamilton, Ont.
- PORK CUTS**
J. M. Schneider & Sons, Kitchener.
Swift's Pork Cuts—
Swift Canadian Company, Toronto.
- POSTUM**
Postum Cereal Co., Windsor, Ont.
- POTATO FLOUR**
Fred Coward, Toronto.
R. G. Bedlington & Co., Vancouver.
- POTTERY**
Toronto Pottery Co., Ltd., Toronto.
- PREPARED MUSTARD**
Fred Coward, Toronto.
H. J. Heinz Co., Leamington.
- PRESERVE JARS (Stone)**
Toronto Pottery Co., Ltd., Toronto.
- PRODUCE**
Swift Canadian Company, Toronto.
- PRUNES**
Griffin & Skelley, San Francisco, Cal.
- POULTRY**
C. A. Mann & Co., London, Ont.
Swift's Fresh Poultry—
Swift Canadian Company, Toronto.
- POULTRY FEEDS**
Chisholm Milling Co., Ltd., Toronto.
- POULTRY FOUNTAINS**
Toronto Pottery Co., Toronto.
- POTS AND PANS, MENDERS**
H. Nagle Co., Montreal.
- RAISINS**
Griffin & Skelley, San Francisco, Cal.
- RATNIP**
Buffalo Specialty Co., Buffalo.
- RADIATOR NEVERLEEK**
Buffalo Specialty Co., Buffalo.
- RAISINS**
Sun-Maid Products, Seedless, Clusters, Bakers' Seeded, Unbleached, Recleaned Thompson Seedless, Unbleached R. C. Sultanas, Imperial Clusters, Crown Loose Muscatels—
The California Associated Raisin Co., Fresno, Cal.
- RASPBERRY VINEGAR**
Marsh Grape Juice Co., Niagara Falls, Ont.
E. D. S. Raspberry Vinegar—
E. D. Smith & Son, Winona, Ont.
- RED ROSE TEA**
T. H. Estabrooks Co., Ltd., Toronto, and St. John, N.B.
- REISHS**
H. J. Heinz Co., Leamington, Ont.
- RICE**
Mikado Brand Rice—
Imperial Rice Mill Co., Vancouver, B.C.
Mount Royal Mill & Mfg. Co., Montreal.
O'Loane Kiely Co., Vancouver.
Fujita & Co., Vancouver.
- RICE FLOUR**
Mount Royal Mill & Mfg. Co., Montreal.
- RICE PRODUCTS**
Mount Royal Mill & Mfg. Co., Montreal.
- ROLLED OATS**
Chisholm Milling Co., Toronto.
Buckeye Rolled Oats.
Monarch Rolled Oats
Victor Rolled Oats
Tillson's Oats
Quaker Oats—
Quaker Oats Co., Peterborough, Ont.
- ROAST BEEF**
W. Clark, Limited, Montreal.
- SALAD DRESSINGS**
Royal Salad Dressing
Royal Mayonnaise—
Horton-Cato Co., Windsor, Ont.
White Star Salad Dressing—
White Star Mfg. Co., Winnipeg.
- SALT**
Sifted Table Salt—
Century Table Salt—

- Dominion Salt Co., Sarnia, Ont.
Regal Table Salt
Windsor Cheese Salt
Windsor Dairy Salt
Windsor Table Salt—
Canadian Salt Co., Windsor, Ont.
Purity Table Salt
Purity Free Running Salt
Purity Dairy and Cheese Salt
Purity Fine, Coarse and Rock Salt—
Western Salt Co., Ltd., Courtright.
- SALT AND PICKLED FISH**
D. Hatton Co., Montreal.
- SALMON CANNED**
O'Loane Kiely Co., Vancouver.
Anderson & Miskin, Vancouver.
Gosse Millerd Packing Co., Vancouver.
- SAUCES**
Queen Quality Chili Sauce—
Taylor & Pringle, Owen Sound, Ont.
H. P. Sauce—
W. G. Patrick Co., Ltd., Toronto.
- SAUCES, TABASCO**
Royal Tabasco Sauce—
Horton-Cato Co., Windsor, Ont.
- SARDINES**
Connors Bros., Black's Harbor, N.B.
D. Hatton Co., Montreal.
- SAUER KRAUT**
Taylor & Pringle, Owen Sound, Ont.
Wm. Davies Co., Ltd., Toronto.
- SAUSAGES**
Armour & Co., Hamilton.
Wm. Davies Co., Ltd., Toronto.
Brookfield Brand Pork Sausages—
Sunday Breakfast Pork Sausages—
Swift Canadian Co., Toronto.
Clark's Geneva Sausage—
Clark's Cambridge Sausage—
W. Clark, Limited, Montreal.
Ingersoll Packing Co., Ingersoll.
MacIvor Bros., Toronto.
Country Pork Sausage—
Bologna Sausage—
Ham Sausage—
Summer Sausage—
J. M. Schneider & Son, Ltd., Kitchener.
- SEPARATED MILK POWDER**
Canadian Milk Products Ltd., Toronto.
- SCOURING SOAP**
Sapallo—
Enoch Morgan Sons Co., New York.
- SEWER PIPE**
Toronto Pottery Co., Ltd., Toronto.
- SHOE POLISHES**
"2 in 1" Black, Tan; "2 in 1" White Cake
Dressing, White Liquid Dressing, White
Ox Blood Polish—
F. F. Dalley Co., Ltd., Hamilton.
Nugget Shoe Polish—
Nugget Polish Co., Toronto.
Whittemore Bros. Corp., Boston, Mass.
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Peerless Shortening—
Wm. Davies Co., Ltd., Toronto.
Cotosuet Shortening—
Jewel Compound Shortening—
Swift Canadian Co., Toronto.
Domestic Shortening—
Harris Abattor Co., Toronto.
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Koto Creme Shortening—
Ridora Shortening—
I.X.L. Shortening—
Jones Packing & Provision Co., Smith's
Falls.
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W. Clark, Limited, Montreal.
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D. Hatton Co., Montreal.
O'Loane, Kiely Co., Vancouver, B.C.
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- SOFT DRINKS**
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Swift's Laundry Soap
Swift's Toilet Soap—
Swift Canadian Co., Toronto.
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Crystal Soap Chips—
Guelph Soap Co., Guelph, Ont.
Kringly Soap Chips—
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- SUGAR, RAW**
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- SWEET WHEY POWDER**
Canadian Milk Products Ltd., Toronto.
- SYRUPS (Sugar)**
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Canada Maple Exchange, Ltd., Montreal.
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- TAPIOCA PRODUCTS**
O'Loane, Kiely Co., Vancouver.
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Duncan's, Ltd., North Bay.
Hugh Walker & Sons, Guelph.
- TAPIOCA FLOUR**
Jones Packing & Provision Co., Smith's
Falls.
- TEA**
Blackwoods Ltd., Winnipeg.
Wm. Braid & Co., Vancouver.
Japan Tea—
Shiznoka Ken Tea Guild, Montreal
Primus Brand Tea—
L. Chaput, Fils & Cie, Montreal.
H. P. Eckardt & Co., Toronto.
Red Rose Tea—
T. H. Estabrooks Co., Toronto.
Hudon Hebert & Cie, Montreal.
- Lipton's Tea—
Thos. J. Lipton, Toronto.
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Toronto Pottery Co., Ltd., Toronto.
- TEMPERANCE WINES**
Blackwoods Ltd., Winnipeg.
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- TISSUE PAPER**
The E. B. Eddy Co., Hull, Canada.
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King George's Navy Chewing Plug Tobacco
Bat Chewing Plug Tobacco
Baby Bat Chewing Plug Tobacco
Royal Crown Chewing Plug Tobacco
Long Tom Chewing Plug Tobacco
Maple Sugar Chewing Plug Tobacco—
Rock City Tobacco Co., Quebec, Que.
Star Plug Chewing Plug Tobacco
Black Watch Plug Chewing Tobacco—
Imperial Tobacco Co., Montreal.
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Clay Pipe Smoking Plug Tobacco
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Old Chum Cut Smoking Tobacco
Meerscham Cut Smoking Tobacco
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Rex Cut Smoking Tobacco
Bull Durham Granulated Smoking Tobacco
Capstan Navy Cut Smoking Tobacco
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Player's Navy Cut Smoking Tobacco
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H. J. Heinz Co., Leamington.
- TOMATO CHUTNEY**
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Queen Quality Tomato Chutney—
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- TOMATO SOUP**
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- UNIVERSAL SAUCE**
Taylor & Pringle, Owen Sound.
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Excelsior Cream Vermicelli—
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H. J. Heinz Co., Leamington.
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- VINEGAR MEASURES**
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H. Nagle & Co., Montreal
- "VOL-PEEK"**
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- WALNUTS**
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- WASHING POWDER**
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The E. B. Eddy Co., Hull, Canada.
Megantic Broom Mfg. Co., Lake Megantic,
Que.
Walter Woods & Co., Hamilton.

WINDSOR Table Salt

*—the Grocer's Standard
of Purity and Quality*

For years and years, the purity and quality of Windsor Salt have been the standby in the Grocery Trade of Canada. Made in the most modern plant in America—used on practically every table in the Dominion—and advertised liberally all the year round.

The Canadian Salt Co., Limited, Windsor, Ont.

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E. Pullan, Toronto.

WHITE CORN FLOUR

Chisholm Milling Co., Ltd., Toronto.

WHISKST. S. Simms & Co., Fairville, St. John,
N. B.**WHOLE MILK PRODUCTS**Canadian Milk Products Company, Ltd.,
Toronto**WHOLE WHEAT FLOUR**

Chisholm Milling Co., Ltd., Toronto.

WHOLE SPICES

O'Loane, Kiely Co., Vancouver.

WHEAT FOOD (Ralston)

Chisholm Milling Co., Ltd., Toronto.

WINES, NON-ALCOHOLICRed Seal Non-Alcoholic Wine—
Imperial Extract Co., Toronto.**WINES (Unfermented)**

Marsh Grape Juice Co., Niagara Falls.

WORCESTERSHIRE SAUCEFred Coward, Toronto.
H. J. Heinz Co., Leamington.Taylor & Pringle Co., Ltd., Owen Sound.
E. B. Thompson, Toronto.**WOOD BOARDS**Eddy's Box, Ticket and other Woodboards—
The E. B. Eddy Co., Hull, Canada.**WRAPPING PAPER**Jos. Cote, Quebec, Que.
The E. B. Eddy Co., Hull, Canada.
Walter Woods & Co., Hamilton.**YEAST CAKES**White Star Yeast Cakes—
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CANADA BRAND EVAPORATED APPLES

If your customers appreciate nice clean goods, made from finest Ontario Winter Apples

BUY

CANADA BRAND

Clean, wholesome, economical.

PACKED BY

O. E. ROBINSON & CO., INGERSOLL, ONTARIO

For Sale by Wholesale Grocers

\$1 FOR A MAN

Perhaps you want a good man for your office, or store, or warehouse, or for the "road?" Would you pay \$1 to find a good man? Sure you would.

WHAT are you doing about it? We suggest that you advertise in CANADIAN GROCER—condensed advertisement, 2 cents a word. Make the advertisement brief as a telegram; but make it explicit. Tell all the other man wants to know—except your identity in the first instance. Use a box number to hide this.

Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you'll have to do some bidding.

This means—keep on repeating the insertion of your advertisement—"until forbid."

It's reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,300 places where men of the type you may want are likely to be found. We can't make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We're pretty much like the postman.

But we go to 5,300 and more likely places—remember that. No other single newspaper in the world gets into 5,000 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

CANADIAN GROCER WANT ADS.

153 UNIVERSITY AVENUE, TORONTO

**When Writing to Advertisers Kindly
Mention this Paper.**

WE WANT IN

Ontario
British Columbia
Alberta
Saskatchewan
New Brunswick
Nova Scotia
Prince Edward Island
Newfoundland

some good representatives capable of carrying
a stock of

Populaire's Egg Powder

We want only firms who can invest from \$2,000
to \$5,000 in payment of their stock. Easy condi-
tions in payment of stock.

THE NEW IMPERIAL CO., REG'D.

128-130 Massue Street

QUEBEC, CAN.

Wanted

CLASSIFIED ADVERTISING

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

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

WANTED

DEAD STOCK OF PATENT MEDICINES. Drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

SALESMAN WOULD LIKE HIGH GRADE lines for Quebec city and district. Address, Box 65, St. Rochs, Quebec.

AN EXPERIENCED LADY CLERK FOR GENERAL store. Apply with references, stating experience and salary expected to Lewis Bros., Richmond, Ont.

AGENCY WANTED FOR QUEBEC. SALARY or commission. First-class references. Write A. S., 164 Desfranciscains, Quebec.

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

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

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement. If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

FOR SALE

CASH GROCERY BUSINESS AVERAGING \$450 weekly. Dwelling and store combined. Box 440, Canadian Grocer.

FOR SALE—SPLENDID GROCERY STOCK. Doing a flourishing business. Centrally located in Sault Ste. Marie. Immediate possession. Ill-health reason for selling. Box 445, Canadian Grocer.

FOR SALE—GENERAL COUNTRY STORE IN best mixed farming district in Alberta, post office attached, on Canadian Northern Railway. Established eight years. Good reasons for selling. Turnover \$15,000.00. Stock \$3,500.00. Store, warehouse, stable and house. This business can easily be doubled. Apply Box 448, Canadian Grocer.

SITUATIONS VACANT

EXPERIENCED CLERK WANTED FOR GENERAL store. Apply stating experience and salary. MacNaughton Bros., Mossbank, Sask.

SITUATIONS WANTED

GROCERY CLERK, 15 YEARS RETAIL EXPERIENCE, open for position, references. Box 450, Canadian Grocer.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

The money is yours—and we'll get it for you.

That is if you just say the word. Look over your books. See the number of bad accounts and realize that you are losing money on them every day.

We can get your money for you

Ours is a large and reputable organization qualified to collect anywhere. Write to-day for full particulars and samples of our Special Forms.

NAGLE MERCANTILE AGENCY
Westmount, Montreal, Que.

15 cents VOLPEEK



MENDS POTS & PANS

Show the housewife how easy it is to make leaky kitchen utensils good as new in an instant by means of Vol-Peek. Vol-Peek can be applied with the finger—no tools necessary. And the mended article is ready for use in two minutes or less. Vol-Peek is put up in attractive display stands that make sales easy. Order from your wholesaler or from us direct.

H. NAGLE & CO., Box 2024, Montreal

"Member Audit Bureau Circulations"
"Member Associated Business Papers"

CANADIAN GROCER

CANADA'S NATIONAL GROCERY PAPER

Vol. XXXII.

TORONTO, OCTOBER 25, 1918

No. 43

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THE MACLEAN PUBLISHING COMPANY, LIMITED

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GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director; Telephone Central 12960. Cable Address: Atabek, London, England.

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

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BUYERS' DIRECTORY

Latest Editorial Market Information and Guide to Buyers.



**Overseas
CAKE**

*Put up in one pound packages.

Order from your jobber to-day.

VOGANS, LIMITED TORONTO



**JARS AND
BUTTER CROCKS**

are needed in every household. We can supply you with the kind that sells. Write for price list now to

The Toronto Pottery Co. LIMITED
Dominion Bank Bldg., Toronto

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc.

Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

**WHITE COTTELL'S
BEST ENGLISH MALT VINEGAR
QUALITY VINEGAR**

WHITE COTTELL & CO.

Camberwell, London, England

Agent:

**W. Y. COLCLOUGH, 53 Silver Birch Avenue
TORONTO**

All these ads will have position on a live page each week containing reading matter.

BUYERS' DIRECTORY CANNED GOODS' PRICES

In lines with approximate prices given out in CANADIAN GROCER last week on tomatoes, corn, etc., the retail selling list has now been issued and shows quotations as below. It will be noted that increased freight rates have necessitated a change in the differentials. Prices now ruling on 1918 pack Group B goods f.o.b. factory are as follows:

2's tomatoes, \$1.50; 2½'s tomatoes, \$1.85; 10's tomatoes, \$6.90; 10's corn on cob, \$6.95; 2's corn, \$2.15; 2's succotash, \$2.20; 2's L. S. Lombard plums, \$1.90; 2's H. S. Lombard plums, \$2.15; 10's Lombard plums, \$6.50; 2's L. S. damson plums, \$1.90; 2's H. S. damson plums, \$2.15; 10's damson plums, \$6.50; 2's L. S. greengage plums, \$2.10; 2's H. S. greengage plums, \$2.30; 10's greengage plums, \$7; 2's Bartlett pears, \$2.80; 2½'s Bartlett pears, \$3.65; 2's yellow peaches, \$2.80; 2½'s yellow peaches, \$3.65; 2½'s pie peaches, \$2.85; 10's peaches, standards, \$7.50; 10's peaches, solid pack, \$8.60.

Owing to increased freight rates the differential wholesalers add between factory prices and competing points in Toronto district will be:

7½c per dozen on 2's
10c per dozen on 2½'s
30c per dozen on 10's

MINCEMEAT

Write, wire or telephone for quotations for prompt or fall delivery.

E. B. THOMPSON

20 Front Street East, Toronto

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
The TRENT MFG. CO., Ltd.
TRENTON - - - ONTARIO

CHOCOLATTA

contains chocolate, milk and sugar in powdered form.

Makes a delicious drink served hot or cold. Suggest it to your customers for Home and Overseas.

NUTRIENT FOOD CO., TORONTO

HIGHEST PRICES PAID

for all kinds of

Poultry and Fresh Eggs

KAVANAGH PROVISION CO.

372 Bleury Street, Montreal

Telephones: Uptown 4620-1621. Night Up. 1990

Canada Food Board License No. 9-960

SUGAR BAGS

With or Without Liners

E. Pullan, Toronto

These one-inch spaces only \$1.25 per insertion if used each issue in the year.

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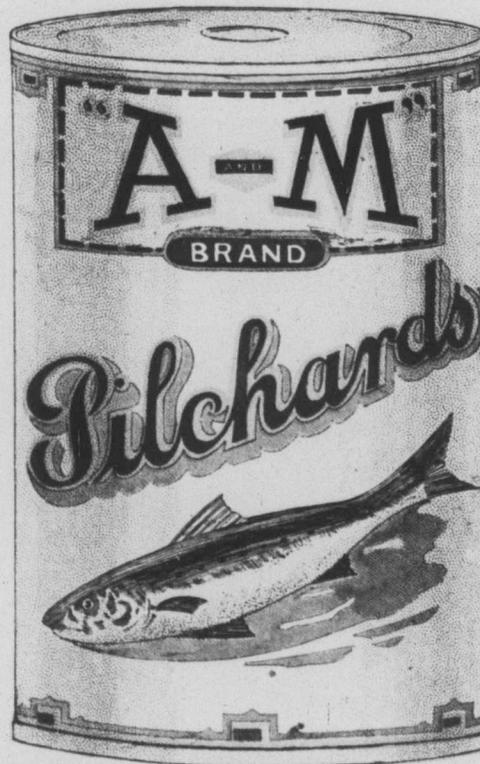
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