

**PAGES
MISSING**

CANADIAN GROCER

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

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, SEPT. 7, 1917

No. 36

Crown Brand Corn Syrup

At All Wholesalers



The Canada Starch Company, Limited

Montreal

Cardinal

Brantford

Fort William

CANADIAN GROCER

Peaches are in

Every housekeeper will endeavor to put down an extra quantity of peaches this season.

Ensure the success of her efforts by supplying

St. Lawrence  **Sugar**

100% Pure Cane. The Best for Preserving.

ST. LAWRENCE SUGAR REFINERIES, Limited
MONTREAL

Easier For You As Well As More Profitable

It is a paradox of modern retailing that the easiest way is in many instances really the most profitable.

Take BORDEN'S—the "leaders of quality" line of milk products known in every community in Canada.



Our consumer advertising has familiarized your customers with the quality of Borden Milk Products, and they know the name Borden Eagle Trade Mark as the symbol of all that is good in these lines.

A grocer is only wasting his time and taking chances of dissatisfying his customers when he tries pushing the sale of unknown or unpopular brands.

Please your customers, save time, and build better business by featuring the popular Borden line. Your wholesaler has them.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



ANSWERING THE COUNTRY'S CALL

THE CANNERS AND PACKERS of food products, by putting up this season's pack in glass with a vacuum under **ANCHOR CAPS**, are lessening the danger arising from short crops.

ANCHOR CAPS are air and liquid-tight, thereby preserving the wholesome quality of the goods.

ANCHOR CAPS, WHEN SEALED properly, never come off during shipment, which means there can be no leakers or soiled packages to contend with.

ANCHOR CAPS are applied so quickly, so easily and so securely that the packer is increasing production, lessening labor and saving time, as well as putting on the market the most attractive package that has ever been presented to the public.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Doverscourt Road
TORONTO, ONTARIO

Points to Mention

IN SELLING

Sani-Flush



Be ready always to answer questions regarding the virtues and the methods of using anything you have for sale.

You can tell your customers how to use *Sani-Flush* by reading the directions on the tin. You can find out its points of excellence from the magazine advertisements.

Sani-Flush is the only entirely satisfactory toilet bowl cleanser made. Its advantages are ease and thoroughness; saves dipping water and scouring; does not harm bowl or connections; makes the bowl snowy white, sanitary and odor-free.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

*Their quality wins
unstinted approval*

The precautions taken in the selection and preparation of

INDIAN CHIEF BRAND CLAMS

is a certain guarantee of customer-satisfaction.

Because they are put up the same day they are taken from the clam beds their freshness and purity are absolutely assured. And the clams are sealed without solder or acid.

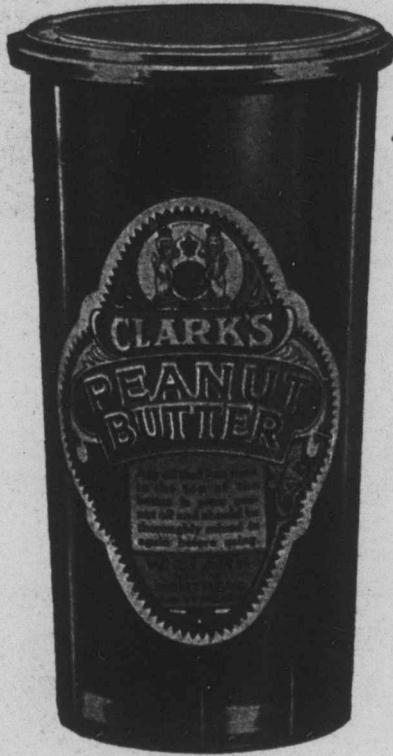
No long cooking required. Heating to a simmer is all that is necessary. Tell your customers about them.

Packed by

SHAW & ELLIS
POCOLOGAN, N.B.



CLARK'S PREPARED FOODS



Assure
you
**PRIME
QUALITY**



CLARK'S PORK AND BEANS

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

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

Etc., Etc., Etc.

Good Business is always the result of Quality.

W. CLARK LTD.



MONTREAL

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



"SOME OF THE STAFF"

Cleanliness Rules in the "Thistle" Brand Canneries

Absolute cleanliness is carried almost to the point of exaggeration in the packing of the "Thistle" Brand fish.

The factories are of the most modern type, with the most sanitary equipment throughout.

THE THISTLE
CANNING CO.



The entire work of handling, preparing and packing the fish is carried on under the most sanitary and cleanly methods known.

No kitchen in Canada is more scrupulously clean than the "Thistle" Brand Canneries.

THE THISTLE
CANNING CO.



The Choicest Fish Food

When you buy "Thistle" Brand you get the best parts of the finest fish caught in St. Mary's Bay, canned right where the fish are caught.

ALL "Thistle" Brand fish are especially selected and only the choicest portions are used.

The Most Economical Form

"Thistle" Brand is the most economical form of fish food. There is absolutely no waste in the Finnan Haddie, Kippered Herring, etc., that come from the "Thistle" Brand tins. Every particle is pure, wholesome food.

Every tin is full weight, and every tin is guaranteed good.

BE SURE TO ASK FOR "THISTLE" BRAND

For Sale By All Wholesale Grocers.

Sole Agents: ARTHUR P. TIPPET & Co., Montreal, Toronto

Sunsweet—

the brand name of
the highest quality

Prunes and Apricots

“*Nature
Flavored*”

THIS IS THE BRAND



SUNSWEEP is the quality brand of the California Prune and Apricot Growers, Inc. This association is a state-wide co-operative organization including more than 85% of the total number of growers and more than 75% of the acreage used in the production of these fruits. Forty-eight important California packers are affiliated with the organization packing under the direct supervision and inspection of both the organization and State officials.

Live Grocers Everywhere will stock Sunsweet Prunes and Apricots because:

SUNSWEEP Prunes and Apricots are the standardized pack—conforming to standards set by the State Marketing Commission.

SUNSWEEP Prunes and Apricots are guaranteed—both as to price and to condition upon arrival.

SUNSWEEP Prunes and Apricots are the national brand—will be advertised and exploited from one end of the country to the other.

SUNSWEEP Prunes and Apricots are the inspected brand—inspected before they enter the packing plant, inspected in the process of packing and inspected after they are packed.

SUNSWEEP Prunes are packed in all desirable sizes—all of one quality, the very best.

SUNSWEEP Apricots are packed in five sizes—Choice, Extra Choice, Fancy, Extra Fancy and Jumbo—all of one quality, the very best.

Every box carries a guarantee of quality of fruit and weight, an inspection certificate with each shipment, guaranteeing condition on arrival.

The price of SUNSWEEP Prunes to the trade is guaranteed up to January 1st—SUNSWEEP Apricots to November 1st. Order from your jobber. Send in your request now for dealer helps that will aid you in making SUNSWEEP sales.

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

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

Speed up your jam sales with
a stock of

E. D. SMITH'S GOOSEBERRY JAM

Your customers know the standard of quality that "E.D.S." products represent.

Therefore, "E.D.S." Gooseberry Jam in those good-looking, tall, vacuum glasses and tins will make a telling appeal to the critical buyer.

And you can recommend E.D.S. Gooseberry Jam just as you can recommend each and every E.D.S. line. It will please your customers and boost your profits.

100% PURE

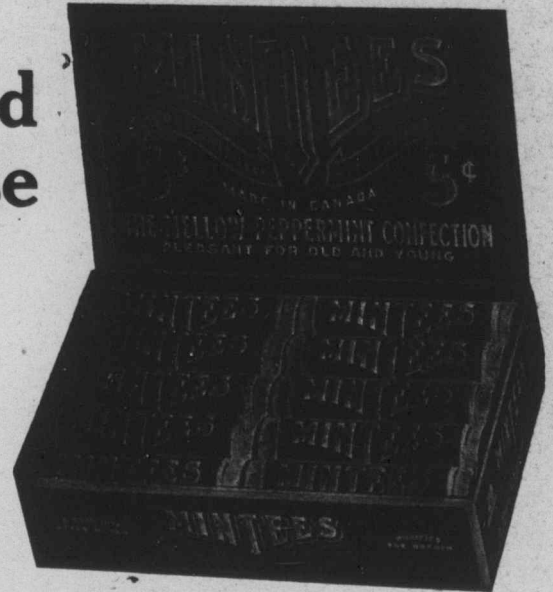
E. D. Smith and Son, Limited
WINONA, ONTARIO

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

Sell O-Pee-Chee Gum and Mintees, and secure these useful Premiums

O-Pee-Chee Chewing Gum and Mintees are two quality 5c lines that sell rapidly and repeat constantly.

The dealer makes a good profit on every sale—and then the Premiums.



MINTIES

A Mellow Peppermint Confection. Good after eating and smoking. Children like them—everybody likes them. Wrapped in tin-foil. 20 rolls in display box. Costs the dealer 65c.



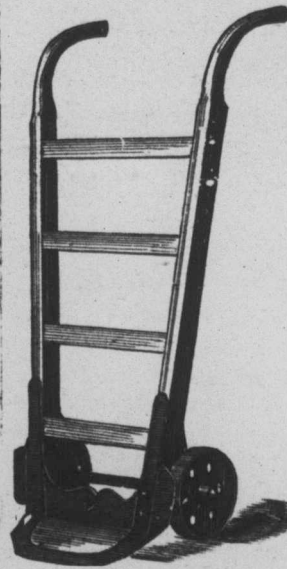
O-PEE-CHEE GUM

You can sell lots of this delightfully flavored Chewing Gum. Spearmint, Peppermint, Licorice. Children love it. And your profits are good.

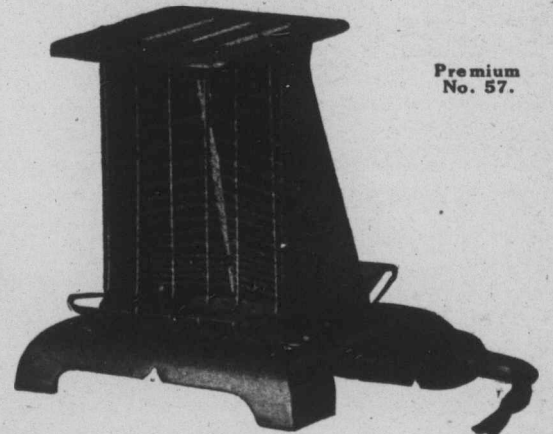
Note the three good-looking, serviceable premiums illustrated. There are several others, including Eight-Day Clocks, Filing Cabinets, Electric Reading Lamps, Electric Iron, Club Bag, Aluminum Scoops, Camera, etc.

The complete line is fully described in our free, illustrated premium list.

Send us the coupon to-day and get this list by return.

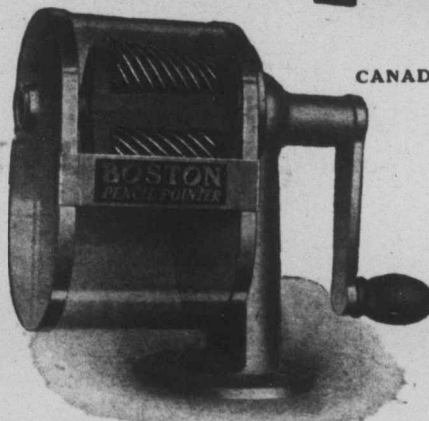


Premium No. 56.
BAG AND BARREL TRUCK



Premium No. 57.

CANADIAN BEAUTY ELECTRIC TOASTER



Premium No. 62
BOSTON PENCIL POINTER

O-Pee-Chee Gum Company

London Ontario

Send me your **FREE** Illustrated Premium Catalog.

M.....

.....

.....

O-Pee-Chee Gum Co.

Limited
LONDON CANADA

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES



Confidence as a Basis of Trade

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

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

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING

CAR DISTRIBUTING

COLD STORAGE

EL ROI-TAN PERFECT CIGAR

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

C. & J. JONES

WINNIPEG VANCOUVER

Wholesale Commission Brokers
and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

This Space is Yours

For \$2.50

On Yearly Order

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

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

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

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

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

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

Trackage
Storage
Distri-
bution

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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

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ONTARIO

Write me
if you are interested in
selling or buying

**Apples, Beans,
Onions, Potatoes**

FRED J. WHITE

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

W. F. ELLIOT

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

FORT WILLIAM, ONT.

Established 1909.

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

These are the days of saving in window
dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

**Loggie, Parsons
& Co.**

Merchandise Brokers and
Manufacturers' Agents

Grocery, Drug and Confectionery
Specialties.

"We cover Canada 3 times a year."

Foy Bldg., 32 Front Street W
TORONTO - - ONTARIO

Special Offerings in
**Raisins Teas
Beans Split Peas**

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

**OPEN FOR AGENCY FOR THE
CITY OF OTTAWA**

Satisfaction Guaranteed.
Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

More Lines Wanted

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

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

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

**Coffee, Its History,
Classification and
Description**

By Joseph M. Walsh

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

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

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

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

Kindly mention this paper when
writing to advertisers.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

**ROSE & LAFLAMME
LIMITED**

Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL

Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. Montreal
Phone Main 2628

BEANS AND PEAS

We buy and sell. References Bank of Montreal.
Universal Importing Co.
BROKERS
St. Nicholas Bld. Montreal

H. D. MARSHALL

Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

QUEBEC.

OATS, PEAS, BEANS, ETC.

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

Buyers and Sellers of

**All Kinds of Grains and
Seeds**

Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

MARITIME PROVINCES.

Activity is successful only when
accompanied with

EFFICIENCY

Your account will get the com-
bination with

C. B. HART, Reg.

Wholesale Grocery & Merchandise
Brokers
489 St. Paul Street W., Montreal

Want Ads.

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

Extra Money

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

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

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

The MacLean Publishing Co., Limited

143-153 University Avenue

Toronto, Canada

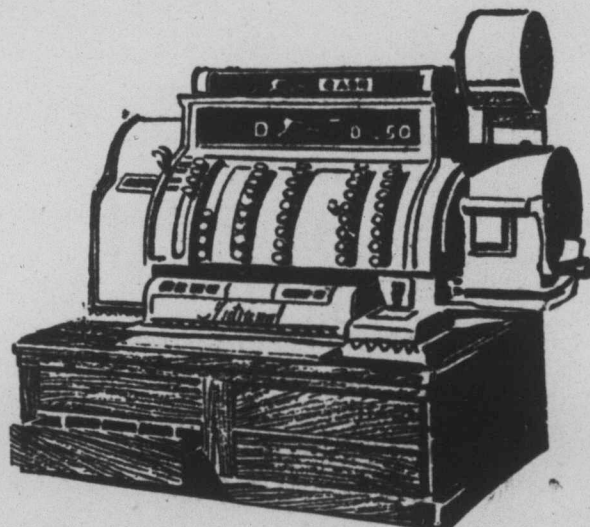
Better Business

In 1916 there were 1785 failures among retail merchants in Canada. Most of these failures were due directly to one cause—unsystematic business. Most of the merchants who failed were apparently doing a big business. But they did not know the details of their business. They had no system. They lost money through mistakes, through forgotten charges. They lost customers through disputes. A store with an annual turnover of \$40,000 should net at least \$4,000.00 profit, on a conservative estimate, yet that profit is easily eaten up by such losses.

A National Cash Register System insures against loss due to mistakes, forgotten charges, etc., and insures each retail merchant that he will get all his profit all the time—whether he is in the store or not.

The price of a National Cash Register is insignificant when the amount of information it gives is considered.

Write us to-day for full particulars which we will gladly furnish.



THE NATIONAL CASH REGISTER CO.
OF CANADA, LIMITED

350 CHRISTIE STREET

TORONTO, ONTARIO



STANDARD Floor Dressing

keeps floors smooth, fixtures bright, and shelves neat. Experiments have shown that it permanently lays over 90% of the atmospheric dust, a task which no amount of dry sweeping or dusting can accomplish.

One gallon is sufficient to cover from 500 to 700 square feet, and when applied every few months it greatly improves the general appearance of your store.

When applied with an Imperial Floor Oiler an even distribution without waste is assured. A floor sprayer may be used, if preferred.

Obtainable in one and four gallon cans; also in barrels and half barrels.

THE IMPERIAL OIL COMPANY
Limited

T505

BRANCHES IN ALL CITIES

100 Cars Red and Yellow Onions in Car lots or less.

From the largest Onion
growing section in Canada.

Correspondence invited.

Leamington Onion Association

Leamington, Ontario

E. E. ADAMS, SALESMAN

Sells For Five Cents Is Really Worth Ten



Housewives the country over know Babbitt's Cleanser to be the biggest cleaning value on the market. It is really a 10-cent can for 5 cents, and has absolutely no superior for all-round satisfaction.

Grocers who know Babbitt's recognize it as an active seller and a profitable line to handle.

Premiums given for the Trade-Marks.

WM. H. DUNN
Limited
General Representatives
of Canada
MONTREAL

Dunn-Hortop, Limited
TORONTO
Special Agents

KLIM
SPELL IT BACKWARD
PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

**All of Your Customers
Will Use Klim When the
Price of Milk Goes Up**

because Klim is the best milk for cooking and costs only 9 cents a quart. A one-pound tin makes four quarts of pure, wholesome liquid.

Get a big share of the business which has been going to the Dairy, by selling KLIM.

Order from your wholesale Grocer.

**CANADIAN MILK
PRODUCTS LIMITED**
10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal

ALSO STOCKED BY
W. H. Escott Co., Limited
Winnipeg Calgary Regina
Edmonton
Kirkland & Rose
Vancouver

The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate



Registered
Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

**Trade Papers are
Pioneers of Business
Expansion**

The Cost of Selling

SCARCELY necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in

The FARMER'S MAGAZINE

A half-page 12 times will cost you \$367.20 (\$30.60 per insertion). A full page, \$714.00 (\$59.60 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price.

Write in about it.

Prove your loss to a cent in case of fire

You can do it with an International Account Register

This account keeping system is the simplest, most complete and most quickly operated system made. You have no extra safe to buy, no shifting of bill-holders to and from the safe to register.

An International gives you a quick and accurate service. Every credit transaction is totalled to the minute. Prevents mistakes and forgotten charges. Keeps delinquents in check, makes for regular payments and provides absolute safety in case of fire. The "International" is the modern system for modern and progressive merchants.



Write for booklet "I" which further explains and shows you how to solve the credit problems. Write now.

INTERNATIONAL SAFE COMPANY, LIMITED
FORT ERIE, ONTARIO

G. WASHINGTON'S

Refined Coffee **FOR THE SOLDIER**

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

A \$1 can will provide delicious coffee three

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

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

No Coffee Pot
Boiling
Dripping
Grounds

All of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE

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



LET YOUR CUSTOMERS KNOW THAT YOU STOCK THE BEST

A couple of dozen "Nugget" will not take up much room on your counter, and you will be agreeably surprised at the way "Nugget" will sell. It has been strongly advertised and demonstrated at exhibitions from Coast to Coast.

TRY A DISPLAY

THE NUGGET POLISH CO., LIMITED
TORONTO, ONTARIO

KING GEORGE'S NAVY

**CHEWING
TOBACCO**

Makes friends of the particular

The more critical a man is the better he'll like the delicious palatability of *King George's Navy Chewing Tobacco*.

Grocers should constantly feature this line. It puts the requisite punch into tobacco selling.

And he profits make a daily display advisable.

Rock City Tobacco Co., Ltd.

SUCCESS COMES THROUGH KNOWLEDGE

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

THE GROCERS' ENCYCLOPEDIA

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

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

SEND FOR A COPY TO-DAY

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

ONLY \$10.50, ALL CHARGES PREPAID

Send Your Order to

MacLean Publishing Co., Book Dept., **143-153 University Avenue**
Toronto, Canada.

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

Distinctive!

There are more than a dozen varieties of choice Assam-Indian and Ceylon Teas skilfully blended in the Blue Label package. That's why Red Rose Tea has that distinctive flavor, richness and strength that tea pedlars cannot "match".



T. H. Estabrooks Co., Limited
 St. John Toronto Winnipeg Calgary

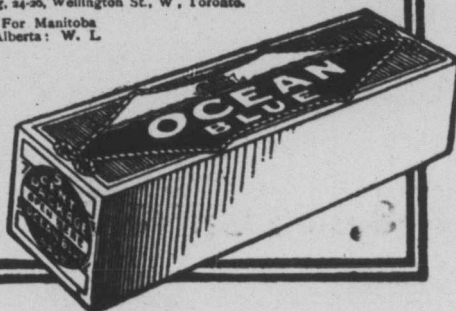
How to sell

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 & Alberta: W. L.
 Mackenzie & Co.
 Ltd., Winnipeg,
 Regina, Saska-
 ton, Calgary &
 Edmonton.
 For British Col.
 and Yukon:
 Croeden & Avery
 Rooms 5 and 6,
 Jones Block 407,
 Hastings Street,
 West, Vancouver.



KEEPING EGGS FOR WINTER

Give This Recipe To Your Customers

Under present-day conditions it behooves every good housewife to put away winter supplies of butter, eggs, fruit and vegetables. You have scores of customers who will appreciate the following recipe for preserving eggs. Give it to them:

RECIPE

For 30 dozen eggs use one quart Liquid Glass (Silicate of Soda), add 12 quarts cold, boiled water and pour over the eggs in jar. Be sure all of the eggs are fresh and none cracked.

Tell your customers that the right kind of jar to use is one of the Toronto Pottery Company's high-grade sanitary crocks.



Make a display of this Pottery. The demand is big, and a few suggestions on your part will pull big sales and good profits, too.

Order a stock now. We'll ship promptly.

PRICES ARE:

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

The Toronto Pottery Co., Ltd.

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

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



Hang this handsome card in your Store and give your Colman-Keen sales a boost

Your customers know Colman-Keen quality. With an eye-catching reminder like this before them your stocks will move more briskly and your profits will correspondingly increase.

Ask us to send you one. Hang it up and note the increased demand for the Colman-Keen Products.

Magor Son and Co. Limited

191 St. Paul St. W., Montreal

30 Church St., Toronto.

NIAGARA

RED and WHITE

GRAPE JUICE

Trade Prices

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

Mail us your order. Samples on request.

DROP SHIPMENTS

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

NIAGARA FALLS WINE COMPANY

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, SEPTEMBER 7, 1917

No. 36

Getting Results With Display

Some Ideas on an Important Subject—How One Merchant Uses His Windows—Selling Special Lines at a Profit—A Bulk Goods Argument.

EVERYONE is willing to admit the general principle that attractive display is about half the battle in selling goods. Everybody is willing to admit the principle, but a very fair proportion of merchants, through one reason or another, are prone to go no farther, to admit the principle, but pay it no other attention. Windows are jammed full of anything without any reference to their drawing power, or to their actual money-making qualities once that the attention has been drawn.

Charles B. Shields, of 1476 Queen Street West, Toronto, is one of those merchants who believes in the general principle, but who goes farther and works the principle out in practice, because he has found by actual experience that doing so has been the best business builder that he has.

Selling the Goods by Showing Them

Take a case in point. Some little time

ago Mr. Shields devoted a window to some special lines of beverages. The photograph of this window appears in connection with this article. These had not been going lines with him, and the window was dressed to see if the sale could be boomed. Well, the experiment fully justified itself. It seemed impossible to get enough of those lines to meet the suddenly increased demand. Many of his customers would drop in with the remark: "I didn't know that you had those goods. I have always been going down town to get them." Yet all the time they had been in the store, and the store's own customers going elsewhere for them, simply because it had never crossed their minds that they could get these goods at their own store. That just added another proof to the long line of proofs that Mr. Shields can enumerate of the selling power of display. Or take another instance. One Saturday, some time ago, he devoted a window to the

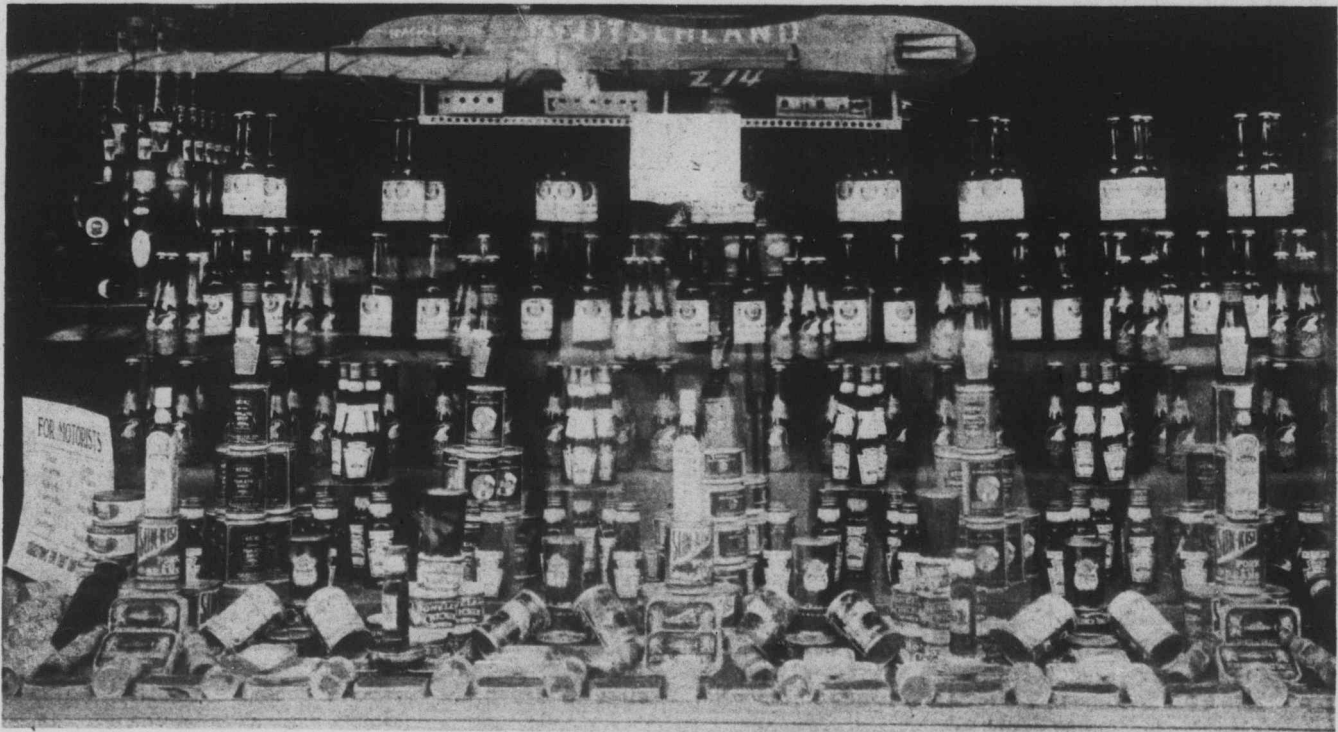
display of olives. It was quite a display, a dozen cases of olives in pint sealers in that one window. What was the result? In that one Saturday the store sold between four and five cases of those identical pint sealers. Is it likely that any store would have found that many customers anxious to buy olives if there had not been something to definitely call people's attention to that line of goods.

Making Candy a Large Item

Candy in boxes and in bulk isn't usually a line that forms a large item with the usual grocery store. Most of them carry a certain stock, but few of them carry it at any great profit to themselves. Mr. Shields was emphatically of this number till quite recently. He carried the goods and made some money out of them. But some six months or so ago, in looking around for lines to feature, it struck him that there were plenty of stores making a good profit out of



The handsome interior of the Charles B. Shields' store, 1476 Queen St. West, Toronto, showing some of the attractive display fixtures.



A window display of the Chas. B. Shields' store showing the beverage window that was so successful in actually selling goods.

handling candies and nothing else. He had no idea of going into the candy business exclusively, but he figured it out that there was no reason why they should not make him some money as well as the regular candy stores. No use going after that trade, he thought unless we go after it in the right way, and the right way, according to his theory, is to let the people know that you have these goods, and repeat that fact constantly. The result was that he has two special display cases made especially to his order, a marble base built up in pyramid shape, with glass shelves for the display of goods. In these cases there is nothing to block the view of the goods displayed anywhere. Every single item of the display is always on view no matter from what angle you may view them. They cost some money beyond question, quite a substantial sum, but from the first day they were installed they began paying dividends in a handsome fashion that left no doubt that they would shortly pay for themselves. Indeed, this candy trade has reached such proportions that Mr. Shields devotes quite a good deal of attention to it, and it is by no means the smallest item in the business.

The same might be said of the fancy lines of goods. Lines that some merchants have found hanging heavy on their hands. These are kept before the attention of the store in similar display cases, and for all that they are fairly expensive goods, they form a big item of trade, and one moreover that shows an attractive margin of profit.

The Market Value of a Window.

"My idea," says Mr. Shields, "is to feature, and keep featuring these lines that show me a margin of profit. I can't see much in window displays of heavy bulk

goods that every store, big or little, carries. I have had the manufacturers of these goods ask me to let them dress windows of their goods. Why I wouldn't let them have my windows for \$20 a day. That's how much I think of window displays as a trade bringer. Of course, there are certain times when for certain special reasons I would feature these lines in a window display, but I never leave them for long. Everyone knows the price of these goods, the margin is small and they can get them anywhere. It isn't possible to increase your sale in some of these lines to any great extent, and if you did, it would not mean a great deal of profit. I like to feature lines that every other store isn't featuring, lines that I can sell at a substantial profit, and yet not sell them any higher than other merchants who handle these lines are selling them. Another thing I have found good policy is to use two, or at the most, three lines in window display. People can remember them. To put in more means to dissipate the drawing power of the window."

The store throughout is made to display the goods to the best possible advantage. The goods are attractively arranged on shelves that are protected by glass faces that keep them always in the pink of condition. The provision department is at the rear of the store, with the refrigerator directly behind. This not only saves many steps, but keeps this particular line of goods, that does not mix well with others of the store's commodities in a department by itself, to the benefit of both kinds of goods. A pillar in the centre of the store, that might well be a disadvantage, is surrounded with narrow shelves that are used for the display of bright and attractive goods,

thus becoming an asset rather than a disadvantage.

Associating Goods With the Store

Another thing that Mr. Shields tries to do, is to associate the goods with the store. The olives referred to above, though put up by a well known firm, bore the store's own label, and were sold as the goods of the store. They weren't merely olives, but Charles T. Shield olives. In the same way he has built up a brisk business in bulk teas. Just prior to the heavy advance in tea, he purchased nearly two tons of fine grade tea. Knowing the dangers of exploiting bulk tea, he associated his own name with it. It is put up in attractive pound packages with the store's name upon them, and tied with fancy cord. Moreover, he had made a good supply of five pound tin canisters colored black with the store's name in an attractive scroll pattern. This idea alone has been responsible for a great increase in sales. More than that, he has a number of the original tea cases on display with his own name stencilled on the case. That, too, has given the business a certain prestige, it is a connecting link between the purchaser and the tea district, and suggests a real knowledge of that line which encourages confidence. One of the store's steady tea customers recently moved to Montreal, but still the orders for tea come to the store. The customer likes that tea, and whereas it is entirely probable that this same grade of tea could be purchased in many stores in Montreal, the customer does not know where to go for it, nor what to ask for. Over a ton of that tea purchased not so long ago, has already gone and still the trade keeps brisk. Mr. Shields does not make the mistake of discrediting package brands. Where a

customer asks for any established brand, it is there and will be sold as readily as the store's own private stock, but where merely tea is called for, then this line is suggested. Of course, Mr. Shields admits that when he has to replenish his stock, he will have to purchase in a much higher market, and will, of necessity, have to increase prices, but he has established a demand for the particular tea he features, and does not expect any difficulty in getting that higher price.

Making the Telephone Pay Dividends

The telephone is another agency of the store that is used to the full. There is a young lady clerk in charge of this department, and every morning she is supplied with a list of specials for the day, some novel lines of fruits or vegetables, or other lines that often a mere

mention is sufficient to sell. There are customers who have been dealing with the store for three and four years who have never been inside, the business is done over the phone, and while Mr. Shields admits that it's better to get a customer into the store when possible, if it isn't possible for one reason or another, a very nice business can be done over the phone, by learning to know the customers tastes, and keeping them in mind and suggesting lines that would probably find a ready response.

Keeping the name of the store before its patrons, and more than all keeping the goods before them in an attractive guise, have been proved in this instance as in many others, probably the most effective method of successful salesmanship.

Curtailed Bacon Business and its Effect

Serious Effect on Canadian Trade Through the Cutting off of a Profitable Activity—No Great Price Decline to be Expected—Packers Believe Present Situation Only Temporary and are Holding Stocks Firm.

THE curtailment of the purchasing of bacon and similar products in Canada presents a rather serious situation. As yet the situation is not clear, though the feeling is growing that the restrictions are a result of an effort to balance expenditures.

The belief prevailing among Canadian packing interests is that suasion is being brought to bear by powerful American packing interests, to demand a large share of the business to be let by the British Government in return for the extensive credits being floated on this side of the water.

The statement that has appeared in the newspapers that the restriction was due to an embargo imposed by the British Food Controller is without foundation. It is as possible as ever to ship goods to the British Isles. The embargo is entirely a matter of war office purchases. There has been no notice of any embargo against purchases, but the purchases have just ceased without any notification as to any definite reason.

An Important Business Curtailed

As Canadian firms have, during the progress of the war been building up an extensive business in these lines, going into the American market and buying the stock in direct competition with the American packers, and doing this with a good deal of success, curtailment will mean a rather serious situation. The present is a light season for this business, but despite that fact, firms doing this business have had themselves protected to a material extent. The readjustment that would be necessary, were the cessation of buying to become a permanency, would entail a good deal of loss. Efforts are being made to protect this business, which is a very tangible asset for Canada. It is to be remembered that in the sales to the war office, Canadian packers have been selling on an

open market price. They got no favors and have built up a substantial business in competition with still more powerful interests in the Republic to the south. All this stands to the credit of Canadian trade and the loss of this business would be a serious item. It is expected that such representations will be made by the Dominion Government as will change the face of the matter.

As to the general bearing of this re-

striction on the trade in general, up to the present there has been no marked change, but contrary to general expectations the change has not been toward lessened cost. The scarcity of hogs has been a feature of the market of late, with consequent high prices. This has served to keep the market from any panicky condition following the announcement of the curtailment of foreign trade. Moreover, the packers are confident that there will be no actual embargo. What is expected is the appointment of a central purchasing commission, that will do the buying of all these products. Whether this will have a lowering tendency is largely dependent on the nature of this activity. If such a commission should be located in the United States, then in the natural course of events, Canadian raw products would have to come down if there was to be a successful bid for this business. This would, of course, mean somewhat lower Canadian prices. This, however, is only a guess. At the moment no one knows just what the bearing of the situation is, and the packers are all holding firm pending a better understanding of the matter. Should an absolute embargo be imposed, there would, in all likelihood, be a marked decline, but this is not considered a possibility. In any event, this market would in such an event be protected by the discontinuance of purchases of hogs in America, which would have a very considerable effect.

It is early yet to estimate the possible effects. At a rough guess the probabilities would seem to favor slightly easier prices, but any marked decline is scarcely within the range of possibilities.

The Probable Trend of Sugar

How Setting Price on American Beet Sugar Effects the Situation—Possibilities of Price Change.

An arrangement which has been reached between Mr. Hoover and the beet sugar producers, of the United States promises to have such far reaching results, that they may be felt even in the Canadian industry. A new basic price of \$7.25 a hundred pounds is considered a very satisfactory arrangement by the beet sugar interests, as this price will show them a profit of approximately 100 per cent.

The American beet sugar crop which will come on the market on October 1, is variously estimated at 700,000 to 900,000 tons. If the satisfactory terms agreed upon prevail throughout the whole of the grinding season for this crop, it is felt that the beet sugar industry will be given a great impetus.

There is not much likelihood that there will be any pronounced diminution in the price of the remaining small stock of Cuban raws. The bulk of the 3,000,000 ton crop is already off the market, and there is sufficient demand to secure prices on the remainder of the crop.

Unquestionably, however, with this price set for beet sugar, the 1918 crop of cane sugar, which will come on the mar-

ket December 1, and which is estimated will be some 500,000 tons in excess of this year's crop, will be affected. The basic price of \$7.25 would represent a New York price of \$7.75. There is a usual difference of 20 cents a hundred in favor of cane sugar, which would make the price for cane sugar, on the same basis, \$7.95, whereas the present selling price to the trade in New York is \$8.50. As the situation stands at present, on the proposed price with an estimated production charge of \$3.50, beet sugar makers can show a handsome profit.

Against this estimated cost of producing cane sugar in Cuba will average 4 cents a pound to which must be added freight, insurance and refining charges. At the present price of raws in New York, the cost of the finished cane sugar product totals \$8.78, with the selling price \$8.40. In other words, were the refiners doing business on present purchases, they would be showing a fairly substantial loss.

This situation is going to give the beet sugar industry a great prestige. As a

(Continued on page 26.)

PROBABILITY OF A SET PRICE FOR WHEAT

Action of Mr. Hoover in Setting Price in U. S. Gives Likelihood to Expectation of Similar Action Here—No Likelihood of Set Price for Bread Until Grain Price Has Been Set

The action of the United States Food Controller in setting a price of \$2.20 per bushel on wheat is a pretty fair indication of what Canada may expect in the near future. Mr. Hanna is modeling his activities pretty generally on those in force in the United States, and it is more than likely that some action will be taken on the matter in the near future.

The action of Mr. Hoover was with the direct intention of forcing down prices. He contended that flour based on wheat at \$2.20, should retail in places as far away from the source of supply as New York for from \$11.75 to \$12.75 a barrel, this would mean a substantial reduction in the price of bread, as the average price for the past six months has been \$15.36.

There has been talk for some time past of regulation of bread prices. At present such an action would have a tendency to paralyze the milling trade, but once that the price on wheat is set, it will be possible then to regulate the price of flour with the minimum hardship to everyone. At present the Grain Commission is inquiring into the milling situation, and on the results of this inquiry it is expected the set price will be determined, for everyone seems to agree that a set price is bound to come.

Large baking companies are facing this prospect with equanimity. They have not for some time past, owing to abnormal prices, been carrying their accustomed supply of flour, so the change will not be as serious as it otherwise might have been, while the milling companies will stand to gain by the stabilizing of the market, which has been in such an uncertain state of late owing to the possibility of just such action as Mr. Hoover has imposed that buying has been at a practical standstill. The general feeling is that if such legislation has to come, why the sooner the better.



GUELPH MERCHANTS ENTERTAINED AT HAMILTON.

Were Guests of Wholesalers and Manufacturers of That City.—A Delightful Day Spent.

The Guelph retail grocers have been holding their weekly half holidays during July and August, on Thursday afternoons, their last holiday of the season occurring August 30th. In reply to an invitation extended from some of the Hamilton firms, viz.: Tuckett & Co., Dominion Cannery, Wagstaffe, Limited, Young & Winfield, McLaren's Limited, Balfour, Smye & Co., Macpherson, Glassco & Co., and W. H. Gillard & Co., the Guelph retail merchants visited Hamilton Thursday, Aug. 30, and were entertained by the above firms. They ex-

pressed themselves as having had a most enjoyable outing.

They arrived by motor about two o'clock, and were received by their Hamilton hosts at the Royal Connaught. They afterwards proceeded to the Tuckett factory and went through the entire plant, which was very interesting. They saw cigarette machines making cigarettes at the rate of 21,000 per hour.

They then visited the Wagstaffe factory and were greatly pleased with the splendid cold storage plant recently installed by that firm. They were subjected to various kinds of temperatures, down as low as thirteen degrees above zero.

They then visited the new hospital wing on the mountain, and Dominion Park, afterwards returning to the Royal Connaught, where fifty sat down to dinner. Shortly after eight o'clock they were entertained by the "Military Maids" at the Savoy Theatre, leaving for home about 11.30.

At the dinner in the evening, several very apt little speeches were made, the Guelph visitors expressing themselves as having had the most pleasant after-

noon they had ever experienced. In reply the Hamilton hosts said that Guelph was always recognized as being a city where the very best of retail merchants were to be found, and, as it was so aptly put by one of the speakers, instead of being in the company of retail merchants, one would think that at the banquet they were dining with a company of professors.

Altogether it was a day of pleasure, as much for the hosts as for the visitors. Among the visitors from Guelph were the following merchants:

H. H. Todd, W. G. Hood, A. J. Groom, C. C. Borden, A. A. Simpson, W. A. Knowles, R. Thomson, P. C. Hadden, Hon. C. T. Hicks, H. E. Jackson, H. K. Walker, J. Howard Simpson, W. C. Benson, Jas. Lawrie, Jas. Gow, G. V. Foltz, R. Hood, N. S. Northmore, W. A. Couling, D. C. Sinclair, A. A. Frank, E. J. Drake, Geo. Williams, R. Goldie, L. Taylor, W. H. Morris, Geo. W. Walker, Geo. Deans, R. J. McCrea, Irwin Husson, M. B. Dulmage, R. C. Hadden, F. H. Barber, S. E. Wiggins, R. Moore, J. Shields, J. A. Grundle.

Retailers' Cost Accounting Important

Adequate Bookkeeping as Necessary to Retail Merchant as to Manufacturer—Accurate System Aids Credit.

THAT cost accounting is a branch of bookkeeping only related to the business of the manufacturer, is an erroneous idea which is held by some retail merchants. The impression has been circulated that the purpose of cost accounting is merely to show the manufacturer the cost of manufacturing certain articles, but it is equally important that the retail merchant knows his own individual cost of doing business and is therefore as important for him as for the manufacturer. A cost accounting system is a means for the retailer knowing whether his business policy is sound, and whether he is receiving the maximum results from the extent of his turnover in the form of highest profits and lowest operating expenses.

That many retail merchants do not know accurately the cost of conducting their businesses and for that reason are unable to price their goods intelligently, is the subject of a pamphlet recently published by the Federal Trade Commission of the United States which has displayed a keen anxiety to see retail merchants adopt efficient accounting methods. The pamphlet states that "there must be a decided improvement in this direction before competition can be placed upon a sound basis, and before we can expect a decrease in the heavy business death rate among retail merchants."

Then from the standpoint of securing loans, the banks, on which many merchants depend in regard to the matter of

granting credit, are not likely to arrange loans and discounting facilities for merchants who are known to keep a poor system of accounts. The banker is compelled by law to conduct his business on a basis of the highest efficiency and safety, and in return he expects that the business man who depends upon him for credit, shall conduct his business accordingly.

It has long been recognized that business success depends to a great extent upon the men at the head of the organization having a detailed knowledge of the exact facts that influence the operation of the business, and if a merchant can show a detailed report of the condition of his business he is more apt to receive consideration than a dealer who is unable to do so, owing to a poor accounting system. Statements are periodically furnished to bankers by manufacturing companies and it is probable that such a policy would be of benefit to the merchant.

Overhead expenses constitute one of the main items affecting the pricing of goods and this is one item on which estimates are of no value and accurate figures are required. If articles are not priced high enough to cover operating expenses, the business is being run at a loss, and there have been too many merchants put out of business as the result of poor financial policy which has its root in the practice of estimating expenses without any attempt at accurate verification.

In Russia Through the Revolution

By JAS. A. HOSSACK,

Sales Manager, Lufkin Rule Co. of Canada, Ltd., Windsor, Ont.

EDITOR'S NOTE.—This is the third and last instalment of the article "In Russia Through the Revolution," by Jas. A. Hossack, Sales Manager Lufkin Rule Co. of Canada, Ltd., Windsor, Ont. The series of articles has opened the eyes of many Canadian business men to the great possibilities for business existent in Russia. The articles have been widely commented upon by business men in all parts of Canada.

GETTING out of Russia is a harder task than getting in. Although authority is about non-existent in every internal matter, it is very much in evidence when a traveler takes it into his head that he wants to start for home. He can make up his mind to a long and arduous tilt with the authorities. Getting out of Russia is very much like an obstacle race.

Of course, this is necessary. When a country has suffered as much as Russia from the work of spies, it behooves the Government to exercise the maximum of caution. I question very much if a spy could get out of the country as things are to-day.

In the first place it took me ten days to get my passport vised, approved, signed, countersigned and finally and definitely passed upon. It had to be scrutinized, studied, signed and rubber-stamped by many officials in many different quarters. I was passed from one to another, put off continually till "to-morrow," and cross-examined. Finally, everything was

positively and officially complete and I was ready to leave Russia.

All that remained was to get my railway ticket. This may sound simple enough, but I knew full well that I was "up against" perhaps the hardest part of all. The railroads in Russia are in a condition of almost unbelievable congestion. In the first place there were at this time, about two million foot-loose soldiers in the country. Some were coming back from the trenches, some were returning to the colors, others were just moving around. These soldiers simply took possession of the trains. The platforms might be crowded with passengers who had secured tickets after endless trouble and at very great expense; but at the last moment a mob of soldiers would come down and crowd into the train. The civilians would have to wait for the next train. As far as I could make out, the soldiers did not pay fares.

I had intended to visit Moscow and other prominent interior cities, but I had finally abandoned the idea for obvious

reasons. It was probable that I would never have been able to get to Moscow. It is certain that once there, I would not have been able to get back.

Two Days in Line

It was supposed to be comparatively easy to get out of Russia by way of the Baltic line through Finland to the border of Sweden. There was not as much military movement in that direction. I found, however, a line at the ticket office so long that it stretched practically out of sight.

There was only one thing to do, and that was to pay somebody to stand in line for me. I located an honest looking fellow for the task and offered him a small fortune to do this. He stood in line exactly two days and nights before reaching the wicket. Probably he hired friends in turn to "spell" him at this weary work. Needless to state when my man was getting near to the wicket, I kept close at hand and watched him. There were always plenty of people ready to pay any sum for a ticket, and my man might not prove impervious to temptation. When he came back from the wicket, ticket in hand, I was right there to get it. I had to pay him 250 roubles for that little job—about eighty dollars in real money.



Checking up Passes to the Duma Grounds—The utmost care was taken to pass only the proper persons to the Duma Grounds during the first days of the revolution. The photograph shows soldiers checking the permit of a Polish member of the Duma, Ledinsky. Twelve hundred private cars were confiscated during the first days of the revolution, and only thirteen were not returned to their owners. Here are servant girls, boys, students, soldiers and workmen all interested in what is going on.

The Lynx-Eyed Law

The trip up along the Baltic coast was punctuated with regular visits from the military authorities. Every stop pretty nearly meant the appearance of an officer and a demand for passports. On each occasion we were asked every imaginable question and our answers were carefully marked down. I discovered that everything I had said on all my previous visits to the authorities had been systematically relayed on. The officer who came on to check us up at Torneo knew everything that had been said at Petrograd and at every point along the line. Woe-betide anyone who gave information that differed in any respect from what he had previously given. Back they would go to Petrograd to start it all over again.

Half Were Sent Back

Torneo was the last point on the Russian line. Sitting in the train we could look across a beautiful bay to the Swedish side and say to ourselves: "Once over there our troubles are over." I was not nervous at all for myself for my papers were straight and my conscience clear. I was anxious only to escape the insistent attentions of the Russian authorities: But some of my fellow passengers had real reason for anxiety. I could tell this by their furtiveness and the nervousness they showed when officials approached. They stared across that neck of bay with such longing in their eyes that you could not help feeling sorry for them.

Most of them had good reason for the nervous apprehension they so clearly showed. When the authorities came through the car, they ordered at least half of the passengers off. Apparently they were not going to be allowed to leave Russia.

Getting Into Sweden

Getting into Sweden is not an easy matter either. I was very closely questioned and subjected to a search that was thorough and minute. Finally I was passed and allowed on the train for Stockholm.

The railway service in Sweden is, I would say, one hundred per cent. perfect. The cars are big and easy running and comfortable. They are clean and attractive. There are women polishing and dusting all the time, and no dust or smoke gets in. The sleeping compartments are comfortable and commodious. You have your own running water and bath. Anything you want seemingly is forthcoming.

I found afterwards that the perfection of this railroad was typical of everything in Sweden or for that matter, in all the Scandinavian countries. They have a very high order of civilization in those countries, much higher in many respects than our own. The Scandinavian people have all the thoroughness of the German without his other qualities which militate against his efficiency. They are not arrogant or bumptious to excel as the German is. Consequently they have brought all their national arrangements and their public services to a high degree of perfection. There is

much that we can learn from Scandinavia.

The Hunger Pinch

Sweden is feeling the pinch of hunger a little as the result of the war. They issue bread tickets and each individual is allowed a certain amount each day. One of the coupons is taken from you after each meal. If you have no coupons, you get no bread. The system is followed with typical Swedish thoroughness. I was able to get a little ahead of the system, as I still had part of a loaf left that the wife of our Russian agent had made for me. I treasured that loaf until the last crumb of it was gone. As a result of this private store, I did not use all my bread checks and so was able to bring some of them back with me.

It is rather astonishing to see how complete the communications still are between Sweden and Germany. Steamers leave Stockholm every day. Germans come and go between the two countries freely. Swedish firms cable to Germany for goods and get them back by the next boat. Business relations between the two countries are close and uninterrupted in any way. This may be surprising to those who have believed the Central powers to be blockaded on all sides.

The Vigilance of the British

I sailed on a steamer that skirted the coast of Norway and plunged into the north Atlantic to keep clear of the mine fields and the U-boats. Before we sailed we were given the closest of scrutiny by the British officials. They are, if anything more thorough and exacting than the Russians, but even at that, a host of questionable characters get through to the United States from Germany. How they get their passports is a mystery; for every paper has to be examined and vided by the British agents who are thorough, able and incorruptible.

In the meantime great anxiety had been felt at the headquarters of my company. They had not heard from me for months, and were beginning to fear that I had been swallowed up in seething, warring Russia. As a matter of fact, I had been cabling information regularly. From Stockholm I cabled some important information with reference to a contract and was very much nonplussed at the complete silence of head office. As a matter of fact, none of my cables ever reached them. How they were held up or why is a mystery on which we have been able to secure no light.

Not having heard from me, the president of our company made inquiries in New York. As a last resort, he visited all the shipping offices and finally located me. He was informed that I had sailed on a certain ship.

"It's rather a coincidence," said the clerk, "but that very ship is docking this minute just over there at the next dock. If you step over you'll find your man."

PROBABLE TREND OF SUGAR

(Continued from page 23.)

result of it, Cuban prices will have to come down. Refiners of cane must ultimately get into line with the beet sugar

prices. This cannot possibly be done with prices at their present figure. It becomes, therefore, a matter of Cuban growers protecting their best market, and the only protection that seems possible is a reduction in the price of Cuban raws.

THIS YEAR'S SALMON PACK A DISAPPOINTMENT

Year of the Big Run Shows Great Falling Off—Probability of Further Declines Unless Drastic Measures Are Taken.

The failure of the salmon pack this year is causing the canners some very serious moments when they begin making their plans for the future. While all of the canners are not outspoken in their opinions of the future, some of the better posted men are quite outspoken when they say that the packs of former years cannot possibly be repeated in the four year cycle unless something is done to stop fishing for a term of years in the Fraser and adjacent waters.

Discussing the industry on Puget Sound, E. B. Deming, one of the largest packers of salmon on the coast said: "Without doubt the big run was a failure this year and fishing as has been in the past will not be had again. The cannerymen's only hope for the future is to suspend fishing on the Sound for at least four years. That will allow for the reproduction of sockeyes and bring the heaviest run on what has always been a light year.

"In place of a daily catch exceeding 100,000 humpbacks or "pinks" the traps are yielding little more than 20,000 at this time. Even under conditions most favorable for propagation, no hope can be entertained that the fish runs of the future will approximate those of the past."

Evidence was given recently before the Royal Fisheries Commission to the effect that among the coast canneries, having a total capacity of 8,592,000 cases, the actual pack would probably amount to 995,065 cases, each case weighing 48 pounds of salmon.

PROHIBIT MILK AFTER 9 A.M.

The consumption of milk or cream, pure or mixed, with tea, coffee, chocolate or any other preparation, is forbidden after Oct. 1, in Paris, France, after the hour of 9 o'clock in the morning in all cafes, restaurants, tea-rooms, and lunch-houses throughout France, by an order issued by the Minister of Provisions. Railroad lunch-rooms are excepted from the ruling.

NEWFOUNDLAND FOOD CONTROL BOARD

A Food Control Board for Newfoundland was recently appointed to co-operate with the United States and Canadian Food Controllers. Hon. P. T. McGrath, president of the Legislative Council is chairman of the board and with him are Henry Le Messurier, Deputy Minister of Customs and George Grimes, member of the Assembly.

Poultry as a Money Saver

Contrary to the General Opinion, Fowl is Not a Luxury — Contains High Food Value so Ranks Among the Cheapest of Foods—Some Interesting Information.

IN these days of close calculation of cost, when every housewife is anxious to cut down living expenses, it is not surprising that discussions arise as to the best methods of economizing. With the cost of living advancing as at the present it is a fact that the cost of the plain necessities of life has made such rapid strides that providing for the wants of the family has become a serious problem.

It is with this problem in mind that the following facts and figures are given in the hope that they may be of some help to those who need it most, and prove to the housewife that poultry should be made one of the staple articles of food.

Among the animal products suitable for human foods few are more widely known than poultry; yet from reports given by a large number of provision dealers and butchers in cities, the amount of poultry sold only represents from 1 to 15 per cent. of their sales. Many dealers report that their trade consider poultry a luxury, and feel they cannot afford to buy it. A comparison of prices at this time shows that poultry is as low in price as pork and beef products, which have been in the past considered the poor man's meat. A glance at the following figures should convince the most sceptical that poultry contains nutritive value equal to any other meat foods.

Since poultry is such a general and important branch of agriculture, it is not surprising that a great deal of experimenting has been done and many publications issued regarding the best method of production and marketing. Little has been written, however, from the point of view of the consumer, and many could select their requirements to better advantage if they had more definite knowledge of the varieties, the way in which they were bred and marketed, their relative

ECONOMY FOOD TALKS NO. 4
Poultry prices now prove the old
saying: "The best is cheapest."

**What is better after an auto ride
Sunday morning than a fine**

SPRING CHICKEN

**for dinner, either at home, at your
favorite resort, or from a basket under
the tree? It's the cheapest fine meat
you can buy, or the caterer can
serve. Ask your butcher about it.**

Chicago Wholesale Dressed Poultry Dealers



PHIC FRY
Have the chicken cut in small
pieces for serving. Dress to the
taste, and garnish with
potatoes and peas. For the best
tasting frequently it is
served. Serve cold with potato
sauce.

An effective advertisement for increasing sale of poultry.

value as food, and the way in which they may be economically used in the ordinary diet.

The nutritive value of any food material as purchased depends on the proportion of digestible material which it supplies.

The difference in composition between the different kinds of poultry are not very marked. In general, the younger birds contain larger percentages of refuse and water than the older birds and have a correspondingly low proportion of actual nutrients; thus fowl 1 to 3 years old would have more nutritive value than young chickens. Individual birds of any kind or age may vary in their percentage of water or fat included in their flesh; and this fact, of course, affects their food value as well as their tender-

ness and flavor. In spite of all these differences, the above figures may be taken as representing the general composition of dressed poultry.

The Best Variety of Birds

Now with regard to production. Poultry producers vary as much in their ideas as to breeds as do other producers of food meats, but a majority favor the Leghorn variety which is already known as great egg producers, but they do not stand very high as table birds on account of their small size. They are, however, as high in nutritive value as the larger varieties, and the lower price they can be sold at, should appeal to the consumer who is endeavoring to economize. Large fowl are selling at retail from 25c to 28c per pound. Small fowl 2½ to 3 pounds each could be sold at 2c to 3c per pound less, but dealers claim that they have no call for these small fowl.

Why not eat more poultry? It is the cheapest food on the market to-day when compared to other foods and the best product? The proof of this is seen in the large quantity consumed by the best hotels and restaurants who know by experience the value of poultry. Furthermore, poultry furnishes a very acceptable change of diet and is always a most appetizing food.

It might be well to point out that at this season of the year live poultry is very dear, as a large portion of it is sold alive to the Jewish people, hence at this season of the year fancy cold storage poultry which is quite equal in food value to fresh killed poultry is a cheap article of food.

F. G. Crawford has purchased general store business of G. B. Johnston at Mel-
fort, Sask.

Comparative Food Value Table—Note High Place of Poultry

Kind of Food—	Refuse %	Water %	Protein %	Fat %	Carbo- Hydrates %	Ash %	Value Calories
Chickens, young, as purchased....	18.8	55.5	17.8	7.2	0.9	.615
Broilers, as purchased	29.1	52.1	15.5	3.38	.415
Capon, as purchased	17.5	46.8	17.7	17.5	1.0	1.035
Turkey, as purchased	14.3	49.2	19.0	16.2	1.0	1.005
Ducks, as purchased	15.9	51.4	15.4	16.0	1.1	.930
Other Kinds of Food for Comparison—							
Beef, sirloin steak, as purchased.	12.8	54.0	16.5	16.19	.995
Beef, brisket, as purchased.....	23.3	41.6	12.0	22.36	1.130
Lamb chops, as purchased	14.8	45.3	16.0	24.18	1.275
Mutton leg, as purchased	18.4	51.2	15.1	14.78	.875
Pork chops, as purchased	19.7	41.8	13.4	24.28	1.230
Pork, salt fat, as purchased.....	11.2	17.6	7.4	59.6	5.1	2.565
Halibut, fresh steaks, as purch'd.	17.7	61.9	15.3	4.49	.460
Mackerel, salt, as purchased.....	19.7	34.8	13.9	21.2	10.4	1.115
Oysters, solid, as purchased.....	88.3	6.0	1.3	3.3	1.1	.220
Eggs, as purchased	11.2	65.5	11.9	9.39	.595
Milk, as purchased	87.0	3.3	4.0	5.0	.7	.315
Butter, as purchased	11.0	1.0	85.0	3.0	3.490
Cheese, as purchased	34.2	25.9	33.7	2.4	3.8	1.890
Wheat flour, as purchased	12.0	11.4	1.0	75.1	.5	1.610
Wheat, bread, white, as purchased	35.6	9.3	1.2	52.7	1.2	1.175
Beans, dried, as purchased	12.6	22.5	1.8	59.6	3.5	1.565
Potatoes, as purchased	20.0	62.6	1.8	14.7	.8	.305
Apples, as purchased	25.0	63.3	.3	.3	.3	.215

Canada's Food Controller Says:

BEEF AND BACON

Must be sent to the allied armies. Help to increase the supply by eating more.

POULTRY

NUTRITIOUS, APPETIZING, SATISFYING.

Broiled Chicken—French Fried Potatoes.
Fried Chicken—Green Corn Fritters, (Just the Season).
Roast Chicken—Bread Stuffing, Brown Gravy.
Boiled Fowl—Parsley or Celery Sauce.
Roast Young Turkey—Chicken Dressing and Cranberry Sauce, Stuffed Apples.
"Green Duckling"—Sage Dressing, Apple Sauce, Delicious with sweet corn.
Ducks—Currant Jelly and Saratoga Potatoes, Green Corn.
Geese—With Bread and Potato Stuffing, Green Gooseberry Sauce.
Pigeons—Broiled à la Jardinière, Spring Vegetables.
Squabs—Broiled or au Casserole, Julienne Potatoes, Watercress.

Modern facilities provide an all-year complete assortment of DRESSED POULTRY.

BUY POULTRY

and help save

BEEF and BACON

An advertising sign prepared by a large poultry house. An effective aid to sales.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

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H. V. TYRRELL - - - - - General Manager

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

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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.

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

PUBLISHED EVERY FRIDAY.

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

Vol. XXXI. TORONTO, SEPTEMBER 7, 1917 No. 36

EDITORIAL BRIEFS

THE Canadian Food Controller's office has issued a little pamphlet entitled War Meals. In it there is a long list of suggestions for meals, that will conserve some of the more important food products and yet at the same time provide the kind and quality of nourishment that the body requires. Probably we would all be the better for taking some of the hints therein given. Better physically and better financially, two items worth considering.

* * *

NATION-WIDE co-operation in the United States in the matter of saving space in railway freight cars has resulted, in the month of July alone, in the saving of 120,000 cars to be devoted to other uses. In Canada where the scarcity of rolling stock became, during the past winter, a positive menace, the same ideas might well be inculcated. Space costs money as well as anything else, and it is as necessary to save in space as it is in food.

* * *

PRESIDENT WILSON has set a basic price of \$2.20 on wheat. This ought to satisfy the farmer, and yet make it a little easier for the unfortunate consumer. On this basis Food Controller Hoover states that the New York price of Flour will be \$11.75 to \$12.75 a barrel as against an average price of

\$15.36 for the past six months. To further relieve the situation the controller is going to start a campaign against rolls and fancy bread.

* * *

THE Barbers' Association recently meeting in St. Louis, were greatly troubled by President Wilson's prohibition of the use of grain for the manufacture of alcohol. They feared that this prohibition would prevent the manufacture of many of the hair tonics and lotions. Up to this time we have not known all that we owed to President Wilson. Now, when you have refused a singe, a shampoo and a face massage, it is possible that you will be permitted to go, for thanks to President Wilson, there will be no more to offer.

THE APPLE OUTLOOK

TAKEN on the whole, Canada's Apple Crop is far from promising, so that the British Embargo against exports of Apples, while it may work some hardship to a few, should be of actual advantage to Canada as a whole. There is not a sufficient supply of apples in Canada to cause a glut, if the distribution is properly regulated.

In the United States the crop is estimated as below that of last year. 66,000,000 barrels is given as the probable crop. This is differently distributed from last year. The great export States of New York and Virginia report a very light crop so that the embargo against the United States will not be as serious an item as otherwise it might have been. In the Western Coastal States the crop is reported good. It is from these sections that a good deal of the boxed apples used on Eastern Canadian markets come. The general prospects would seem to indicate that there ought to be apples for all at a reasonable figure, and at a fair profit to the grower.

UNSETTLED CONDITIONS A WARNING WORD

BRADSTREET'S weekly trade report for the week ending August 25, is fairly encouraging. In Canada it speaks of factories working at full time, of crop estimates being revised on an upward scale, of collections improving, of bank clearings for sixteen cities aggregating a gain of 1.6 per cent. over the previous week and 16.1 per cent. over the same week last year. Business failures were 18 as compared with 13 the previous week, but showed a marked improvement over the 37 of the corresponding period of last year.

Business all over the United States also was reported to be in a satisfactory condition, yet they report the state of the trade "unsettled." Business is good but it is unsettled, it is abnormal. Demands have grown up that were not known before, many of these represent only a temporary demand, and much

of the apparent prosperity is based on war orders and on war time wages.

Well this is all very good and satisfactory, and the merchant who did not make the best of it, take his profit and boom his business as much as he could would be unwise and too timorous for the ordinary conflicts of life but at the same time it should never be forgotten that business is unsettled, that conditions are not normal, and that abnormal conditions in the nature of things can never last. In the end, sooner or later there must come a change. Therefore that merchant is wise who in these unsettled times has put his business on a firm footing, and is himself ready at any moment of any day to meet a change of conditions, whatever that change may be.

A TACIT EMBARGO AND ITS RESULTS

THE embargo against purchase of bacon and pork products in Canada, if present indications speak truly is fraught with the possibilities of serious loss to this country.

There are those who believe that the present attitude of the War Office Purchasing Commission is merely a policy of temporary retrenchment such as has become operative in the matter of shell orders. The packing interests however do not look at it in this light. To them it appears as a trade competition, it is the American packing firms against the Canadian. During the early years of the war Canada went ahead in leaps and bounds in this matter of pork product exports. She had the preference because she was in the war, and because her goods were not likely to find their way to some of the so-called Neutral nations. This could not always be said of American shipments. Now the United States is in the war, and one difficulty is removed moreover the United States has become the banker nation of the world, but she does not do her banking business even with her friends for nothing. In saying this we are not referring to the substantial interest charges, but rather to a form of suasion being used to draw trade her way. If the government lends to the allies large sums of money, they urge that when it comes to the spending of this money the United States should share largely in that business. This at least is the way that the situation looks to the Canadian firms most interested, and it must be admitted that all information obtained from the other side apparently bears out this view. Well this may or may not be legitimate business competition, the competition of the big stick. In any event it will work to the disadvantage of Canada. We may not have any profound feeling of sorrow for the packers, but it is not only they but Canada that suffers. A great business built up in munitions will fade in a year leaving nothing to show for it. It is not really our business, but a business that fell into our hands owing to the urgency of circumstances. But the trade in bacon

and lard and other similar products, actually affects us, for behind all we are an agricultural people, and these are of the products of our own lands. Should this restriction of trade be as far reaching as is now suggested it is no light blow to Canada.

THE OPPORTUNITY FOR THE MANUFACTURER—AND THE DUTY!

THE story written by James A. Hossack on his trip through Russia, is one that every Canadian business man should read. It presents a volume of interesting material and *it drives home very forcibly a very important truth.*

It is a recognized fact that after the war Russia will present a wonderful field for manufacturers in Allied countries. Before the war, Russia was being systematically engulfed, in a commercial sense, by Germany. While British, American, French and Canadian goods were to be found on the Russian market the total was so small when compared with the volume of German goods absorbed as to be almost negligible. Russians are now awake to this fact. The bitterness toward an enemy that every war engenders will be sufficient after the war to throw the huge volume of Russian trade to allied sources *provided that the Allies are prepared to meet the demand adequately.*

The information imparted by Mr. Hossack should be very carefully considered in this connection. He shows that at present Russia is in the grip of a most alarming shortage. Depending almost entirely on the outside world for her manufactured goods, Russia has felt the effects of war's blockade in an ever increasing shortage. By the time that the war is over the Russian market will be absolutely bared. *If the Allies are not then prepared to supply all needed goods at once in adequate supply Germany will regain her ascendancy in Russia.*

Lying with her frontier adjoining Russia, Germany will be able to flood mercantile goods across the line as soon as peace is declared. The merchants of the new republic undoubtedly prefer to buy goods from Allied countries but if only German goods offer they will buy German goods. They might decide to do this only as a temporary measure; but they would easily slip back into the old relationship if it proved to be the line of least resistance.

And so the duty of the Canadian manufacturer is clear. He must prepare now to get his goods on the Russian market. It will not be sufficient to start when the war ends. The start must be made now. The Russian market has peculiarities of its own and must be cultivated along certain lines. Certain conditions must be understood and complied with. The manufacturer who counts on having his goods in there when the post-war demand starts must build up his connection now.

This is the trade opportunity of the century.

Value of the Trade Press

Cause of Trade Papers Championed by Expert Before Retail Merchants' Convention in U.S.—Entitled to First Consideration by Business Houses—Mighty Influence in Any Community.

THE importance of the trade press in regard to modern retail trade was poignantly outlined by Leon M. Hattenbach, before a recent convention of the National Association of Retail Merchants in the United States. Mr. Hattenbach has made a study of what retail trade owes to the trade press, and states his ideas in no uncertain manner, as will be seen by the reading of the following extracts from his address:

"Very early in history we find it was deemed advisable, expedient, economical to use money to represent value. It was found to be impossible to exchange food for clothing or amusement for education, and, therefore, a scheme was evolved by which any one of these commodities could be bought for something representing the other commodities, and that something was called "money."

"So we find that the modern method of distribution is really very old, but that contrary to the usual result of age in most things, age when applied to distributive methods has rejuvenated, strengthened and fortified distributive plans. In other words, the experience of many centuries in connection with the question of distribution of commodities has finally evolved a plan which seems to be ideal for the purpose of bringing together buyer and seller.

"The trade press is of such great importance to you and to every man connected with the distribution of commodities from producer to consumer that I honestly believe that the trade paper is entitled to first and foremost consideration in every business house in this land. The trade press is the educator, the guide, the friend in need, the bulletin, the advisor, the inspiration. There is not a business man in this country who is faithful to the trade press who cannot, if he honestly desires to do so, testify conclusively that the trade paper has brought him more benefits, comparatively speaking, than any investment he has in his business.

"Generally the trade paper manager and editor is a philanthropist. Very few of the trade papers are financially successful, yet they continue year after year, struggling along, working day and night to gather for you information, advice and experience from the four quarters of the globe. There is not a trade paper published, no matter how poor it may be, that is not worth one hundred times as much as its subscription price; and the real meritorious papers, the ones which stand at the head of all trade journalism, are worth so much to you that their value cannot be estimated.

"Our best merchants throughout the country subscribe to trade papers. There are retailers in the United States who take as many as ten trade papers, and invariably such men are successful business men, and never failures.

"The trade press is your great cham-

panion in this crisis. The trade press is fighting your battles for you. The trade papers are spreading enlightenment and information. The trade papers are telling you and your fellow-merchants just exactly what is being done by these quantity buying powers which are usurping your rights. The trade papers are supporting and becoming your sponsor for legislative reforms to protect you against this encroachment. Every reform which has been advocated by your national and local association during the past few years, has originated and has been championed, and has been fought for by the trade press, and without the trade press you would have been years behind in your progressive battles to maintain your rights.

"Every good trade paper wields a mighty influence in its community, and it is this co-operative community influence which has brought you the great results which you have enjoyed. I care not how strong any one of you may have been, you would be as the proverbial drop of water in the ocean when it comes to wielding influence, such as has been wielded through the great co-operative, progressive work of your trade papers.

"It is certainly a duty that you owe to yourself, to your fellow-merchants, to your organizations, to your citizenship, to support those who are supporting you, to stand back of those who are fighting for you. You cannot do this alone by subscribing to the trade paper, not by securing a number of subscriptions for a trade paper. There is no trade paper in existence which can live because of a large subscription list alone. Trade papers must have advertising, and advertising for trade papers can come only from manufacturers and jobbers. Therefore, it is incumbent upon you to furnish the ammunition, and wholesalers can be convinced that it is to their direct benefit to patronize the trade papers, to advertise in them, and thus to give them sustenance.

"A great many of our leading manufacturers and wholesalers are fully cognizant of this fact. A great many of our leading manufacturers and wholesalers are true blue, and are loyal to the trade press, which means that they are loyal to you for whom the trade press stands. Without exception such manufacturers and jobbers are successful. The broad-minded managements of these manufacturing institutions, wise in their day, loyal in their hearts, unsolicited patronize the trade papers, and thus make it possible for you to have at your command the great power which is represented by the trade papers. But there are manufacturers and jobbers who are narrow in their viewpoint, who cannot see that they must appeal directly to you for success in their business. Such manufacturers believe that they have only

to force you to handle their goods by creating a great consumer demand, and almost invariably in such cases when you are coerced into rendering this service you are underpaid. If you will analyze the situation closely, you will find that the average manufacturer who does not use trade papers, who does not care for the retail trade, who says, as some of them have said very emphatically, 'To the devil with the retailer!' are users of large space in magazines and other consumer mediums, spending hundreds of thousands of dollars in this way, but spending not one penny with the trade press, that such manufacturers allow you the very smallest possible margin of profit, protect you never in your margin of profit and treat you simply as a servant, forced to work for an indecent wage.

"Gentleman, stand up for what is your right! Don't be coerced and treated as though you were not entitled to decent recognition. Manifest your manhood, stand for what is rightfully yours, condemn to everlasting shame those who thus traduce your business. Such men as you sitting in this audience, the leaders of merchandising in this country, know that what I have said is true. You are the broad gauge, intelligent, progressive representatives of the merchandising class. It is to you that is due what success has been attained in a financial way by the trade press. Not forgetting, of course, that there are many loyal manufacturers and jobbers who, from the very start, have co-operated in every way in this direction.

"The trade press is your greatest friend, and your greatest champion, and is bringing you all the benefits which are now coming to you as the result of co-operation.

"There are such manufacturers; you know them, you have only to examine the columns of the trade press to separate the sheep from the goats. There are, of course, many manufacturers who have not yet been approached, but they will all be approached ere long. Every manufacturer and jobber in the country will be given the opportunity of doing his share in the progressive work which is being planned for you, and the necessity for which is the reason why these conventions are being held.

"The trade press is growing mightier every day. It is improving in every way. There are, of course, some trade papers hardly worthy of the name, perhaps; still I contend that there is not a single sheet published as a trade paper or bulletin anywhere which is not worth ten times the consideration that is usually given it. Give the trade paper editors and managers the ammunition they need, and they will give you meritorious papers. It must be remembered that it requires a man of particular ability, experience and intuitive knowledge to properly manage and edit a trade paper, or a merchants' paper of any kind. These men are not always easy to find, and the poor pay that it is usually possible to allow them is no incentive to men of that stamp, because their ability is recognized in other lines, where they are in demand.

THE CLERKS' DEPARTMENT

WANAMAKER, WHO HAS MADE RETAIL BUSINESS HISTORY

How the Christmas Disappointment of a Small Boy
Directed an Organizing Genius to the Service
of the Public.

ON a Christmas eve, a country lad entered a Philadelphia jewellery store to buy a gift for his mother with a few hardly earned dollars. "I'll take that," he said, pointing to a little trinket and handing over his money. At that moment he saw something better and said he would take it instead. "It's too late; you've bought this and must keep it," snapped the jeweller. As the indignant youth walked out of the store, resentful and sorrowful, he resolved to start some day a store of his own where customers would not be so treated. The country lad was John Wanamaker. When he opened a new store half a century later, the president of the United States deemed it fitting to play a leading part in the ceremonies. But Wanamaker has been more than a successful business man; he has, as he himself says, been an experimenter to find something greater and higher than mere money making. Not long ago he dedicated two acres of his Philadelphia store space solely to educational purposes with the idea of combining business and education. Here is something of the career of the lad who founded a great resolve on a Christmas eve disappointment, as told by B. C. Forbes in *Leslies*:—

He began his business career in 1852 as an errand boy in a Philadelphia book store when he was fourteen, after a somewhat scanty education. "I have picked up my education as I have gone along, as railway engines take up water from track tanks," he has since said. He next entered a lawyer's office as copyist and office boy, but his parents—of Dutch and Huguenot stock—moved with their seven children to their grandfather's abode in Indiana. Before he was eighteen, however, he returned to Philadelphia and entered a clothing store. All this time he had been improving his education diligently, had acquired some faculty for writing, had imbibed a love for music and had taken kindly to the teachings of his mother. While still a mere youth, he established and edited "Everybody's Journal" and also became the first paid secretary of the Y.M.C.A. of Philadelphia.

He had not forgotten, however, the treatment he received in that jewelry store, nor had he given up his determination to open a store of his own where customers would receive consideration. On April 8, 1861, before he was twenty-three years of age, he formed a partnership with Nathan Brown and opened the men's clothing house of Wanamaker & Brown, in Oak Hall, a building which

was looked upon as a freak because of its extraordinary height of six stories, built upon the site of the home once occupied by George Washington when President.

The first day's drawings amounted to \$24.67. The \$24 was that night invested in advertising and the 67 cents left in the till to make change next day.

Four days later the first shot on Fort Sumter was fired. Neighbors shook their heads and predicted that nothing but early disaster could befall the beardless boys for their audacity in starting business at such a time. But the neighbors could not know the amount of ambition and grit and enterprise behind the new store. It was not uncommon for the partners to work all night.

"Had we inherited a business or been able to command the assistance of rich friends," says Mr. Wanamaker, "we might have had easier times, but never could have had the schooling that cut the backbone of this business.

Business in the Old Days.

"In those days it was the custom to start work at six-thirty in the morning and keep on until seven or half-past at night, except Saturdays, when stores closed at ten or ten-thirty at night. There was no selling price for goods—there was an asking price, and the most persistent haggler bought the goods far below the unwary. Seldom was cash paid for wages to the employes making clothing. The general rule was fortnightly settlements in grocery, coal and other orders, on which the manufacturer had a percentage."

The courtesy which customers received, the fairness of the prices charged, the care given to insuring a right fit and the vigor injected into the firm's advertising soon began to tell. These four epochal reforms were instituted, the first from the moment the store was opened, the second in the following year and the other two in 1865.

First—Cash payments on the spot to working people on completion of the work.

Second—Shorter business days.

Third—Not two prices—one price and only one.

Fourth—Take back anything sold and returning the money if unsatisfactory.

In less than ten years from the inauguration of his one-price and money-back-if-not-satisfied policy, John Wanamaker had built up the largest retail clothing store in the United States. Competitors were constantly predicting the downfall of so adventurous a young man, with his fantastic ideas about coddling customers, his Sunday school notions about the handling of his help, his spendthrift advertising practices, his upstart "special sales," and his other new-fangled foolishness. They rubbed their hands in glee when the terrible panic of 1873 struck the country like a hurricane, prostrating and demolishing even the

strongest of enterprises. Now, they chuckled, John Wanamaker would meet the fate they knew all along was awaiting him.

What actually happened was that, in the midst of the almost universal disaster, John Wanamaker opened negotiations with the head of the Pennsylvania Railroad for the acquisition of the road's abandoned freight depot on the outskirts of the city at Thirteenth and Market Streets, a monster building covering over two acres of ground, and the completion of the deal was announced the following year. This brought more dire predictions of disaster. His munroomlike success must have turned Wanamaker's head. Was not the abandoned depot far removed from the city's business center? Was it not a most unsightly barn, utterly unfitted for use as a store? And its size—it would take half the clothing in Philadelphia to fill it.

Mr. Wanamaker advertised it as the "New Kind of Store" and its opening, in 1876, excited interest second only to that aroused by the Centennial Exposition. On March 12 of the following year, when there was a gala celebration of the inauguration of ladies' goods as part of the stock to be carried, the Grand Depot, as it was then called, was visited by 70,000 people. The store became the mercantile marvel of the country. It attracted visitors from far and near. President Grant, when conducted over it, declared: "It takes as much generalship to organize a business like this as to organize an army."

And indeed the organizer of this mammoth store was kept busy thinking and planning and executing. To attract customers in sufficient number to maintain the establishment demanded energy and enterprise and originality of a high order. Whole page advertisements were used in newspapers—for the first time by any merchant. Goods in profusion were brought from Paris, Berlin, London and elsewhere. Special sales, since become seasonal events, were inaugurated. And, to crown all, Wanamaker's became the first store to be lighted by electricity, an innovation which excited wonder and even awe. Another novelty that caused much talk was the installation of pneumatic tubes as cash carriers—also the first in any store. It was this same policy which later led Wanamaker to be the first to install a Marconi wireless service between Philadelphia and New York stores; introduce a general free delivery by mail, express or freight, and to add aeroplanes to his stock in trade—he sold his first flying machine as long ago as 1909.

In 1896 the whole mercantile world was astounded by an announcement that the old A. T. Stewart business in New York had been bought by John Wanamaker. An editorial in the *New York Times* in November of that year said:

"Within the last 45 days, stocks aggregating at retail value \$3,000,000 have been gathered for this New York Wanamaker Store—the combined stocks of the Philadelphia and New York stores to-day amounting to \$6,850,000. The revival of this great business means work for factories that would otherwise be shut down, means occupation for thousands who otherwise would be idle; and it means that in the face of all the grumbling about hard times there has been one man so well convinced of the renewal of prosperity that he takes unto himself a dupli-

cate business of one whose astonishing proportions would stagger the average merchant."

In New York, as in Philadelphia, the Wanamaker methods—"close application, integrity, attention to details and discreet advertising," to use the merchant's own words—worked miracles. The A. T. Stewart business which had languished since the death of its famous founder expanded to such an extent that the building at Broadway and Ninth Street, though many times the size of the old Stewart building on Broadway and Chambers Street, had to be supplemented by the construction of a still more commodious mercantile palace covering the whole of the adjoining Broadway block, the twin stores giving 32 acres of floor space and forming perhaps the best-known department store in the metropolis.

Even more Napoleonic achievements were in progress at Philadelphia. These were crowned in 1910 by the completion of the present Wanamaker store with its forty-five acres of floor space, one of the most remarkable mercantile castles in the world and in certain respects wholly unique—its school and university features, its musical facilities, its accommodations for entertainments and other social events, and its art gallery.

The youth whose receipts during the first day's business totalled \$24.67, and who spent all but the cents in advertising, to-day is America's largest general purely retail store owner, having distributed, in his life time, into the homes of the American people more than half a billion dollars of goods.

He employs in busy seasons a maximum of 15,000 workers in his stores alone and is also a manufacturer on no small scale, while his branch offices in Europe and his traveling representatives in the Orient and elsewhere comprise another small army.

The Wanamaker Systems.

But it is not so much of Wanamaker figures that I wish to write; the sport, the ideals, the ambitions, the qualities which have given them birth are of infinitely greater importance. They are John Wanamaker's greatest monuments and will do most to keep his memory honored.

For almost a generation the Wanamaker stores have trained citizen soldiers who oftener than once have stepped, full trained, into the field when their country has called, just as they are stepping to-day. The Wanamaker soldiers have gone into camp training regularly every year, they have been systematically instructed by capable officers, they have had a full-fledged military band and bugle and drum corps and they have supplied the United States with more than a handful of regular army officers.

Music, too, has been blended with merchandising by John Wanamaker. There is a John Wanamaker chorus of 500 voices, there are junior and senior choral societies, there are minstrel corps comprising hundreds of members. The grand organ in the Philadelphia store is the most powerful in the world—over 30 horsepower—and has so many parts that when it was removed from the St. Louis Exposition to Philadelphia it filled thirteen railway cars and took several years to be put together again. One Wanamaker concert hall seats 1,400 people and there are others seating hundreds. The Wanamaker musical entertainments and oratorios have enriched the musical education of both Philadelphia and New York.

Art, also, has been mixed with Wanamaker's storekeeping. Not only have Mr. Wanamaker and his son Rodman Wanamaker brought together a wonderful collection of paintings in their stores, not only have they inspired many to appreciate and to acquire good pictures,

but art has been infused into the appointments of their stores, including the House Palatial.

Recreation has been given little less attention than education. On the Philadelphia store roof there are running tracks, tennis courts, basketball courts and other facilities for athletics, while athletic clubs are attached to both stores and enjoy opportunities for their activities in the country.

Years and years ago Mr. Wanamaker began mixing his business with such innovations as bonus sharing every December with his employes, an insurance association which has distributed \$500,000 among employes, building associations, a pension roll, a circulating library and, of course, medical and hospital benefits. He was the first great retail merchant to establish a Saturday half holiday for employes and in more recent years he led the way in allowing a full holiday every Saturday during July and August.

The extent of John Wanamaker's non-mercenary activities outside his store might well scandalize merchants who have an eye and a heart only for profits.

He founded the famous Bethany Sunday School, now among the largest in the world, when he was twenty, and has guided and supported it ever since. He was the first salaried secretary in America of the Y.M.C.A. and erected Y.M.C.A. and college buildings and churches in India, China, Japan and other foreign countries when still a comparatively young man. He helped to establish the Presbyterian Hospital of Philadelphia and his family donated a children's ward, he was president of the First Penny Savings Bank there; he was one of the founders of the Christian Mission during the Civil War; he took a leading part in raising the first million dollars for the Centennial Exposition of 1876; he was a foremost organizer of the Citizens' Relief Committee for relief in the Irish famine—and has ever since been among the first to rush succor wherever and whenever catastrophe has created dire need, his latest conspicuous service in this connection being the dispatching of food-laden ships to stricken Belgium when that land was laid waste.

Mr. Wanamaker even found time to discharge important political duties, which culminated in his appointment by President Harrison as Postmaster-General of the United States from 1889 to 1893, during which time he established a rural free delivery as well as sea postal offices, and also did much to secure the abolition of conducting lotteries by mail, to bring fast foreign mail steamers under the American flag and to secure international two-cent postage.

But, after all, these are not the most important things that John Wanamaker has mixed with business. His greatest service has been in elevating the whole standard of storekeeping, in making it possible for workers behind the counter to maintain their self-respect, in securing honest treatment for customers, in introducing and adhering to such commercial standards that it became practicable to be a merchant or a store employe and at the same time a Christian, a follower of the Golden Rule. The reformation—the revolution—in the treatment of customers by merchants which has occurred within the lifetime of most of us has been accelerated by the example of John Wanamaker more than that of any other individual. That is a strong assertion but it is not beyond the truth.

My notebooks contain so much data about his career and his characteristics that reproduction of sentences from them, picked at random, may best convey what manner of man he is: No Wanamaker driver is allowed to carry a whip. He provides for many unfortunates whom he has rescued. One of his favorite pursuits is scouting for down-and-outs. Dur-

ing the first eight years he was in business he was not off a single day. His associates declare he has extraordinary powers of concentration and phenomenal versatility in turning from one matter to another. Among his hobbies are horses and flowers. His office door is always open to even the humblest store-worker. It has been his lifetime custom to be early at the store and to wait for the report of the day's sales from the head of each department. He has tremendous recuperative powers.

John Wanamaker knows no games. He finds his recreation in his work and in his multifarious outside activities. He has never advertised on Sunday and will not discuss business on that day. He never takes his business troubles home with him. They are locked in when the store is locked at night.

He is an ardent reader. Like the late J. P. Morgan, he hardly ever exercises. His home is a center of hospitality, sometimes sheltering at the same time a derelict under process of reconstruction and, it may be, a cabinet minister or a business magnate. His organizing powers, always notable, have been exercised most strenuously and with most nerve on such occasions as the Dayton and Johnstown floods and the sacking of Belgium, when superhuman efforts were necessary to hasten supplies to avert starvation. Because of his intense love of music, the sale of 294 pianos in one day in one store is one of the little business achievements of which he is most proud.

Mr. Wanamaker has summed up his own biography in six words: "Thinking, trying and trusting to God is all of my biography."

John Wanamaker is seventy-nine, having been born on the outskirts of Philadelphia on July 11, 1838. Yet he is still full of health and vigor and enthusiasm, finding no day long enough for the tasks in hand.

FLAVORING EXTRACTS BANNED

Edmonton grocers are very much concerned over the effect the strict enforcement of the Prohibition Act will have over the sale of flavoring extracts and the board of trade is being asked to take up the matter. These extracts, which up to the present have been obtainable at the grocers and indeed form an important section of business, contain over 2½ per cent. of alcohol and on this account are brought within the provisions of the act. The fact that some Indians and breeds and a few other ill-advised persons have used these extracts for their intoxicating effect has brought the matter to the attention of the attorney-general's department and it is understood that the grocers have received notice that they are debarred from selling these extracts in the future. They will only be handled by the druggists, so it is stated.

Mrs. J. J. Campbell, general store, Wadena, Sask., has sold out.

P. Prusal, general store, Wadena, Sask., has sold out.

The new warehouse of Macdonald Crawford, Limited, wholesale grocers at Swift Current, Sask., has been commenced.

CURRENT NEWS OF THE WEEK

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

Maritime

H. Flam, general store, St. Stephen, N.B., has been burned out.

Mr. Inches, of Inches & Grimmer, grocers, St. Stephen, Que., is dead.

Chas. E. Ward of Bridgetown, N.S., has purchased the stock and fixtures of Boyland & Gaul of Kentville, and will continue business at Kentville.

Quebec

L. Leonidas, grocer, Quebec, Que., has sold out.

A. Cloutier, grocer, Quebec, Que., has sold out.

L. Lefebvre, grocer, Quebec, Que., has sold out.

A. Aubry, grocer, Montreal, Que., is selling out.

J. E. Foisy, grocer, Montreal, Que., is selling out.

A. Aubry, grocer, Montreal, Que., has sold out.

J. A. O. Mallette, grocer, Montreal, Que., has sold out.

Cote Freres, grocers, La Tuque, Que., have sold property.

Seguin & Cie, wholesale fruits, Montreal, Que., has been registered.

Strong & Strong, grocers, Montreal, Que., had stock damaged by fire recently.

J. H. Steele and Richard Moore have been registered for J. H. Steele, grocer, of Montreal, Que.

Lafontaine & Thiffault, and Lepage, Bordeleau & Co., general store merchants, of St. Adelphe de Champlain, Que., suffered recent fire loss.

Ontario

John Paisley, grocer, Napanee, Ont., is dead.

L. J. Lahay, grocer, Toronto, Ont., has sold out.

H. R. Pollock, grocer, Toronto, Ont., has sold to J. D. Grant.

G. Noble & Co., grocers, Toronto, Ont., are retiring from business.

S. Butterworth, grocer, Bartonville, Ont., has sold to E. Slocombe.

Murtagh & Saddler, grocers, London, Ont., have given up business.

Cornell & Foulston, grocers, Toronto, Ont., have sold to H. R. Pollock.

Mrs. E. Bernard, general store, Bourget, Ont., succeeded by E. Daoust.

I Hord & Co., grocers, Michell, Ont., Wm. Hord has sold interest to F. A. Campbell.

Wm. Sukloff (Est. of), general store, Trenton, Ont., has been sold to M. L. Willinsky & Co.

Capital stock of Libby, McNeill & Libby of Canada, Limited, has been increased from \$100,000 to \$200,000.

The New Model Cheese & Butter Co., Ltd., has been incorporated at Campbell-

ford, Ont., to manufacture cheese and butter.

C. Maston retired grocer of Petrolea, Ont., died recently at 72 years of age. He had been 40 years in the grocery business.

Ridgeville Canning Co., Ltd., has been incorporated at Toronto, Ont., with a capital of \$100,000 to raise and deal in fruits, vegetables, cereals and foods.

Thunder Bay Store Co., Ltd., has been incorporated at Fort William, Ont., with a capital of \$40,000 to carry on business of wholesale and retail merchants in produce and provisions.

Fred J. White, who has conducted a limited company for the past seven months under the name of White & McCart, has now taken over the business and it will be conducted under his own name. Fred J. White, Board of Trade Building, Toronto.

Western Provinces

E. Fia, grocer, Lethbridge, Alta., has sold out.

Watson Mercantile Co., Watson, Sask., has sold out.

Gadsby Cash Grocer, Gadsby, Alta., has sold out.

F. L. McLean, grocer, Elrose, Sask., is out of business.

J. E. Haughn, grocer, Edmonton, Alta., has discontinued.

Banner Grocery, Wetaskiwin, Alta., has sold to J. Lake.

A. Novlesky, general store, Sexsmith, Alta., has sold out.

F. T. Tinney, general store, Wartime, Sask., has sold out.

Metheral & Co., grocers, Moose Jaw, Sask., have sold out.

W. G. Furnival, grocers, Winnipeg, Man., have sold out.

W. M. Reber, general store, Burdette, Alta., has sold out.

R. H. Krueger, general store, Rumsey, Alta., has sold out.

J. M. Besharah, general store, Pinkham, Sask., has sold out.

F. Hedges, grocer, Winnipeg, Man., has been succeeded by F. Levi.

Ellscoff General Store, Ellscoff, Alta., has been sold to Ellscoff Trading Co.

Miss E. G. Walker, general store, Dalemead, Alta., has sold to W. Wood.

Perrin, Donoghue & Slingsby, general store, Calgary, Alta., has discontinued.

Keop Bros., general store, Engelfeld, Sask., has been succeeded by I. Shulman.

S. T. Routley has opened a grocery store at 211 Osborne St., Winnipeg, Man.

Manitoba Vinegar Co., Ltd., Winnipeg, Man., has changed name to Acme Vinegar Co.

Calder Trading Co., general store, Calder, Sask., has dissolved, M. Hayman continuing.

Pioneer Fruit Co., Ltd., Brandon, Man., is applying to increase capital from \$40,000 to \$60,000.

Bruer & Morrison, general store, Anenoid, Sask., R. A. Bruer has sold interest to J. A. Raymond.

Sigmar Bros. & Co., general store, Glenboro, Man., is opening branch at Wynyard, Sask.,

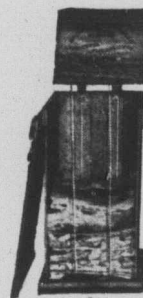
E. Comeault, general store, St. Jean Baptiste, Man., has been succeeded by St. Pierre Trading Co.

Robert Barnes, Western manager of J. B. Paine Co., Ltd., manufacturers of Bull Dog Brand goods, has just returned to Winnipeg from a trip West.

Sherwood Stores, Limited, departmental stores of Regina, Sask., has been sold to Regina Trading Co., Ltd., in a deal involving nearly one-third of a million dollars. The latter company will operate the former Sherwood store as well as its own store. J. F. Bole of the Regina Trading Co., along with Mr. A. F. Little completed the deal.

New Goods Department

HOUSEHOLD BALER A HANDY CONTRIVANCE



The household baler is one of the latest arrivals in the paper baler field. This new baler has a number of points to recommend it. It is inexpensive yet will do the work of the balers costing as high as \$25. It is the lowest priced baler on market and is very convenient in size, taking up only about a third of the space of the usual paper barrel. It is a good looking, well-built, being made of solid oak, and its size permits it to be used anywhere that a waste paper basket could be used. It bales as it collects, and is of such simple construction and operation that a boy can handle it. It has the advantage, too, of being able to use warehouse cord instead of wire.

It is a protection against fire, for baled paper is practically inflammable. It is the contention of the makers that this handy baler will pay for itself in a very short time, and show a handsome return within the year. It is manufactured by the Household Paper Baler Company, 20 Front Street East, Toronto.

Turnover, Credit or Cash, Etc.

Good Sales Record—An Interesting Ad-Statement — Curtailing Credits Wiser Than Adopting Exclusive Cash Business.

By Henry Johnson, Jr.

A far western grocer writes me:

We note your remarks in regard to sick business. We did \$85,414.37 last year with a \$7,000 investment (in stock). And we thought we had done well as we have made money. But we are enclosing an ad that skins them all. Here is a guy who has all of us backed off the board.

The best we have been able to do so far with a strictly cash business has been 14% overhead figuring salaries for ourselves and 10% depreciation on fixtures, etc., and only paying \$100 monthly for the best corner in the city.

Can you tell us how this fellow does it? How can he handle \$20,000 monthly business with only himself, father and one clerk most of the time?

The writer spends a good deal of money and a great deal of time each year visiting different stores in all parts of the country to make this a better store and be a better and more efficient grocer. As yet, this ad skins them all.

Yours very truly,

N— C— D—.

The clipping enclosed is the corner of a newspaper page with one paragraph marked, as follows:

"\$20,000 April Sales

"Our sales for April were more than \$20,000. It cost us 3½% to do business. While it costs the average grocer 12 to 20% to sell his goods."

Some Record Indeed

The information that the man who sold \$20,000 in April has only his father and an occasional clerk to help him does not appear in the bit of clipping sent me. It would be so interesting and instructive to learn how three persons (or shall we guess two and three-quarter persons?) can handle \$240,000 worth of business a year that if my correspondent will send me the full address of the grocer who ran that ad, I shall write him pronto for further particulars.

Please let me have the address quickly. We sure do want to get the inside on such a record; and I shall ask him to tell us also how he works on a 3½% expense. Best I have run across in recent years was a fraction over 6%, in a store most peculiarly situated where it had everything its own way.

At the same time I should like very much to have some further details from my present correspondent, for he makes what I call a pretty good record himself. Probably it is substantiable, too; and that is saying more than I think I shall be able to say about the 3½%-man.

This correspondent probably works on a gross margin not far from 18%. Then, if his "investment" as stated means stock, as I think it does, he is turning his stock a little better than 10 times; and that, considering his locality, is very good. But I should like to know—

What is the detailed list of expenses, including salaries and depreciation?

What is the actual gross average margin?

What specific things he has picked up from other stores and adapted to his own business in following out his admirable plan of traveling about as he indicates?

I ask all these questions because I feel sure this man has a lot of worthwhile stuff up his sleeve.

Credit to Cash?

An Ontario grocer writes:

It is my opinion that the time is right for changing from credit to cash. In certain issues you have given very fine letters to be sent to customers, in fact, I remember a contest on the subject. Could you send me copy of some, either by mail or in next issue—for which I want to pay. We have a splendid credit business, but to go through the list really I have but few that are what you would call absolutely sure. With the war times ahead, don't you think I am right, or if not, explain why I should continue this system. Our business is groceries and meats and runs about \$40,000 annually, 75% credit.

Yours,

J— G— F—.

Naturally, it is hard to give definite advice in such cases, but here is what moves me to advise that my friend go slow:

Three-quarters of his present business is on the credit basis. To cut all of that off would leave him with \$10,000 a year turnover in place of \$40,000. Not all of it will leave him, probably, if he goes onto a cash basis, but this is what might happen. Then where would he be?

But now is the time to curtail credits. There is no doubt about that. But there is a right way to do that, and I do not think the right way is to write any letters at all. My plan would be thusly:

Put yourself mentally outside of your business, and from that angle plus your knowledge of the character and circumstances of each customer whose name is on your books, study that list of names. From that list make the following segregations:

1st. Doubtful Accounts. List those with the idea that you will discontinue those as promptly as possible. Handle them with hard common sense, but with some diplomacy also. Any that are not going to pay at all, stop now. Figure to lose what you have rather than to put more in, to lose later on. Notify all help that no more credit goes to so and so, and have them referred to you. To those whom you have to let down easily, talk war conditions; enhanced costs which make necessary the calling in of your capital now invested in accounts, etc., etc.

2nd. Accounts too large and slow, but good. Go after those with the same kind of arguments about need of capital—which is true, surely in present circumstances. Get those accounts down to payment IN FULL at regular times; monthly, semi-monthly or weekly as may suit your needs and customs.

3rd. Solid, satisfactory accounts. Let those alone, mostly. When the right opportunity offers, ask those folks to pay up as promptly on regular dates as possible. Arguments about need for capital will go better with this class than with the other two. But mainly keep that good credit.

Takes More Work, But Better

This way is more laborious than to write a letter to go to all; but I do not think you want any easy, short-cut, cut-and-dried method of hashing all your customers together. But mind that you make those lists in the quiet of your own office. Why? Because if you do that, if you make your decisions uninfluenced by your customers, you will make them unbiased. Then, after the decision is made, let nothing change your mind. Regard those segregated lists as if they were made by somebody above you whose direction you are bound to obey. Just feel that you have nothing more to do with it: the names are there, and they must be handled accordingly.

This plan, by the way, is the best in any large matters; for it promotes the finest characteristic you can have through self-discipline. That is the characteristic of decision.

Now, as you pursue this course, you can bend all spare energies to the promotion of cash trade. Make your store and service ever more complete and attractive. But at any time, take a good account.

Now finally; what made you think of writing a letter? I am sure it was your feeling that you want to "treat all customers alike." But that is a mistaken idea. Why? Because not all customers deserve the same treatment. Some are worthy of credit. Some are not worthy. Should each have the same treatment. By no means. So if, in the working out of this plan, a customer who has been cut off complains that others get credit, be frank about it. Say, perhaps:

"Mrs. Wilkins, that is true; but you remember that you were unable to pay me on time, and my jobbers demand payment from me on the dates agreed upon. I cannot have dragging accounts. I know it was not your fault, that you did not always have the money; but my wholesale friends will not accept such conditions. I want your trade, but it must be cash—at least during these trying times.

Do you require further suggestions?

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

OF primary interest to the grocery trade during the week was the announcement of prices for the 1917 salmon pack. It was generally expected prices would be high and in this there was no disappointment. Owing to the disappointingly small pack there will be only a percentage delivery by the packers. In the case of one-pound sockeye tins there will be only 9 per cent. of orders delivered, while in sockeye half-pound tins there will be only 40 per cent. delivery. On coho salmon there will be 10 per cent. delivery on one-pound and 40 per cent. on half-pound tins. On pink salmon there will be the best delivery of any of the brands, namely, 50 per cent. on one-pound and 100 per cent. on half-pounds.

Rumors of an embargo on the export of bacon from Canada are not taken seriously by those connected with the provision trade. It is pointed out that Great Britain needs the bacon and that in all probability some central buying agency will be established similar to that in operation for the purchase of Canadian cheese. Egg production has been heavier during the past week, but has not been sufficient to make the price recede. Butter prices remained unchanged. Pasture is now in excellent shape and production of creamery butter and cheese should be greatly facilitated throughout Ontario.

Advances have been recorded on jams, baking powder, lobsters, tapioca and sago, herbs, sulphur, tobacco, tomato soups. A decline was recorded on porridge-wheat, which comes as a welcome change in the steadily upward trend of the market. Manitoba flour was another commodity in which a decline was registered, a clean drop of \$1 per barrel taking place. This was induced by reason of a 20c decline in wheat. Apparently, through inspired sources, the idea has gained currency that the price to be established for Manitoba wheat is to be \$2.20 per bushel. And prices in the market forthwith dropped to that level before the official announcement has been made. Sugar is in weak market, due to the establishment of a lower price in the United States for beet sugar. Declines are looked for in the Canadian market. Business with the grocery trade is reported very good.

QUEBEC MARKETS

MONTREAL, Sept. 4.—Although at the dull season of this year the markets are, in the majority of cases, in a very interesting condition. Embargoes here, and embargoes there, with a few unexpected deficiencies in supplies thrown in, are keeping buyers and sellers guessing as to the outcome on the particular line affected, and as one merchant remarked. "If it were not for the advice and directions as to the probable trend of the markets given by CANADIAN GROCER the out-of-town merchants would be in terrible perplexity as to what course to pursue." There is an improved feeling in trade circles generally, which is probably due to fair crop reports all the way round, and to the fact that farmers have commenced realizing on the results of the

first threshings, which in turn has made money move more freely for the country storekeeper, followed in turn again by increased orders to the wholesalers. The most interesting feature in connection with canned goods is the pea shortage bombshell. It was generally anticipated that the crop would be a record one. But weather conditions at the end became unfavorable and only about 40 per cent. of the orders are to be filled. The expected advance in raisins has occurred. Wonderful bean crop prospects in the States have created much interest locally. The scarcity of good table apples, and the firmness of prices in potatoes when they should be, in the proper course of things easing, are the two dominant points of the fruit and vegetable markets. Fish conditions need

watching in view of the efforts being made to increase consumption so as to help the meat situation. There is an advance in halibut and frozen Gaspe salmon with the fresh salmon now off the market. Increasing shortages in receipts of butter, eggs and cheese point to higher prices in the future despite any outside ruling. Prices generally are firm and unchanged, with butter being the weakest of the three. All the way round the demand is good, not above normal but very steady and with a satisfactory underlying strength. Collections generally are also improving which is a very important point.

As was expected millers have dropped prices \$1. per barrel. Trade has been quiet owing to buyers holding off anticipating such a drop. Now that it is fixed an improved demand is expected. The winter wheat flour is unchanged, the situation being very firm, with stocks hard to get, and the demand heavy. Some lines of cereals have naturally been affected by the flour decline, and graham flour, rolled oats, whole wheat and wheatless have been reduced in quotations.

Strong Demand For Sugar Due To Preserving

Montreal.

SUGAR.—The sugar market is not very active, and beyond speculation as to what will be the outcome of the United States action on Canadian prices, and whether the West Indian planters who have been making millions will be taken in hand, and a disinclination to look for business, there is nothing to report. Inquiries are generally met with the statement "We are not looking for business." In fact the catching up with back orders is having quite an effect on the spirits of some, and they rather look with envy on the days when orders had to be hustled for. So far as future prospects are concerned, cheaper sugar is anticipated. Retail merchants report a very strong demand due to the preserving season, and stocks are running low. This has resulted in a firming of prices to the consumer.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 25
Acadia Sugar Refinery, extra granulated.	9 25
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 05
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60

Crystal diamonds (boxes 100 lbs.).....	9 70
Assorted tea cubes, boxes.....	9 60
Cut loaf (50-lb. boxes).....	9 90
Cut loaf (25-lb. boxes).....	10 10

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

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

New Pack Salmon Prices Announced

Montreal.
CANNED GOODS.—The quietness reported last week due to the Controller's embargo has been maintained, and the trade for the present seems to be marking time until the embargo is lifted in October. The most striking point of interest has been the recent announcement by the packers of prices on new pack peas. Wholesale prices are as follows:

Standard peas, class A, \$1.70, B, \$1.67½; Early June, class A, \$1.77½, B, \$1.75; Sweet Wrinkle, class A, \$2.02½, B, \$2.00; Extra Sifted, class A, \$2.32½, B, \$2.30.

Contrary to expectations some weeks back the crop is below average, and there will be only a pro rata delivery of peas. In fact only about 40 per cent. of the orders will be delivered. The failure of the crop is due to the warm weather causing the peas to develop so quickly that the pack was cut short. Some factories have only been able to pack about one-fifth of the amount expected. Interest also is centered in the result of the special season allowed Prince Edward Island and Northern New Brunswick for lobsters. This will terminate on the 15th and remains to be seen whether or not the theory that later fishing will give better results in quality and quantity of catch is correct. A feature of unusual interest was the announcement by the packers of prices on 1917 salmon pack with only a percentage delivery. Prices are high. Wholesalers expect to adjust present prices in accordance with new prices in the near future.

Salmon Sockeye—	
"Clover Leaf," ¼-lb. flats.....	2 45
1 lb. talls, cases 4 doz., per doz.	3 00
½ flats, cases 8 doz., per doz.	2 00
Chums, 1-lb. talls.....	1 80
Pinks, 1-lb. talls.....	2 20
Cohoes, 1-lb. talls.....	2 65
Red Springs, 1-lb. talls.....	2 70
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
Canned Vegetables—	
Tomatoes, 3s.....	2 35
Tomatoes, U.S. pack.....	2 25
Tomatoes, 2½s.....	2 20
Peas, standards.....	1 75
Peas, Early June.....	1 80
Beans, golden wax.....	1 60
Beans, Refugees.....	1 50
Corn, 2s, doz.....	2 10
Spinach (U.S.), 3s.....	2 80
Do., (U.S.), gallons.....	10 00
Corn (on cob, gal. cans, doz.).....	8 50
Red raspberries, 2s.....	2 25
Simeoes.....	2 75
Red cherries, 2s.....	2 25

Strawberries, 2s (old pack).....	2 75	3 00
Blueberries, 2s, doz.....	1 35	
Pumpkins, 2½s.....	1 60	1 70
Pumpkins, 3s.....	1 75	
Pumpkins (gallon), doz.....	5 00	
Apples (gallon).....	3 75	4 25
Peaches, 2s (heavy syrup).....	2 00	
Pears, 3s (heavy syrup).....	2 45	
Pineapples, 1½s.....	2 25	
Strawberries (new crop), heavy syrup, 2s.....	2 95	3 00
Strawberries (new crop), group "B".....	2 87½	

Seeded Raisins Show Upward Tendency

Montreal.
DRIED FRUITS.—The noticeable feature in this market is the firmer feeling in seeded raisins. Attention has been directed to the announcement of prices on the Oregon new crop at a 6¼ basis on 40's, 50's and 60's with a premium of ½c on 40's and 1¼c on 30's and 20's. A canvas of the trade reveals that these prices are regarded as too high, and liable to hurt the free movement of orders. Cables from Greece report currants steady at recent advances. Business locally is quiet. There is a fair movement in dates at the advanced price of last week. Candied peels are naturally still on the firm side, and are likely to remain so for some time. Prices generally are unchanged except in raisins, Malaga clusters being advanced \$1. and muscatels loose ½ to 1½c and fancy seeded ½c, making the prices respectively \$4; 11c to 12c and 13c.

Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown.....	4 00
Muscatels, loose, 2 crown.....	0 11
Muscatels, loose, 3-crown, lb.....	0 11½
Muscatels, 4-crown, lb.....	0 12
Cal. seedless, 16 oz.....	0 14
Fancy seeded, 16 oz. pkgs.....	0 13
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected.....	0 11
Valencias, 4-crown layers.....	0 11½

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

Interest In Almonds Is Being Manifest

Montreal.
NUTS.—The demand is normal in most lines, almonds, however, showing the greatest activity. Inquiries as to new crop prospects are increasing, and with the advent of the Christmas buying, there seems some anxiety among the smaller purchasers as to the effect of conditions on their coming trade. The anticipated higher prices are not regarded with any great degree of complacency as it may tend to check the consuming demand. It is yet too early to state positively what will be the increase, but with the freightage problem like it is now, and the European markets very uncertain, our last week's estimate of 1½c to 2c increase seem very near the mark. An upward trend is noticeable in Brazil nuts, and prices are firmer on prompt shipment. It is harder to find walnuts at concessions. There is a firm tone on pecans and coconuts. Generally the market is unchanged with a firm undertone.

Almonds (Tara), per lb.....	0 18	0 20
Almonds (shelled).....	0 40	0 42

Almonds (Jordan).....	0 70
Brazil nuts (1916 crop), lb.....	0 20
Brazil nuts (new).....	0 16½
Filberts (Sicily), per lb.....	0 18
Hickory nuts (large and small), lb.....	0 10
Peanuts, Bon Ton.....	0 15½
Peanuts, "Diamond G".....	0 13½
Peanuts (coon), per lb.....	0 12½
Peanuts (Jumbo), per lb.....	0 16½
Pecans (new Jumbo), per lb.....	0 21
Pecans, New Orleans, No. 2.....	0 21
Pecans, "paper shell," extra large Jumbo.....	0 40
Pecans (shelled).....	0 80
Walnuts (Grenoble).....	0 18½
Walnuts (shelled).....	0 52
Walnuts (Marbots), in bags.....	0 13
Walnuts (California), No. 1.....	0 24
Coconuts, 100 size, per sack.....	7 50

Molasses Situation Causing Much Concern

Montreal.
MOLASSES.—The demand continues steady for Barbadoes molasses at high prices. Business is almost exclusively confined to jobbing lots. Fancy molasses is very firm at 81c. Some choice has been sold at 75c. The trade is quite despondent over the shortness of supplies, and any more losses by sea or further interference in freightage will make the situation almost hopeless. The market is firm and unchanged. Cane syrups are firm. One refiner states that they are doing more actual business in syrup than in sugar.

Prices for Fancy, Choice, Island of Montreal	
Barbadoes Molasses—	
Puncheons.....	0 81
Barrels.....	0 84
Half barrels.....	0 86
For outside territories prices range about 3c lower.	
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Cane Syrup (Crystal Diamond)—	
2-lb. tins, 2 doz. in case, per case.....	0 13
Barrels, per 100 lbs.....	0 13
Half barrels, per 100 lbs.....	0 13

Prospects Bright For Lower Beans

Montreal.
BEANS.—There is not much interest in the bean market. The demand is following its normal course with prices keeping generally steady, although slight fluctuations are noticed in some quarters. Following the good reports as to the Canadian crops, there are most enthusiastic reports from the United States. Apparently four states alone have more than doubled the total output for the whole country last year. This has been done by increasing the acreage by 184 per cent. Michigan has over 8 million, California 7 millions, New York nearly 3 and Colorado 2½. It looks therefore that near future prices will be on the easy side, unless home consumption and export demands grow apace. Inquiries are coming in freely, and the market is apparently being closely watched. Car lot orders were dead, and the bulk of the business was done in small jobbing quantities.

Beans—	
Canadian, hand-picked.....	10 50
Canadian 3-lb. pickers, per bu.....	9 50
Canadian 5-lb. pickers.....	7 90
Michigan, 3-lb. pickers.....	11 00
Michigan, hand-picked.....	11 50
Yellow Eyes, per lb.....	0 15

Rangoon beans, per bush.....	8 00
Lima, per lb.....	0 21
Chilean beans, per lb.....	0 14½
Manchurian white beans, lb.....	0 15½
South American.....	5 70
Peas, white soup, per bush.....	5 00
Peas, split, new crop, bag 98 lbs.	11 00
Barley (pot), per bag 98 lbs.....	6 25
Barley, pearl, per bag 98 lbs.....	7 50

Firmer Rice Market Has Aroused Interest

Montreal.
RICE.—Fair trade is reported in Rangoon rice at the advanced price of 35c noted last week. Inquiries are freer as buyers are naturally anxious to find out if the market is going to stay where it is or start soaring again. As stocks in merchants hands are on the low side they do not want to be found short on a rising market. No confirmatory report has been received as to the bad prospects of the Oriental rice crops due to adverse weather, which have lately been rumored. Tapioca shows no change with stocks on the light side, the demand normal, and prices firm. Freight rates continue to worry importers, and mutterings as to increased prices all the way round are increasingly apparent.

"Texas" Carolina, per 100 lbs...	9 50	9 90
Patna (fancy).....	10 15	
Real Carolina, per 100 lbs.....	10 50	11 50
Patna (good).....	9 40	
Siam, No. 2.....	7 25	9 15
Siam (fancy).....	8 40	
Rangoon "B".....	7 80	
Rangoon CC.....	7 60	
Tapioca, per lb.....	0 14½	0 15
Tapioca (Pearl).....	0 13½	0 15

Business In Coffee Fair With Prices Steady

Montreal.
COFFEE.—Business has been fair for the season, and prices have ruled steady. The New York market continues in an interesting state, which is more than can be said for the local one. With small buying and a stronger liquidating pressure prices sagged a little. Better weather advices have been received from Brazil, with a liberal movement. Affirmation continues that the Brazilian Government is considering the purchasing of coffee thus giving a support to values which is evidently considered necessary in some quarters. We quote:

Coffee, Roasted—		
Bogotas, lb.....	0 28	0 32
Jamaica, lb.....	0 23	0 25
Java, lb.....	0 33	0 40
Maracaibo, lb.....	0 23	0 24
Mexican, lb.....	0 28	0 29
Mocha, lb.....	0 34	0 37
Rio, lb.....	0 19½	0 20
Santos, Bourbon, lb.....	0 24	0 25
Santos, lb.....	0 23	0 24
Cocoa—		
Bulk cocoa (pure).....	0 30	0 35
Bulk cocoa (sweet).....	0 18	0 25

Primary Tea Market Shows Greater Firmness

Montreal.
TEA.—A continued firmness is noticeable owing to the scarcity of tea on spot coupled with strong cables from all primary points. There is a steady inquiry for Ceylon and India teas, and high quality grades are in better demand. There is also a marked firmness in China sorts. The tonnage situation is still badly congested, and the trouble is get-

ting worse rather than better. Importers have to submit to very long delays. Cables from Foochow report further advances in that market due to the rising tendency in silver. Advances in silver affect only the China market, that country being on a silver basis. Ceylon and India black, common Pekoe grade are still quoted at around 42c to 45c, and Japan 32 to 33.

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

Pickling Spices Now Moving Freely

Montreal.
SPICES.—The activity noticed last week has been maintained and pickling spices are moving freely at a firm tone. Nothing of note has occurred on the local markets or in New York, and the whole market is pursuing a normal and seasonable course. Nothing has occurred to offset the prediction that owing to the dwindling of New York stocks quantities available here will be on the short side. Prices are firm and unchanged.

5 and 10-lb. boxes		
Allspice.....	0 16	0 18
Cassia.....	0 25	0 30
Cayenne pepper.....	0 28	0 35
Cloves.....	0 40	0 45
Cream of tartar.....	0 60	0 65
Ginger, pure.....	0 25	0 35
Ginger, Coehin.....	0 25	0 35
Ginger, Jamaica.....	0 30	0 35
Mace.....	0 80	1 00
Nutmegs.....	0 40	0 60
Peppers, black.....	0 35	0 38
Peppers, white.....	0 38	0 40
Pickling spice.....	0 22	0 25
Tumeric.....	0 21	0 23
Cardamon seed, per lb., bulk.....	2 00	
Carraway, Dutch, nominal.....	0 75	
Cinnamon, China, lb.....	0 22	0 25
Cinnamon, per lb.....	0 35	
Mustard seed, bulk.....	0 25	
Celery seed, bulk.....	0 46	
Shredded cocoonut, in pails.....	0 21	0 23
Pimento, whole.....	0 12	0 14

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

Potatoes Are Firmer; New Corn Also Higher

Montreal.
FRUIT AND VEGETABLES.—These markets do not show much change from last week. Local grown stuff is arriving freely. The vegetable market is bouyant owing to the decision of the Government with respect to canned goods. Within the last week eight cars of California and Texas pears and other mixed fruit have arrived, and are moving well. Good table apples are scarce. There seems little doubt now that the British embargo on apples will be more than offset by the poor harvests in Quebec, the Annapolis Valley, and other fruit districts. A whole lot depended upon the Annapolis situation. It is estimated now that the crop will be 250,000 barrels short of the one time anticipated million. The potato market is firmer. Reports as to the Maritime potato crops are nothing like so good as they were. New Brunswicks, which will soon be offering in car lots, have been badly blighted, and some estimates cure freight room for shipments is get-report the destruction as nearly 60 per

cent., with Nova Scotians nearly as bad. A dry September is absolutely necessary. Prospects indicate high prices unless home growers materially affect the market. Tomatoes are now moving very freely. Prices generally show a seasonable fluctuation with the exception of potatoes, which instead of following a weakening strain, are firmer, and new potatoes in bags have gone up 35c over the top price of last week, making the quotation a straight \$2.35 a bag. Rose tomatoes are quoted at \$1.50. Turnips have advanced 10c making the price a straight \$1. Beets are 10c higher, while the top price in cucumbers has fallen 5c. Watercress is down 10c. New corn has advanced 5c making the quotations 15c to 20c. Marrows are listed at \$1. a doz. Lettuce, both curly and head have sagged, the one 10c and the other 25c making the price respectively 20c and 50c to 75c. Leeks have advanced 50c. New carrots are now \$1. a dozen. Montreal melons arriving more freely are now \$12. a basket, a decline of \$2.

Bananas (fancy large), bunch.....	2 75	3 50
Oranges, Valencia (lates).....	4 50	5 00
Grape fruit.....	2 75	3 50
Lemons.....	8 50	
Limes, box of 80.....	1 50	
Pineapples, Cuban, crate.....	4 50	
Pineapples (Cuban), 24's, each.....	0 75	
Watermelons (U.S.), each.....	0 50	0 60
Cantaloupes, crates, 45's.....	6 00	
Apples (in boxes)—		
Winesap.....	4 00	
Ben Davis.....	4 00	
Apples, new, U.S., bkt.....	2 50	
Apples, new, Montreal (in bbls.)—		
No. 1.....	6 00	
No. 2.....	4 50	
No. 3.....	3 50	
Apples, new, Canadian, 11-qt. bkt.....	0 50	
Cauliflower, per doz. bunches.....	1 50	2 00
New corn, crate, doz.....	0 15	0 20
Celery, Canadian, per doz.....	0 50	0 75
Onions, Australian, sack 100 lbs.....	6 00	
Onions, Canadian, new, doz. bun.....	0 50	
Onions, Spanish, ½ crate.....	2 25	
Spanish onions, large crate.....	4 00	
Potatoes (new), bbl.....	5 00	5 50
Potatoes, new, bag.....	2 35	
Potatoes (sweet), per hamper.....	4 00	
Carrots (new), doz.....	1 00	
Beets (new).....	1 00	
Parsnips.....	2 60	
Peas, Canadian, bag.....	1 00	
Turnips (new), bag.....	1 00	
Lettuce, curly, per doz.....	0 20	
Lettuce, head, doz.....	0 50	0 75
Rose tomatoes.....	1 50	
Tomatoes (Montreal), box.....	0 50	1 25
Horse radish, per lb.....	0 25	
Cabbage (Montreal), doz.....	0 30	0 50
Beans, wax, bag (Montreal).....	0 75	1 00
Beans, green, bag (Montreal).....	0 75	1 00
Peas (new, Montreal), bag.....	1 00	
Leeks, per doz. bunches.....	1 00	
Parsley, doz.....	0 25	
Mint, doz.....	0 50	
Watercress, doz.....	0 40	
Spinach (Canadian), box.....	0 50	
Rhubarb, per doz.....	0 25	0 25
Eggplant, per doz.....	1 00	1 50
Garlic (Canadian), lb.....	0 15	
Endive (Canadian), lb.....	0 25	
Strawberries, per crate 54 quarts.....	4 00	
Cucumbers (Montreal), doz.....	0 10	0 20
California plums, box.....	2 75	3 25
Do., peaches, box.....	3 00	
Peaches (Can.).....	1 25	1 50
Cherries (California) box.....	3 50	
Cherries, Canadian, 11 qts.....	1 50	
Cherries, Canadian, bkt.....	0 75	
Cherries, preserving, bkt.....	1 25	
Montreal melons, bkt. 12's.....	12 00	
Pears, box.....	4 25	
Peppers.....	3 50	
Black currants, 11-qt.....	1 25	
Marrows, per doz.....	1 00	

Fish Market Inclines To Higher Quotations

Montreal.
FISH.—Very few markets just at present are in such an interesting state

as the fish market and buyers who wish to keep close to prices should watch conditions very carefully. The reason for this is the probable effect upon the demand induced by the two meatless days a week, and the speeding up of the propaganda as to the imperative necessity of saving these foodstuffs by a more general use of fish. A general canvass of the wholesale fish men brought out some interesting facts. Although price fluctuations are purely normal just at present, it is very probable that the increasing consumption demand will induce a strong upward tendency. Supplies in almost all lines are arriving very freely, and this offsets a stronger buying movement which many dealers have already noticed this last week. One merchant stated that his business had increased 25 per cent. over the same period last year. Others, while not giving figures, profess themselves very satisfied. All anticipate a strong impetus to the demand in the next few weeks, and unless the supply keeps pace proportionately with this, the inevitable result must follow. Thus the market needs watching, for the recent opinion as to coming easier prices seem now to be fading away.

With the opening of the season for Manitoba lake fish, and the extension of carp, bullheads, pike bass and other river fish, backed up by good supplies of cod, halibut, sword fish, etc., the market is in a healthy condition with prices staple. The eel catch has been retarded owing to the heavy rains, but reports show an improvement, and with the probability of larger quantities being offered, a weakening in the present price of 10c is probable. A good season for oysters is anticipated owing to the expected increase in consumption and it is generally expected that with this fact and the increased cost of labor, containers and transportation that prices will show an opening increase of from 20 to 25 per cent. Halibut has advanced 2c making the price 10 to 20, while frozen Gaspe has advanced 1c making the quotation 23. B.C. salmon has fallen 1c on the top price, but the minimum is the same. Fresh Gaspe salmon is now off the market. Swordfish is scarce and quoted at 17c to 18c.

SMOKED FISH

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

SALTED AND PICKLED FISH

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

SHRIMPS, LOBSTERS

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

FRESH FROZEN SEA FISH.

Halibut	19	20
Haddock, lb.	07	08
Mackerel		10

Cod steak, fancy, lb.	9
Salmon, Western	16
Salmon, Gaspe	23

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 14	0 15
Smelts, No. 1	0 15	0 15
Smelts, No. 1 large	0 20	0 20
Oysters—		
Ordinary, gal.	2 00	
Malpeque oysters (choice), bbl.	12 00	
Malpeque oysters (choice), bbl.	12 00	
bbl.	10 00	
Cape Cod shell oysters, bbl.	12 00	
Clams (med.), per bbl.	8 00	

FRESH FISH

Haddock	0 07 1/2	0 08
Steak Cod		0 09
Market Cod	0 06	0 07
Carp	0 10	0 11
Dore		0 16
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. salmon	0 20	0 21
Gaspereaux, each		0 05
Western Halibut	0 18	0 20
Eastern Halibut		0 18
Flounders	0 07	0 08
Perch		0 09
Bullheads		0 12
Whitefish	0 14	0 15
Eels		0 10
Brook trout		0 30
Mackerel (large), each		0 20
Mackerel (medium), each		0 18
Sword fish	0 17	0 18

ONTARIO MARKETS

TORONTO, Sept. 5.—Interest in the wholesale grocery trade during the week centred largely around the new prices on canned salmon which were announced by the B. C. Packers' Association. Deliveries are short, and wholesalers are finding it difficult to make adjustments for their customers on the basis of the deliveries. Higher prices on old-pack goods have in some cases been named by wholesalers, while others have withdrawn their prices entirely until a little better perspective of the situation can be obtained. There have been a number of advances during the week, including jams, baking powder, tapioca and sago, lobsters, herbs, sulphur, Epsom salts, Cross Fish sardines, plug tobacco. Three declines in price were recorded—namely, that on porridge wheat, tomato soup, and flour. Business is picking up remarkably well, and gives every indication of a good fall trade.

*Decidedly Easier
Position In Sugar*

Toronto.
SUGAR.—In the raw sugar market during the past week there has been a noticeable trend toward an easier position as the result of the agreement between the beet sugar manufacturer of the United States and the Food Administration. The price fixed for beet sugar in United States is \$7.25 per 100 pounds. One of the authorities on the situation in the United States is of the opinion that it will be impossible to sell Cuban cane sugar around \$8.40 per hundred in competition with the beet sugar, which comes on the market in October. Following this logic, the same authority is of the opinion that the price of cane granulated will ease off during the interim until the \$7.25 basis is reached. To do this, raw prices will have to decline also. If there is a lack of demand for cane granulated in the face of the lower price for beet sugar, the inference naturally is that raw sugars will decline also. With raw sugars down, the Canadian market would undoubtedly be affected in a downward direction. There is, however, still a strong statistical position for Cuban raw sugar, as there have been large exports for the week past to the United States Atlantic ports and to Europe, a total of 97,645 tons having been moved

from the Island. These exports have reduced the stocks on the Island to 291,545 tons, as compared with 395,730 tons at this same time last year. It is estimated there is still a balance of crop to be produced, amounting to 80,436 tons, which would bring the total still available up to 371,981 tons, as compared with 441,661 tons last year. This is approximately 12 per cent. of the entire crop of the Island. With Canadian refiners there has been no change during the week, but sugar is decidedly weaker, and lower prices are looked for.

Atlantic extra granulated	9 39
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated	9 39
Can. Sugar Refinery, extra granulated	9 14
Dom. Sugar Refinery, extra granulated	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

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

*Jams, Baking Powder
And Tobacco Higher*

Toronto
JAMS, BAKING POWDER, TOBACCO.—Higher prices were made effective on Wagstaffe's new pack jams during the week. On strawberry, announcement is made that output is sold up on 16-oz. and 12-oz. sizes. Four-pound pails are quoted at 80c each, 5-lb. pails at 99c, 7-lb. pails at \$1.36. Raspberry jam is quoted as follows:—16-oz., \$3.05 per dozen; 12-oz., \$2.60; 4-lb. pail, 78c each; 5-lb. pail, 99c. Black currant: 16-oz., \$2.95; 12-oz., \$2.50; 4-lb. pail, 74c; 5-lb., 94c each. Baking powder special label is selling at higher prices as follows:—16-oz., \$2.25 dozen; 12-oz., \$2 dozen; 8-oz., \$1.50; 4-oz., 95c dozen. Mephisto lobsters have been advanced to \$3.25 for halves and \$2.15 for quarters. Herbs of former 5c size have been advanced to 90c per dozen, making them now a 10c line; while the former 10c line has been advanced to \$1.20 per dozen, making them a two for 25c line. An embargo placed on the shipment of sulphur from the United States has placed available

stocks at a premium, and has been advanced to \$4.75 per 100 pounds. Epsom salts have been advanced slightly, now selling at \$6.75 to \$7 per 100 pounds. Cross Fish sardines have been advanced to an almost prohibitive cost from first hands. They now cost \$25 per case to the wholesaler, but existing stocks are being disposed of from \$20 to \$23 per case. Briar plug tobacco has been advanced 4c per pound, and is now quoted at 84c. Prince of Wales plug tobacco has been advanced 1c, and is now quoted at 85c per pound. Campbell's soups have declined 10c per dozen to \$1.70 on new pack.

Future Molasses
Very Much Firmer

Toronto.
MOLASSES, SYRUPS.—The situation in molasses is decidedly firm, one dealer reporting that business has been booked for future delivery at 2c per gallon higher than prices for spot stocks. Indications point to higher prices on the spot market in the face of this condition. Supplies are very limited, and there is a feeling that there is no telling when additional supplies can be brought into this market. A new commodity known as sugar house syrup has been placed with the local wholesale trade. This is the raw sugar melted to syrup before anything is taken therefrom. Prices will in all probability be in the neighborhood of 60c per gallon to the retail trade. Corn syrup took on some renewed strength during the week in the face of a 20c advance in the price of corn.

Corn Syrup—

Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	

Cane Syrups—

Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	6 00
Cases, 2-lb. tins, 2 doz. in case	4 80

Molasses—

Fancy Barbadoes, gal.	0 80	0 82
West India, ½ bbls., gal.	0 46	0 50
West India, 10-gal. kegs.	0 60	
Tins, 2-lb., table grade, case 2 doz.	4 25	
Tins, 3-lb., table grade, case 2 doz.	5 65	
Tins, 2-lb., baking grade, case 2 doz.	3 00	

Canned Salmon Prices
At Last Announced

Toronto.
CANNED GOODS.—After waiting anxiously for several weeks for the announcement of new-pack prices on salmon the trade has been at last relieved of the suspense. The prices were expected to rule high, and there has been no disappointment in this connection. One of the surprises has been the comparatively light delivery that will be made. For instance, on 1-lb. sockeye tins there will be only 9 per cent. delivery, and on sockeye halves only 40 per cent. On cohoie 1's there will be only a 10 per cent. delivery, and cohoie halves 40 per cent. Pinks 1-lb. talls will have 50 per cent. delivery, and pinks ½'s will be the best delivery of all, being 100 per cent.

Chums 1's will have only 25 per cent. delivery, while ½'s will have 75 per cent. delivery. White spring 1's will carry 25 per cent. delivery, and white spring ½'s 75 per cent. delivery. Prices have not yet been firmly fixed by wholesalers, but it is expected sockeye 1's will be in the neighborhood of \$3.60 per dozen and halves at \$2.15. Some wholesalers withdrew prices on their old stocks entirely pending the establishment of their new selling price. Following prices on salmon are approximate, as they were not firmly established by wholesalers at the time of writing:

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

Salmon—

Sockeye, 1s, doz.	3 60
Sockeye, ½s, doz.	2 15
Chums, 1-lb. talls	1 95
Do., ½s, doz.	1 15
Pinks, 1-lb. talls	2 15
Do., ½s, doz.	1 25
Cohoies, ½-lb. tins	1 60
Cohoies, 1-lb. tins	2 60
Springs, 1-lb. talls	3 15
Lobsters, ½-lb., doz.	2 85

Canned Vegetables—

Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 72½	1 75
Peas, early June	1 80	1 82½
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Apples, gallons, doz.	4 25	4 75
Pineapples, 2s	2 45	2 95
Jam, raspberry, 16 oz., doz.	2 65	3 00
Do., black currant, 16 oz.	2 65	2 90
Do., strawberry, 16 oz.	2 70	3 00
Strawberries, 2s, doz.	3 65	4 25
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	3 25
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 25
Black currants, doz.	3 25	3 45
Red currants, doz.	3 25	3 45
Raspberries, doz.	3 40	3 45

Prunes And Raisins
Are In Firm Market

Toronto.
DRIED FRUIT.—Interest continued to centre around prunes and raisins during the week with the wholesale and importing trade. The advance announced last week by the California Raisin Association and also of the Prune Association has shown no signs of weakening. As a matter of fact the Association has guaranteed against a decline in price of raisins up to January 1, 1918. Under the conditions there has been free booking of orders by local wholesalers on raisins. There has perhaps been less criticism of prices here than evidently has been the case in the United States. There seems to be a feeling abroad that retailers and consumers will pay the higher prices, and little thought is given further to the matter. Present prices are accordingly firmly held. Dromedary dates are getting in shorter supply, some wholesalers being already out of the market. There will be no more of these available until the new crop dates come in January. A shortage on wooden boxes for packing California dried fruit has developed into a famine, and fibre containers will in all probability have to be used. Dried peaches were in firm market, and showed an advance of 1c per pound.

Apples, evaporated, per lb.	0 25	0 25
Apricots, choice, 25's, faced.	0 25	0 25
Candied Peels—		
Lemon	0 25	0 27
Orange	0 25	0 27
Citron	0 30	0 33
Currants—		
Filiatras, per lb.	0 23	0 24
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	
Dromedary dates, 3 doz. in case	4 50	
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.	0 10	0 10
Prunes—		
30-40s, per lb., 25's, faced.	0 16	
40-50s, per lb., 25's, faced.	0 15½	
50-60s, per lb., 25's, faced.	0 15	
70-80s, per lb., 25's, faced.	0 13	0 13½
80-90s, per lb., 25's, unfaced.	0 12½	0 12½
90-100s, per lb., 25's, faced.	0 10½	0 10½
Peaches—		
Standard, 25-lb. box	0 15	
Choice, 25-lb. boxes	0 16	
Fancy, 25-lb. boxes	0 17	
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16

Future Teas Are
Quoted Very Firm

Toronto.
TEAS.—There is continued firmness in the market for future teas, due to the seriousness in getting shipping space. There has been no change in the prices of teas locally, as spot stocks are a factor that is tending to hold prices steady. One tea man pointed out that as soon as present stocks are exhausted there will in all probability be an inclination to advance prices. Quotations that were made to importers on China greens gave some inkling of what prices can be expected from that quarter. For the lowest grade China green quoted the present cost to import would probably have to be in the neighborhood of 35c per pound. In the United States there has been eager inquiry for tea, as wholesalers are realizing more and more the seriousness of the freight situation.

Pekoe Souchongs	0 42	0 44
Ceylons and Indias—		
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	0 38	
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 38	0 52

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

Coffee Weaker And
Brazil Gets Under

Toronto.
COFFEE.—There was a disposition for the bulls in the coffee market to let their hopes run away that the recent peace proposal of the Pope might bring something definite in the way of peace and so increase the demand for coffee. But these hopes petered out with the submission of President Wilson's reply. One of the factors which then entered into the market and acted as a sustaining influence was the announced decision of

the Brazilian Government to limit Santos receipts from September 1 to 50,000 bags daily. This is stated to be designed to prevent the dumping of too large consignments on the market at one time, and to spread the admitted heavy crop over a longer period. The fact of large stocks still remains, however, and this is keeping coffee at a low level. Locally the situation was unchanged, prices remaining steady and demand fair.

Coffee—

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

**Very Heavy Demand
For Spices Develops**

Toronto.

SPICES.—Now that the pickling season is in full swing, the demand for spices is reported very heavy, being somewhat surprising in this respect in some quarters. Some coriander seed reached the local market during the week, but shipments were much lighter than was anticipated, and prices accordingly did not recede in the way some dealers anticipated they would. In the primary market there was a firming tendency rather than an easier tone when the lightness of arrivals became apparent. Prices for spices remained unchanged during the week.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	0 45	0 50
Do., 80's	0 45	0 50
Do., 64's	0 45	0 50
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 50
Coriander, whole	0 30	0 35
Caraway seed, whole	0 75	1 00
Cream of Tartar—		
French, pure	0 60	0 65
American high test	0 65	0 70

**Movement Of Rice
Crop Reported Late**

Toronto.

RICE.—The movement of the new-crop rices in the Southern producing fields is reported late this year, advices from New Orleans stating that receipts were only 50 per cent. of a normal year up to the end of last week. The situation locally continues to be one of strength, due to the recent quotations of the Southern rice millers. Other wholesalers intimated their intention of following the trend of the market upward. Price of tapioca was very firm during the week, an advance of 1c per pound, having been recorded in some quarters and even more in others, making the range on sago and tapioca from 14½c to 16c per pound.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	9 00	10 50
Indonesian, fancy, per 100 lbs.	0 12½	0 15
Siam, fancy, per 100 lbs.	7 50	8 50

Siam, second, per 100 lbs.	7 75	8 50
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 00	8 25
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14½	0 16

**Shelled Peanuts
Go Up 1c Per Pound**

Toronto.

NUTS.—An advance of 1c per pound was recorded during the week on Spanish Southern type shelled peanuts. There are, however, some Japanese and Chinese shelled peanuts in the market which are selling at 16c per pound. Prices on other lines of nuts remained unchanged. There has been fairly good booking orders on nuts, and wholesalers anticipate there will be a steadily increasing trade from this time forward, culminating with the big demand for the Christmas trade.

In the Shell—

Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 15	0 20
Shelled—		
Almonds, lb.	0 40	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California	0 18	0 20
Peanuts, Spanish, lb.	0 18	0 20
Do., Chinese, Japanese, lb.	0 16	0 18

**Rangoon Beans Still
Stand In High Favor**

Toronto.

BEANS.—Fears and forebodings existent before the Department of Inland Revenue made a clearly-cut statement with respect to the edibility of Rangoon beans have given way to greater confidence in this food product. The fact that the British Government has purchased enormous quantities of these beans for the soldiers is eloquent of the esteem in which they are held by the military authorities as a food commodity. The Canadian Government has furthermore given them a clean bill of health when they do not comprise more than 20 parts of prussic acid to 100,000 parts. Cooking of the bean is stated to remove any slight traces of this acid that may be in the bean. As a matter of fact there have been no shipments reaching this country that have contained more than 13 or 14 giving evidence that their faith in this bean has not been shaken, as they have shown no desire to hedge in carrying out their contracts. Arrivals of new shipment bean are expected in the near future.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Can. white kidney beans, bush.	10 00	10 50
Rangoons, per bush.	8 40	9 00
Yellow eyes, per bushel	9 60	10 00
Japanese, per bush.	9 00	9 50
Limas, per pound	0 17	0 20

**Porridge Wheat
Declines 50c Case**

Toronto.

PACKAGE GOODS.—A welcome movement was recorded in the price of Robin Hood porridge wheat during the week, a decline of 50c per case having been made effective. Large size 20's are now quoted at \$5.80, and small size 36's are quoted at \$6 per case. Lower prices

were induced by the coming of the new wheat crop, with a consequent decline in wheat values. Other package cereals held steady in price, with demand reported fairly good.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	1 75	1 85
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case	4 00	4 10
Cornstarch, No. 1, pound cartons	0 12	0 13
No. 2, pound cartons	0 11	0 12
Starch, in 1-lb. cartons	0 12	0 13
Do., in 6-lb. tins	0 13½	0 14
Do., in 6-lb. papers	0 09½	0 10

**Haddock And Cod
Now Sell At 8c Pound**

Toronto.

FISH.—Demand from the consuming public for the fish with heads off resulted in wholesalers bringing this class into the market during the week with the necessity of increasing the price 1c per pound accordingly, making the price of market cod and haddock 8c per pound. Fairly good supplies of these fish reached the local market during the week in refrigerator cars. Halibut was in light supply, and prices advanced 1c per pound to 20c. Mackerel also took a move upward, and is quoted at 15c per pound, an advance of 3c. Pike has been advanced 2c, making the selling price 12c. Both whitefish and trout were in short supply, and prices advanced to 15c per pound. Swordfish is taking well in the local market and prices held steady at 15c per pound.

SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipper herring, per box	1 50	1 55
Digby herring, bundle 5 boxes	1 10	1 15

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	2 60	2 70
Salt mackerel, kits 15 lbs.	2 25	2 35

FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 20	0 22
Halibut, frozen	0 18	0 19
Salmon, B.C., red spring	0 22	0 24
Haddock, express, lb.	0 08	0 09
Herrings, frozen	0 06	0 07
Steak cod, fancy, express, lb.	0 09	0 10
Cod, market, heads off, lb.	0 08	0 09
Mackerel, lb.	0 15	0 16
Flounders, lb.	0 09	0 10
Swordfish, lb.	0 15	0 16

FRESH LAKE FISH.

Herring, per lb.	0 08	0 09
Pike, lb.	0 12	0 13
Whitefish, lb., fresh	0 15	0 16
Trout, lb., fresh	0 15	0 16
Tullibees, fresh, lb.	0 09	0 10

**Tomatoes Coming
In Good Supply**

Toronto.

VEGETABLES.—There were fairly good arrivals of tomatoes during the week, and quality was in some instances very fine. Tomatoes are showing good size and flavor for most part is excellent. Prices ruled from 35c to 50c per 11-quart basket, with some extra fancy selling as high as 75c per 11-quart basket. New potatoes were in fairly good supply at quotations from \$1.85 to \$2 per bag. Egg plant showed an easier tendency, due to heavy receipts, and was quoted from 50c to 75c per 11-quart basket. Green peppers were in easier market, being quoted from 40c to 50c. Vegetable marrow was also down, being quoted at 20c to 25c per

basket. Green corn on the cob was quoted at 15c to 20c per dozen. Vegetables were in good supply during the week.

Beets, 11-qt. basket	0 25	
Do., bag	1 00	
Beans, green, string, 11-qt.	0 50	0 60
Do., golden wax, 11-qt.	0 50	0 60
Corn, doz.	0 15	0 20
Cucumbers, Can., hothouse, 11-qt. basket	0 20	0 25
Gherkins, 11-qt.	0 60	1 25
Cabbage, Canadian, doz.	0 40	0 40
Carrots, new, basket	0 25	0 25
Do., bag	1 00	1 00
Celery, Mich., doz.	0 40	0 50
Do., Canadian, doz.	0 40	0 50
Eggplant, 11 qt.	0 85	1 00
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.	0 50	0 50
Mushrooms, lb.	0 75	0 75
Onions—		
Green, per doz. bunches	0 20	0 25
Spanish, crates	4 00	4 25
Do., half crates	2 25	2 25
Do., Canadian, 75-lb.	2 75	2 75
Potatoes—		
New Ontario, bag	1 85	2 00
Green peppers, basket	0 50	0 75
Red peppers, 11 qt.	1 00	1 25
Tomatoes—		
11-qt., No. 1	0 35	0 50
6-qt., No. 1	0 25	0 35
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 20	0 25
Vegetable marrow	0 20	0 25

**Plums Coming In
More Plentifully**

Toronto.

FRUIT.—Plums were in the market in much more plentiful supply during the week, freestones, such as Bradshaws and Washingtons, having put in an ap-

MANITOBA MARKETS

WINNIPEG, September 5.—We are going to see a steadier market, is the opinion expressed by a Winnipeg wholesaler. He points to the fact that there are not nearly so many advances in his price list this month as there were last month. He says: "Take a line like California dried fruits; I would not say they were easier, but I don't think they will go higher, and in some cases there will be a decline, as in the case of prunes, when the new goods arrive on the market. That is a tremendous line of goods. The following good advice on the matter of collections has been sent out by the manager of a Winnipeg wholesale house:

"Most retailers have already this summer had a bigger business than during a good many seasons and as a result book-accounts are fairly heavy. At this time a reminder as to collections won't come amiss.

"Unless unforeseen conditions develop, the West will have a larger wheat yield than last year, but it will be remembered by most that the yield per acre in 1916 was much below the average of preceding years. However, with the present high prices and the prospects of good crops, most every portion of the country is in an ideal position financially. The increased cultivation of coarser grains, and the wheat crop as we believe it is, makes the revenue of the Western farmer very good indeed. The live stock

pearance. Bradshaws in 11-quart baskets were selling at 75c, Washingtons in 6-quart baskets at 35c and Green Clod in 6's at 35c to 40c per basket. Niagaras 11-quart were quoted at \$1 and 6's at 65c per basket. Peaches of the clingstone variety were in good supply also, 6-quart selling from 35c to 75c, and 11-quart at 60c to \$1. Verdill lemons were easier in price, due to the lack of demand on account of cool weather. Some Delaware Elberta peaches were in the market, and were quoted at \$3.50 in six-basket carriers. California Elberta peaches in boxes were quoted at \$1.65 and in 5-box lots at \$1.50.

Apples—		
Hampers, American	2 75	
Do., boxes	3 00	3 25
Do., Ontario, 11-qt.	0 30	0 50
Bananas, yellow, bunch	2 50	3 50
Cantaloupes, 45s, case	4 50	5 50
Do., 12-15s, case	1 75	2 25
Do., Ontario, 16-qt.	0 60	1 25
Currants—		
Black, 11-qt.	2 25	
Black, 6-qt.	1 25	
Blueberries, 11-qt.	1 75	2 00
Lawtonberries, qt.	0 14	0 17
Oranges—		
Cal. late Valencias	3 50	4 50
Gooseberries, 11-qt.		
Lemons, Cal., case	6 00	7 00
Do., Verdillias, case	7 00	
Peaches, Delaware, 6 bkts.	3 50	
Do., Ont., 6-qt.	0 35	0 50
Pears, Cal. Bartlett, box	3 50	3 75
Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	2 75
Abundants, 6-qt.	0 35	0 50
Burbanks, 11-qt.	0 75	1 00
Niagaras, 6 qt.	0 65	
Do., 11 qt.	1 00	
Bradshaws, 11 qt.	0 75	
Washingtons, 6 qt.	0 35	
Watermelons, each	0 75	1 00

is excellent both as to condition and price, and the same can be said about dairy products, so that on the whole the West is most prosperous.

"Don't leave over the collection campaign for a later date. This year, of all years, the farmer expects to pay and the merchant should be redy to encourage prompt payment. The more promptly the consumer settles, the easier for the retailer and wholesaler to buy larger stocks of merchandise at present low prices. The consumer should be encouraged to help keep down the high cost of living in your district, and it all gets down, for the present at least, to a matter of early pavement. Be the first merchant in your district to collect; now is the time to line up your collectoin campaign.

"The movement of grain this year may have a big effect on the circulation of money and the district which is able to get cars most easily, will be the best off. Encourage the farmers to ship early, and remember the earlier you make collections, the better your purchasing powers will be in the face of present merchandise problems."

**Sugar Shipments
Subject To Delay**

Winnipeg.

SUGAR.—The situation is harder for Manitoba than for other provinces, as

this is where East meets West, and whereas some refiners are shipping into provinces nearer home, they are not shipping here. One of the Eastern refiners has withdrawn from the market, another is accepting business only subject to delay of a month, and practically all refiners accept business only subject to delay.

**Look For Easier
Syrup Market**

Winnipeg.

SYRUPS.—Some of the trade still insist that on account of the easy condition of the corn market in the United States that we shall not see further advances in starch and syrup, and that the next change will be the other way. The molasses market is said to be the firmest known in years, and prices are expected to go higher.

NEW ORLEANS MOLASSES.

24 by 2 lb. tins	\$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28
5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, 1/2 doz. case, per case	6 41
20-lb. tins, 1/4 doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, 1/2 doz. case, per case	5 91
20-lb. tins, 1/4 doz. case, per case	5 92
Barbadoes Molasses—	
In half barrels, per gal.	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50

ROGERS SYRUP.

24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

**New Currants
Are Quoted At 21c**

Winnipeg.

DRIED FRUITS.—Lower quotations have gone into effect on prunes in Winnipeg this week. The price for Santa Claras 90-100's is 10 1/2c, in 25 lb. boxes. There should be a gradual falling off in price towards October. Prunes is the only line of California dried fruit with a marked tendency downward, but none of them has a marked tendency upward. New Australian currants are arriving now, and are quoted to the retail trade at 21c. All the old currants, which were quoted as low as 19c, have been cleaned up. It looks as though the only currants available for Canadian trade are those from Australia, and there is a shortage of these.

Santa Clara Prunes—

90-100s, 25-lb. boxes, per lb.	0 10 1/2
80-90s, 25-lb. boxes, per lb.	0 11
50-60s, 25-lb. boxes, per lb.	0 12 1/2
40-50s, 25-lb. boxes, per lb.	0 13 1/2
Oregon Prunes—	
100s and over, 25-lb. boxes, per lb.	0 08
90-100s, 25-lb. boxes, per lb.	0 09 1/2
80-90s, 25-lb. boxes, per lb.	0 10
40-50s, 25-lb. boxes, per lb.	0 12 1/2

Dried Fruits—

Apples, evap., 50-lb. boxes, lb.	0 13 1/2
Apples, 25-lb. boxes	0 14 1/2
Apples, 3-lb. cartons, each	0 46
Pears, choice, 25's	0 15 1/2

Apricots—

New, choice, 25's	0 25
New, choice, 10's	0 26

Peaches—	
Choice, 25-lb. boxes	0 13
Choice, 10-lb. boxes	0 14
Currants—	
Fresh cleaned, bulk, lb., Australian	0 21
Dates—	
Hallowees, 68-lb. boxes	0 13
Fards, box, 12 lbs	2 05
Raisins, California—	
16 oz. fancy, seeded	0 12
16 oz. choice, seeded	0 11½
12 oz. fancy, seeded	0 09¾
12 oz. choice, seeded	0 09¼
Raisins, Muscatels—	
3 crown, loose, 25's	0 11
3 crown, loose, 50's	0 10¾
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes	0 09¾
3 crown, loose, 10-lb. boxes	0 10¼
Figs—	
Mediterranean, 33-lb. mats	0 07¼

Peas And Beans
Continue High Locally

Winnipeg.
DRIED VEGETABLES.—There is no indication yet of cheaper beans being offered to the retail trade as yet. Peas continue high, whole green peas costing \$5.50 to \$5.65 per bushel, and split peas \$11.25 per sack.

White beans, bush.	7 25
California Lima Beans—	
80-lb. sacks	0 17¼
Peas—	
Split peas, sack, 98 lbs	11 25
Whole green peas, bush.	5 50
Whole yellow, bushel	3 75
	4 00

Expect Another
Advance On Rice

Winnipeg.
RICE.—While there is no change in local quotations on rice, dealers may prepare for further advances to go into effect before long.

Japan, No. 1, lb. 50-lb. sacks	0 06¾
Japan, No. 2, lb.	0 05¼
Siam, 50-lb. sacks, lb.	0 05¾
Siam, 100-lb. sacks, per lb.	0 05½
Patna, lb.	0 06½
Tapioca, lb.	0 12
Sago, lb.	0 11

New Prices On
Salmon Expected

Winnipeg.
CANNED SALMON.—As stated last week, the run of sockeye has been very poor, and it is expected, therefore, that the opening prices, which should be out this week, will be very high. At the time of writing, no definite information had arrived regarding the run of cohoes.

Prospects For New
Pack Canned Goods

Winnipeg.
CANNED GOODS.—Dominion Canners, Ltd., have advised the wholesale trade in Western Canada of the following conditions prevailing as regards canned fruit and vegetables:

Beans—We regret to advise that indications for a pack of beans are not very favorable, and there is every indication of a small pack. **Corn**—Season is late, but conditions continue favorable; prospects point to a light pack. **Tomatoes**—Conditions have improved east of Toronto. In the Niagara Peninsula, while there has been an improvement, the crop will be light. In the western peninsula the crops will vary according to the district. Some districts are very good, others very poor. **Raspberries**—The crop is very light. There will be a pro rata delivery. **Peaches**—We are looking for a fair crop. **Pears**—Bartlett's light, Keiffers fair. **Plums**—Light. **Apples**—Light.

Wholesalers in Winnipeg state that canned goods have been moving very well, despite the order of the Food Controller. Many dealers were pretty well cleaned up when that order was issued, there being a rush on the part of the consumer to buy canned goods.

The following are typical prices being quoted in Winnipeg on canned vegetables, the quotation for peas being for new pack goods:

Tomatoes, finest Canadian, 2½s	4 40
Tomatoes, American, 2's	2 95
Corn, first quality, Canadian	3 50
Peas, standard	3 20

Jam Prices
Are Very Firm

Winnipeg.
JAM.—There is a very firm market, and some manufacturers have withdrawn prices. The following are prices being quoted by one house on a well known brand, per tin:

Strawberry jam, 4s, 81½c; raspberry jam, 4s, 76½c; black currant jam, 4s, 76½c; greengage jam, 4s, 71½c; red plum, 4s, 66½c; assorted jam, 4s, 71½c.

English Toffee Scarce;
Candies May Advance

Winnipeg.
CONFECTIONERY.—As pointed out several times lately, on account of the high cost of sugar and glucose, candies are liable to advance at any time, and wholesalers have great difficulty securing stocks. English toffees are getting very scarce. The following are typical quotations on candies in drums or pails:

Assorted fruit drops, per lb.	0 16
Assorted jellies, in pails, lb.	0 15¾
Caramels, assorted, lb.	0 17
Caramels, chocolate, lb.	0 19¼
Caramels, lady, lb.	0 17½
Chocolate chips, lb.	0 27
Chocolate drops, pails	0 16½
Conversation lozenges, English or French, lb.	0 15½
Cupid whippers, lb.	0 21
Creams, Eurekas, 30-lb. pails, lb.	0 20
Golden nuggets, lb.	0 17
Gum drops, best	0 14
Horehound, sticks	0 17½
Jelly beans, lb.	0 17¼
Maple buttons, lb.	0 15¼
Mints, lb.	0 14
Mints, Scotch, lb.	0 19
Mixed, Regal, lb.	0 13½

Corn And Apples
Arrive At Winnipeg

Winnipeg.
FRUIT AND VEGETABLES.—New lines on the market include imported corn at \$1.50 per bushel; egg plant at \$2.25 doz.; California Gravenstein apples, \$3 box; Washington apples, assorted varieties, \$2.50 box. Malaga grapes are cheaper by 25c, now being quoted \$3.25 crate. Washington pears are down to \$3 crate. Tragedy plums are \$2 crate. Ontario pears have declined to \$1 per case. Home-grown cabbage is down to 2½c. B. C. crab apples are bringing \$2 per box.

Corn, imported, bush	1 50
Egg plant, doz.	2 25
Potatoes, new, B.C.	1 25
Carrots, new, bag	3 50
Turnips, new, bag	2 75
Cabbage, homegrown, lb.	0 02½
Cabbage, Cal., lb.	0 03½
Lettuce, leaf, doz.	0 15
Imported mushrooms	1 00
Parsley, home grown	0 40
Peas, green, lb.	0 15
Tomatoes, Ontario, case	1 00
Fruits—	
Apples, crab, B.C. Transcendants, box	2 00

Blueberries, basket, 14 lbs.	2 00
Oranges, Valencias	5 00
Lemons	9 00
Bananas, lb.	0 05
Cantaloupes, flats	2 50
Cantaloups, standard, 45 to case	4 50
Pears, Washington Bartlets, crate	3 00
Plums, Tragedy, crate 4-basket	2 00
Apples, Southern, bbl.	7 00
Apples, Cal. Gravenstein, box	3 00
Apples, Wash., assorted varieties, box	2 25
Peaches, crate	1 75
Grapes, Malaga, crate	3 25
Blackberries, crate	4 50
Peaches, Washington, crate	1 60

Fresh Salmon Advances;
Further Advance Expected

Winnipeg.
FISH AND POULTRY.—Salmon became scarce at the Coast last week, and as a result the price of frozen jumped to 18c, and fresh to 20c. It was stated that there would be a further advance this week. Halibut is also firmer, bringing 16c. Very little pickerel is arriving. Broilers are by no means plentiful, and are bringing 29c to 30c. Some of the wholesalers are not handling live fowl, confining themselves to storage stuff.

Salmon, frozen	0 18
Salmon, fresh	0 20
Halibut, fresh	0 16
Cod	0 12
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 15
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13½
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails	1 50
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07½
Poultry—	
Broilers, lb.	0 30

"SUNSWEEET"
New Marketing Company Will Handle California Prune and Apricot Crop.

Early this year the new company was incorporated in California under the name of the California prune and apricot growers inclusive. This new company includes in its membership practically 75 per cent. of the prune and apricot growers of the state. The contracts with the growers cover a period of five years. The main idea of the company is to stabilize the price at which these goods are selling by a better regulation of the market and by working in friendly conjunction with the grower and by fixing a price to the jobber to a given date, it is believed that the business may be put on a sounder basis, which will accrue to the benefit of all concerned.

It is the intention of the company too to carry on an extensive advertising campaign with the idea of further popularizing these fruits. They will be marketed under the name "Sunsweet" a name that will be featured in all their advertising campaign.

RECORD SUGAR CROP
The secretary of the Agricultural Society of Trinidad states that cane farmers' returns for 1916-17 showed that the sugar crop was the biggest Trinidad ever had. The total was 70,891 tons, compared with 64,231 tons for the preceding year.

FLOUR AND CEREALS

Flour Goes To A Lower Price

Montreal.

FLOUR AND FEEDS.—Although the price of wheat for the Canadian crop of 1917 has not been fixed yet, and will not be until the Board of Grain Supervisors for Canada meet on Thursday at Winnipeg, there has been practically an actual decline in the price of cash wheat based on the closing figures of the October option on Friday of 20c. per bushel, which is equivalent to \$1 a barrel for flour, consequently millers have felt justified in reducing prices for spring wheat flour \$1 per barrel, making first patents \$12, seconds at \$11.50 and strong bakers \$11.30 per barrel in bags. At this date a year ago prices were \$3.50 per barrel lower than those quoted above when first patents were selling at \$8.50, but on that date the October option in Winnipeg closed at \$1.47½ per bushel, which is 72½c per bushel below what it closed at on August 31, 1917. Trade has been quiet owing to the fact that buyers generally have been holding off expecting lower prices every day, consequently the demand has been chiefly for small lots to meet immediate requirements. But the belief is that very active business will be done now that prices are fixed, as stocks in consumers' and dealers' hands throughout the country are very light. There is no change in the winter wheat flour situation. The market is very strong and quantities on hand very scarce.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	12 00	12 20
Second patents	11 50	11 70
Strong bakers	11 30	11 50
Winter Wheat Flour—		
Fancy patents	13 50	13 60
90% in wood	12 25	12 35
90% in bags	5 75	5 90
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 85

Cereals Show Several Declines

Montreal.

CEREALS.—In conformity with the decline in flour an easier tendency is noticed in several lines. Graham flour is now quoted at \$5.75 as against \$6.25; rolled oats, \$4.65, against \$5, whole wheat flour \$5.75 to \$5.95 instead of \$6.25, and wheatlets \$6 instead of \$6.50. The unsettled feeling induced by these anticipated changes has held off buying despite the admitted considerable shortages in buyers hands, but this stand-off attitude cannot be maintained much longer as stocks are so low, almost hand to mouth.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75

Cornmeal, yellow, 98 lbs.	7 00	7 25
Graham flour, 98 lbs.		5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.		5 50
Split peas	11 00	11 25
Rolls oats, 90-lb. bags		4 65
Whole wheat flour, 98 lbs.	5 75	5 95
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		6 00

Flour Is Down \$1 Per Barrel

Toronto.

FLOUR.—A decline of 20c per bushel in the price of Western spring wheat on Thursday of last week to \$2.20, had the effect of sending Manitoba flour in a downward direction to the extent of \$1 per barrel, making the basis in carload lots now \$11.90 per barrel. The decline in wheat was due to the coming of new crop and to the probability that the Government will establish a maximum price for cash wheat of \$2.20 per bushel. Actual announcement had not been made at the time of writing of an established price to be paid by the Government but the milling trade quite generally looks for the price to be in the neighborhood of \$2.20 and the decline in the wheat market was in conformity with this prevailing opinion. A heavy demand for flour is reported by milling concerns. Ontario winter wheat flour showed a tendency to level upward to the price for Manitoba being quoted from \$11 to \$11.30 per barrel on carload basis and on mixed car basis.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11 90	\$12 10
Second patents	11 40	11 60
Strong bakers	11 20	11 40
Ontario Winter Wheat Flour—		
High patents	\$11.00-\$11.30	\$11.20-\$11.50
Second patents	10.70-11.00	10.90-11.20

Rolled Oats And Oatmeal Go Down

Toronto.

CEREALS.—There was an easier tendency in the market for rolled oats and oatmeal during the week due to the declines in oats by reason of the good crop. Rolled oats are now quoted from \$4.25 to \$4.30 per bag and oatmeal from \$4.0 to \$4.75 per 98-lb. bag. Rolled wheat was down 50c per barrel, wheatlets were down 60c, yellow split peas 25c down. Pearl barley declined 25c and pot barley 20c. Demand for cereals is reported much better during the week.

	Less than car lots	car lots
Barley, pearl, 98 lbs.	6 75	7 25
Barley, pot, 98 lbs.	4 80	5 50
Corn flour, 98 lbs.	6 25	6 60
Cornmeal, yellow, 98 lbs.	5 75	6 15
Farina, 98 lbs.	5 90	6 50
Graham flour, 98 lbs.	5 75	6 20
Hominy, grits, 98 lbs.		6 65
Hominy, pearl, 98 lbs.		6 65
Oatmeal, 98 lbs.	4 70	4 75
Rolls oats, 90-lb. bags	4 25	4 30

Rolls wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	5 90	6 50
Peas, yellow, split, 98 lbs.	9 75	11 00
Blue peas, lb.	0 09	0 12

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

Millfeeds Steady; Big Demand Keeping Up

Toronto.

MILLFEEDS.—Millfeeds were in strong demand during the week, consumption of shorts being particularly good with bran running a close second. There is some export business to the West Indies reported. Prices held steady at the quotations of last week, the decline in wheat as yet making no difference.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$35-\$36	\$37-\$38
Shorts	40-43	42-45
Special middlings	50	52
Feed flour, per bag		3.05-3.60

Flour Business Quiet; Waiting For Wheat Price

Winnipeg.

FLOUR AND FEED.—The price for new crop wheat had not been fixed in Canada at time of writing, and this new price was not expected until Thursday, September 6. The feeling here is that it will be on a parity with the American price, which is \$2.20 per bushel. As a result of this delay in fixing the price, business in flour is practically at a standstill, everybody waiting to see what will happen. There was a decline of 50c noted early in the week, bringing the price to \$11.50. Rolled oats are still at \$3.75 for bulk, and the market is steady, although there is some uneasiness owing to the late arrival of new crop oats, which are two weeks later than usual. The corn market, which took a drop two weeks ago, is firming again, but cornmeal in Winnipeg is cheaper, being quoted at \$5.50. Millers are having more difficulty than ever making deliveries on feeds, for which the demand is heavy. There is no change in price, however.

Flour—	
Best patents	11 50
Bakers	11 00
Clears	10 40

DOUBLE WAR-BREAD OUTPUT

The sale of "war bread" by the bakers of Woodstock, Ont., has proved a great success; so much so, in fact, that it looks as if "war bread" is on the market to stay. There was such a demand for the bread that the bakers were called on recently to double their output. The bread sells for the same as the white—ten cents a loaf. The composition is as follows: White flour, 50 per cent.; whole-wheat flour, 30 per cent.; oatmeal, rice, flour and corn flour, approximately 7 per cent. each.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Sept. 4.—Flour has dropped 50c per barrel. Catelli's macaroni advanced 70c per case. Bordeaux shelled walnuts are now quoted at 60c, and Valencia stelled almonds at 46 cts. Peas, 2's, have advanced to \$3.75 per case. Aunt Jemima's pancake flour advanced \$1 per case. Pure fruit jam with apples, No. 4's, are \$6.50 per case. Small white beans can still be had at 13c to 15c per pound, and are quoted to arrive at 11½c. Lemons are \$9 per case. Eggs are \$12 per case. A decline on sugar is looked for.

CALGARY:

Beans, small white, Japan, lb...	0 13	0 15
Flour, No. 1 patents, 98s per bbl.	12 10	
Molasses, extra fancy, gal.....	0 82	0 90
Rolled oats, 80s	3 25	
Rice, Siam, cwt.	7 50	
Tapioca, lb.	0 13	
Sago, lb.	0 13	
Sugar, pure cane, granulated, cwt.	10 50	
Cheese, No. 1 Ontario, large.....	0 25½	
Butter, creamery, lb.	0 44	
Do., dairy, lb.	0 31	
Lard, pure, 3s, per case	16 50	
Eggs, new laid, case	12 00	
Tomatoes, 2½s, standard case....	4 50	4 80
Corn, 3s, standard case	3 90	4 00
Peas, 2s, standard case	3 75	
Apples, gals., Ontario, case.....	2 65	2 85
Strawberries, 2s, Ontario, case....	5 50	5 85
Raspberries, 2s, Ontario, case.....	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case	4 75	
Lemons, case	9 00	
Salmon, pink, tall, case.....	8 50	
Salmon, Sockeye, tall, case.....	12 75	

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sept. 4.—Harvesting operations are about half completed. Threshing has started, and new wheat is arriving in elevators. The wheat yield will be about fifteen bushels to the acre. Threshers may secure canned goods for their outfits by filling out permit forms and sending them to Ottawa. There has been considerable falling off in demand for canned goods as a result of the prohibition of sale by retailers. On September 1st Regina dealers advanced the price of milk 1c per quart, and it now retails at 12½c per quart, or twenty pint tickets for \$1.25. This increase is said to be due to the difficulty in securing labor and the high price of everything to do with the dairy industry. There is an advance of 1c per pound on fresh halibut, salmon and codfish from the coast. Molasses is now 59c per gallon.

REGINA—

Beans, small white Japan, bu...	7 25	
Beans, Lima, per lb.	0 22	
Flour, No. 1 pats., 98s, per bbl.	12 00	12 20
Molasses, extra fancy, gal.	0 59	
Rolled oats, bails	4 50	
Rice, Siam, cwt.	5 85	
Sago and tapioca, lb.	0 13½	
Bacon, smoked backs, lb.....	0 30½	
Bacon, smoked, sides, lb.....	0 30	
Sugar, pure cane, gran., cwt.....	10 12	
Cheese, No. 1 Ontario, large.....	0 24½	
Butter, creamery, lb.	0 40	
Lard, pure, 3s, per case	16 30	
Bacon, smoked sides, lb.....	0 32	
Bacon, smoked backs, lb.....	0 30	
Eggs, new-laid	0 37	
Pineapples, case	4 75	5 35
Tomatoes, 3s, standard case.....	4 50	
Corn, 2s, standard, case.....	3 75	
Peas, 2s, standard, case	3 45	
Apples, gals., Ontario	2 50	
Strawberries, 2s, Ont., case.....	5 75	
Raspberries, 2s, Ont., case.....	5 45	
Peaches, 2s, Ontario, case.....	3 75	
Salmon, finest sockeye, tall, case.	14 50	
Salmon, pink, tall, case	8 75	
Pork, American clear, per bbl....	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Sept. 4.—A decline in Manitoba flour occurred to-day when prices went down 95c per barrel, making the basis now \$12.95. Ontario flour was reduced only 20c, and is now selling at \$12.65 per barrel. American clear pork has again advanced, and is now quoted at \$4 to \$57. Salmon pink tall is off the market, and the only salmon available locally is a small quantity of chums at \$7.5 0to \$8 per case. Evaporated apples are stronger at 13c to 13½c. Messina lemons are lower at \$7 to \$8 per case. California lemons are off the market. Nova Scotia apples are now arriving and are being quoted at \$2 to \$4 per barrel. Potatoes are firmer owing to delay in arrival of stocks, quotations being made at \$1.25 per bushel.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 95	
Ontario	12 65	
Cornmeal, gran., bbls.	13 50	
Cornmeal, ordinary, bags	4 50	
Molasses, extra fancy, gal.	0 76	0 77
Rolled oats, bbl.	10 25	
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	8 00	8 25
Sago and tapioca, lb.	0 16	0 17
Sugar—		
Standard granulated	9 50	9 55
No. 1 yellow	9 00	9 05
Paris lumps	10 75	11 00
Cheese, N.B., twins	0 23	0 24
Eggs, new-laid	0 41	0 47
Eggs, case	0 41	0 42
Breakfast bacon	0 33	0 35
Butter, creamery, per lb.....	0 47	
Butter, dairy, per lb.	0 45	
Butter, tub	0 40	0 44
Lard, pure, lb.	0 27½	0 28
Lard, compound	0 21¾	0 22
American clear pork	54 00	57 00
Beef, corned, ls	4 25	
Tomatoes, 3s, standard, case....	4 70	
Raspberries, 2s, Ont., case	5 40	

Peaches, 2s, Ontario, case.....	4 30	
Corn, 2s, standard case	4 30	
Peas, 2s, standard case	3 50	
Apples, gals., N.B., doz.	3 50	
Strawberries, 2s, Ont., case....	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, pink, tall, case	8 25	8 50
Salmon, Chums	7 50	8 00
Sardines, domestic, case	6 00	
Cream tartar	0 58	0 60
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12½	
Raisins, fancy, lb.	0 12½	
Raisins, seedless, lb.	0 15	
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apples, lb.	0 13	0 13½
Evaporated apricots, lb.	0 21	
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00	8 00
Lemons, Cal., box	10 00	
Oranges, Cal., box	4 50	5 50
Pears, Cal.	4 00	4 50
Peaches, Cal.	1 75	2 00
Plums, Cal.	2 75	3 50
Grapefruit, per case	6 00	7 00
Apples, American, bbl.	8 00	9 00
Apples, N.S., bbl.	2 00	4 00
Potatoes—		
New, native, bushel	1 25	
Tomatoes, Ont., basket	1 00	
Cucumbers, doz.	0 20	0 25

PRODUCE AND PROVISIONS

(Continued from page 46.)

accordance with cost—No. 1 creamery in cartons is selling at 41c, and in some cases at only 40c. Dairy butter has had a more active demand. Cheese prices are unchanged.

Hams—

Light, lb.	0 30	
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27

Bacon—

Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 35	0 36
Backs, regular	0 34	

Dry Salt Meats—

Long clear bacon, light.....	0 26	
Backs	0 26	

Barrelled Pork—

Meas pork, bbl.	45 00	
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Lard, Pure—

Tierces	0 26	
20s	5 50	
Cases, 5s	16 12	
Cases, 3s	16 20	

Lard, Compound—

Tierces	0 20¼	
Tubs, 50s, net	10 38	
Pails, 20s, net	4 40	

Fresh Eggs—

New laids	0 39	
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Cheese—

Ontario, large fresh	0 24	0 24½
Manitoba, large, fresh	0 22½	0 23

Butter—

Fresh made creamery, No. 1 cartons	0 41	
Fresh made creamery, No. 2	0 40	

RUBBER IMPORTS TO UNITED KINGDOM LICENSED

Rubber manufactures will now be admitted to the extent of 15 per cent. of the amounts imported into the United Kingdom in 1916.

Geo. M. Waterhouse & Company, wholesale teas and coffees, has dissolved. A. Aubry, grocer, Montreal, Que., has sold out.

PRODUCE AND PROVISIONS

Dismay Over Hogs Passing

Montreal.

PROVISIONS.—The feeling of dismay first experienced by packers over the decision of the British Government that no more Canadian hogs would be required seems to be passing away, and although prices dropped \$2.50, there has since been a sharp reaction, and the market is very stable. It is now believed that the United States will take care of the 20 per cent. of the export cut off by the British embargo, especially as Chicago receipts show a considerable falling off in American hogs. So far as bacon, ham and lard are concerned, these have not been ruled out of the market by the British Government, but U. S. shippers are to get the preference owing to the readiness of the latter to finance the shipments, while as to the private buying on the part of British importers it is claimed that the home prices are too high. These set-backs, however, are not being felt by packers as yet owing to the home consumption being good and stocks in hand light. No change is reported this week in any line except lard, which with a good demand had advanced ½c, making tierces 26c.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Bacon—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 26	
Tubs, 60 lbs.	0 26¼	
Pails, 20 lbs., per lb.	0 26½	
Bricks, 1 lb., per lb.	0 27½	
Shortening—		
Tierces, 400 lbs., per lb.	0 20½	0 20¾
Tubs, 50 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21¼
Bricks, 1 lb., per lb.	0 23	

Poultry Demand Is Reported On Increase

Montreal.

POULTRY.—The demand continues at the strength noted last week and poultry houses are very satisfied with the business doing. In fact, they would only be too pleased if there were three meatless days instead of two. One merchant stated that he had not been looking forward to the early fall trade owing to the general war strain all the way round, but with these developments going on, the situa-

tion was very good from his point of view. With increased consumption and receipts and stocks not over-heavy, the market keeps firm. Young ducks are quoted 3c higher, while the top price on turkeys has advanced 1c.

Poultry—	
Old fowls	\$0 21
Chickens, milk-fed, crate fattened, lb.	0 25
Old roosters	0 16
Roasting Chickens	0 28
Young ducks	0 30
Turkeys (old toms), lb.	0 30 0 32

Increased Inquiry For Eggs For Export

Montreal.

EGGS.—One of the features of the week in the egg situation was the increased inquiry from English importers, but as the prices bid were below packers' views, no great volume of business was done. Another feature was the decided falling off in local receipts for the week, which show a decrease of 8,000 cases, as compared with the previous week, and a decrease of about 4,000 cases with the same period last year. The total receipts for the month of August were 28,505, as against 44,066 for last year, showing a decrease of 15,561 cases, of which 2,566 came from the United States. These decreases are very remarkable, and show how future prices will rule unless unforeseen conditions arise. There has been no important change in the market during the week. The demand has been good for domestic consumption, and prices for all grades, with the exception of No. 1's, have ruled firm. No. 1's have weakened 1c and are now quoted at 43c.

Eggs—	
New laid, specials	0 52
Selects	0 48
No. 1's	0 43
No. 2's	0 40

Old Cheese Goes Up 1c Per Pound

Montreal.

CHEESE.—There was, if anything, a slightly easier feeling in cheese during the week, and at several of the country boards prices declined a fraction, but the easing tendency was not strong enough to affect prices here. Receipts of cheese for the week were smaller than that for the same week last year, while the total receipts for August were 319,484 boxes, as against 362,301 for the same month last year. The receipts for the week ending September 1 was 69,681 boxes, which show a decrease of 7,597, as compared with the previous week, and a decrease of 200 boxes as compared with the same week last year; while the total receipts since May 1 to date show a decrease of 207,200 with the same period last year. These figures are worthy of close attention on the part of buyers, for

of a continuance of the decrease will affect the market seriously. The movement on the part of various factories to urge upon the Imperial Cheese Commissioner the necessity of requesting the British Government to increase values on the ground of increased cost of production and naming the price at 24c is rapidly gaining strength. Quotations locally remain unchanged, except that fancy old cheese has advanced 1c.

Cheese—		
Large (new), per lb.	0 22	0 22½
New twins, per lb.	0 22	0 22½
Triplets, per lb.	0 22½	
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Speculative Buying Causes Butter Uncertainty

Montreal.

BUTTER.—Little change is noted in the butter situation, barring the fact that recent speculative buying has induced a rather uneasy feeling. It is considered that these sales were carried above both local and export requirements, but it may be that the reported shortage in Great Britain had something to do with it, or it may have been the influence of New York, where heavy speculation has lately taken place. Apart from this, the only interesting feature of the markets are the receipts. These have been over 5,800 packages smaller than the previous week, and over 2,300 packages short of the same period last year, while the total receipts for August were only 33,617, compared with 66,939 last year.

Prices at the various boards during the week show no change. The local market has been fairly steady, with a normal demand, and prices have been practically unchanged. Dairy in tubs has fallen 1c, making the quotation 38c; but on the other hand, bakers have advanced 1c to 2c, making the quotations 36c to 37c.

Butter—		
Creamery prints (fresh made)...	0 43½	0 44½
Creamery solids (fresh made)...	0 43	0 44
Dairy prints, choice, lb.	0 40	
Dairy, in tubs (choice)	0 38	
Bakers	0 36	0 37

New Crop Honey Arrivals Are Light

Montreal.

HONEY.—There has been no important change in the condition of the market for honey during the week. Supplies of the new crop are coming forward very slowly, which is attributed to the fact that the farmers are all very busy harvesting their crops, and until they are through with this work no marked increase in supplies is expected. There is a good inquiry for white clover strained honey, but the volume of business on the whole has been quiet, with

prices unchanged. The market for maple products has continued very quiet, without any important feature to note. The demand is limited, but as stocks are also light, the feeling is firm, and prices are fully maintained.

Honey—

Buckwheat, 5-10 lb. tins, lb...	0 12	0 12½
Buckwheat, 60-lb. tins, lb.....	0 12	
Clover, 5-10 lb. tins, per lb....	0 14	
Clover, 60-lb. tins	0 13½	
Comb, per section	0 15	0 16

Maple Product—

Syrup, 13 lbs. Imp. meas.,		
per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.....	0 16	0 17

Hams Higher; Live Hogs Up

Toronto.
PROVISIONS.—The reported embargo on the shipment of bacon into England as yet has had no apparent effect on the local market. Commission men are of the opinion that there will be no absolute embargo placed on the shipment of bacon as the meat is required abroad. The recent rumors, however, seem to point toward the establishment of a central purchasing agency such as that for cheese, where the purchasing price was established. This may presage a lower price as it did in the case of cheese. In the meantime, however, prices of meats are holding steady, advances having been recorded in hams in certain quarters of 1c per pound. In the cooked meats there was also a decided upward tendency, roast hams and roast shoulders being quoted 2c per pound higher. Live hogs were on the upward trend again, fed and watered being quoted at \$17.50, and off cars at \$17.75 per hundred pounds. There was an easier tendency in dressed hogs, prices running from \$25 to \$26 per hundred. There was a firm market for pure lard during the week in the face of a renewed demand, some heavy sales having been reported. In compound lard there was a shading of prices during the week down to 20¼c tierce basis in the desire to get business, although the undertone is one of strength due to the firm market for cottonseed oil. Compound lard is also in good demand.

Hams—

Medium, per lb.	0 32	0 33
Large, per lb.	0 25	0 28

Bacon—

Plain	0 34	0 39
Boneless, per lb.	0 41	0 42

Bacon—

Breakfast, per lb.	0 34	0 36
Roll, per lb.	0 29	0 30
Wiltshire (smoked), per lb.	0 31½	0 33½

Dry Salt Meats—

Long clear bacon	0 26½	0 27
Fat backs, lb.	0 26	0 27

Cooked Meats—

Hams, boiled, per lb.	0 41	0 43
Hams, roast, per lb.	0 46	0 48
Shoulders, roast, per lb.	0 43	0 45

Barrel Pork—

Mess pork, 200 lbs.	49 00	49 50
Short cut backs, bbl., 200 lbs.	50 00	51 00
Pickled rolls, bbl., 200 lbs.	46 00	50 00

Lard—

Pure tierces, 400 lbs., per lb.	0 25¼	0 25½
Compound tierces, 400 lbs., lb.	0 20¼	0 21
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		

Hogs—

Dressed, abattoir killed	25 00	26 00
Live, off cars	17 75	

Live, fed and watered	17 50
Live, f.o.b.	16 75

Butter Is Easier; Pasture Now Good

Toronto.
BUTTER.—There was an easier undertone to creamery butter prices during the week, although no actual decline in prices was recorded locally. Competition between export buyers and local buyers recently in Montreal had the effect of putting considerable firmness into the commodity, but with the vanishing of this competition an easier feeling is prevalent. Furthermore, the pasture throughout Ontario is reported in excellent shape at the present time and the flow of milk is increasing. Dairy butter is scarce, as farmers' wives have not been devoting their attention to buttermaking as much as usual in the face of good prices for cream. Advices from England state that it is feared that much higher prices will prevail there during the coming winter, and local prices may reflect this condition later on.

Creamery prints, fresh made...	0 44	0 46
Creamery solids	0 43	0 44
Dairy prints, choice, lb.	0 42	0 44
Dairy prints, lb.	0 37	0 41

Storage Eggs Are Beginning to Come In

Toronto.
EGGS.—Production of eggs is reported as improving, commission men noting the arrival of heavier receipts during the week. There was a decline in the price being paid by commission men at country points during the week of 2c per dozen, making the price which the leading dealers are paying around 40c per dozen. This condition denotes an easier tendency in the local market, although prices had not receded at the time of writing. Some storage eggs have been put on the market as prices now prevailing have been attractive enough to draw them from their lair. Stubble feeding and comparatively cooler weather is having a beneficial effect on production.

Eggs—

New laids, cartons	0 54	0 55
New laid, ex-cartons	0 50	0 53
No. 1, ex-cartons		0 47

Cheese Prices Were Maintained

Toronto.
CHEESE.—There was a steady market for cheese during the week at the advances noted last week. The price at the cheese boards continues to be well up toward the price established by the Cheese Purchasing Commission. Several boards of trade in different parts of the country have petitioned the Commission that a higher price be established owing to the increased cost of making cheese. Whether anything will come of this petition remains to be seen. In view of this situation, prices were firmly maintained during the week. Old Stilton cheese is now entirely off the market.

Cheese—

New, large	0 22½	0 23¼
Stilton (new)	0 24	0 25

Good Demand for Poultry Stock Now

Toronto.
POULTRY.—There has been a very good demand for poultry during the week and supplies have not been over plentiful. Commission men were accordingly ready buyers of anything that was offered at firm prices. Receipts of poultry have fallen somewhat during the harvest time, as farmers have been too busy with other work to give attention to shipment. Prices remained steady at quotations hereunder:

Prices paid by commission men at Toronto:—

Ducks, live, lb.	0 14	0 17
Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 18	0 20
Hens, fresh, dressed, per lb.	0 20	0 22
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 22
Do., dressed, 2 lbs. and over..	0 25	0 30
Squabs, dozen		4 00

Prices quoted to retail trade:—

Hens, dressed	0 22	0 25
Ducks, dressed	0 22	0 25
Chickens, live	0 22	0 25
Do., dressed	0 30	0 32

Quebec Honey May Come in Near Future

Toronto.
HONEY.—Reports that came in during the week do not indicate any brighter prospects for the honey crop than that recently given. Conditions all point to a light crop, with prices firmly maintained. Some Quebec honey was expected to reach the local market during the week. Honey in the comb is quoted from \$2.25 per dozen for No. 3, to \$2.50 for No. 2, and \$2.75 to \$3.25 for No. 1. In No. 1 honey there is sometimes quite a variation in the weight of the combs which accounts for the range in price. Maple syrup remained unchanged.

Honey—

Clover, 5 and 10-lb. tins.....	0 15	0 16
60-lb. tins	0 14½	0 15
Comb, No. 1, doz.	2 50	3 25

Maple Syrup—

8-lb. tins	1 25
Gallons, Imperial	1 75

Hogs Down Again Pure Lard Up 1c

Winnipeg.
PRODUCE AND PROVISIONS.—The market on live hogs declined to 16c last week-end, and the feeling among wholesale men is that it will remain firm for the next few weeks, as the run has been comparatively light. Provision prices remained unchanged during the recent big fluctuations, but pure lard had advanced a half cent., and is now selling on a basis of 26c for tierces. Eggs—Shippers were receiving a cent up from the previous week at time of writing, but the price of No. 1 candled was unchanged—39-40c. Creamery Butter—The same conditions apply as the previous week, i.e., there is not much activity. The markets are easier in the East, and this is having effect locally among dealers. Factories are holding out at prices now above the market, consequently little business has been done. The factories are being paid 39c to 40c. The price to the retail trade is not in

(Continued on page 44.)

WHEN THE LATE FRUITS ARRIVE

We have every reason to believe, in view of all the publicity given the subject of preserving, that the housewife is going to put up all the available late fruits. This means to you more sales of



LANTIC PURE CANE SUGAR

Glass Jars
Jelly Glasses
Jar Rings

It is to our mutual interests and the interests of the country that we do everything possible to encourage the preserving idea. Public spirit and private economy should influence the housewife to give this question serious consideration.

Lantic Sugar is the best for preserving.

ATLANTIC SUGAR REFINERIES, LIMITED

Montreal, Que.

Sunset Soap Dyes

Safe to Sell—Sure to Satisfy

The popularity of these successful home-dyes is due to their cleanliness, beautiful, lasting colors, and low price. They are safe to sell, because sure to satisfy. Your customers will buy them, as soon as you display them. Sunset Soap Dyes give the best results with least trouble. No washing necessary, before dyeing the goods—cotton, wool, silk, and other materials may be

dyed in the same bath—all will come out exactly the same shade and depth of color. There are no acids in these wonderful dyes—they will not injure fine fabrics. Colors are absolutely fast. You can sell Sunset Soap Dyes, for they instantly appeal to customers. Try a small assortment and develop a big seller with a wonderful turnover.

FOR PRICES AND TRADE DISCOUNTS WRITE

Canadian Distributors: HAROLD F. RITCHIE & CO., LIMITED

TORONTO : : : ONTARIO

Manufactured by SUNSET SOAP DYE CO. Inc., New Rochelle, N.Y.

MACLEAN'S FOR SEPTEMBER

is a magazine of the very best type and rank. It is made for Canadians, and so has a value and appeal to Canadians possessed by no other magazine in the world. MACLEAN'S circulation is getting greater each month. It is now 50% larger than a year ago. The inference is inevitable.

Northcliffe

Lord Northcliffe will be a contributor to the September MACLEAN'S. The general theme of his article will be Canada's position at the present time in relation to the war and to the Empire afterwards. Be sure to read what the brilliant and dominant man has to say about our country. Get an outsider's viewpoint.

MacLean

John Bayne MacLean, publisher, editor, publicist, clear-seeing and far-seeing, has another strong article in the September MACLEAN'S. Colonel MacLean has proved himself to be as clear-sighted as Kitchener in many matters pertaining to the present war; and he is doing a needed work now in THE FINANCIAL POST and other newspapers, to arouse Canadians to a proper sense of the perils that lie ahead.

Ronald

Another smuggling revelation!

A certain Canadian town offered a big bonus to a factory. An American supplied the desired factory, smuggled into Canada the whole plant required,—and was afterwards found out and brought to book. J. D. Ronald tells the whole amazing story in the September MACLEAN'S. Mr. Ronald is contributing to MACLEAN'S a series of Canadian "inside" smuggling stories—true ones. This is great stuff.

Leacock and Laut

Stephen Leacock and Miss Agnes C. Laut are contributors as usual to the September MACLEAN'S. Leacock's humor is bubbling, sparkling and refreshing—like spring water. Miss Laut provides another of her well-informed vigorous, and revealing articles on a phase of the war in relation to Canada and the United States. Miss Laut makes us think and wonder!

Jacobs and McGrath

W. W. Jacobs contributes one of his inimitable short stories to the September MACLEAN'S. "Their Wives Went Along." Harold McGrath, world famous story-writer, who wrote "The Man on the Box," provides a complete novelette. It is a story of adventure and mystery.

Allenson and Moorhouse

A. C. Allenson contributes a short story, "A Flutter in Diamonds;" and Hopkins Moorhouse, "Their Tents like the Arabs." These two men are Canadians—winning fame, and adding lustre to Canada's record for producing short story-writers of the first-class.

Hendryx

James B. Hendryx's serial, "The Gun Brand," continues in the September MACLEAN'S. A great story of the Canadian Northwest. The Movie-makers are filming Hendryx's work. So you can be sure that he's writing the right sort of stuff.

Women and Their Work

This is the title of a new department in MACLEAN'S. In the September issue, this department will contain:

Reducing my household cost.

The Care of the Child—an article by Dr. George E. Smith.

A sketch of Mrs. W. M. Davidson, a prominent Western woman, engaged with her husband in editing the Calgary Albertan.

Cooking the Cheaper Cuts,—an article on economy in the kitchen.

This new department will prove of first-class interest to all women.

Review of Reviews

One of the best liked and most valuable features of MACLEAN'S MAGAZINE is its Review of Reviews Department where the best and most significant articles appearing in current literature are condensed for the busy reader, and for the one who wants to know what other magazines are printing. Here one gets a cross-section of the world's best thought.

At All

Newsdealers

15 cents

The "Elgin" is the best mill for your coffee counter

Thirty years' actual usage has made the Elgin the most popular coffee mill in Canada.

There's a reason for this. *It costs less, grinds faster, runs easier, is stronger and better finished than any other mill on the market.*



No. 40

The Elgin can be regulated while running to suit your patrons' requirements.

Write for Catalog showing the many different models. A postcard will do.



No. 35

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

The Call for Low-Cost Foods Means Raisins

Use your windows to display *your raisins*. High food values in concentrated forms are the *necessities* in food to-day. That means, raisins, *for raisins* are 76% fruit sugar—pure energy-producing food. We have advertised this fact to millions for three years. Use this advantage, and *display your raisins*. Extensively advertised Sun-Maid Raisins—the brand most women know—make the most powerful appeal. Begin to-day. Put in a "Sun-Maid window."

California

Sun-Maid

Raisins

Seeded (seeds removed); Seedless (without a seed); Clusters (on the stem). Order all three varieties including Sun-Maid Vineyard Run Clusters (50 and 100-lb. boxes), and "tray pack" Sun-Maid Layers, a new package that prevents waste. Send for reproduction of model window display.

California Associated Raisin Co.

Membership, 8000 Growers
Fresno, California.



Custard that compels custom

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

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

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

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

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

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

Freemans
FOOD PRODUCTS
Watford

189



The Keating Calendar

Keating's Insect Powder is in demand all year round. Order now for present and future requirements

OCTOBER, NOVEMBER, DECEMBER,
JANUARY, FEBRUARY, MARCH.

In the home Keating's will be continually in requisition against Bugs and Roaches. Hunting parties in October will carry Keating's into their camps.

APRIL AND MAY.

House cleaning and the time for putting away winter furs and blankets. Moths now appear. Mosquitoes likely to become a pest in May and remain until the warm, dry weather.

JUNE, JULY AND AUGUST

Summer holiday season, Keating's in demand, when locking up the house, as a protection against moths in the furniture, carpets and draperies. Flies, Fleas, Ants and Mosquitoes in general evidence and a particular worry in summer camps and cottages.

SEPTEMBER

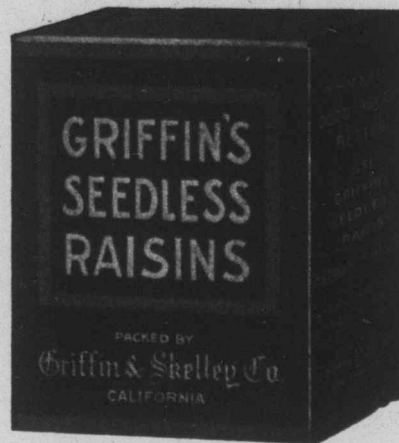
Flies are most tenacious. To kill or drive them out of doors use Keating's as a fumigant. Extra precautions also necessary against Bugs, Roaches and Ants.

Made by
Thomas Keating
London, England
Established 1788

Sole Agents in Canada
Harold F. Ritchie Co., Ltd.
10-12-14 McCaul St., Toronto

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

Wholesome Nutritious
Clean



Griffin's Seedless Raisins

Sell them by the dozen.

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



**Note the name and
the package.**

**You will stock this line
some time. Why not now?**

Manufactured by
THE B & L'MFG., CO. Ltd.

SHERBROOKE

Mention This Paper When Writing Advertisers

Twines
and
Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

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

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes

The best
Orange Marmalade

is

Wethey's

Are you selling it?

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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

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



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

Furnivall's

FINE
FRUIT
PURE JAM

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

Superior quality is the foundation of Furnivall popularity.

Every sale brings another and another, and the grocer's profits steadily increase.

Are you well stocked?

FURNIVALL-NEW, Limited

Hamilton, Canada

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

Hop Malt Beer Extract

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

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

MELROSE'S TEAS

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

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

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

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

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

W. C. Edwards & Co., Ltd.

**OTTAWA
ONTARIO**

Manufacturers of

BOX SHOOKS

**In your Locality
are many**

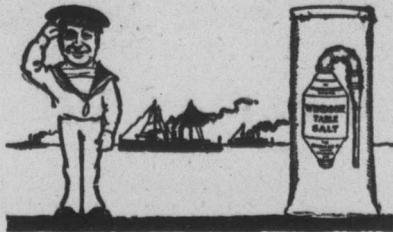
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

**SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.**

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.



The World's Best

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocer's esteem, than

Windsor Table Salt

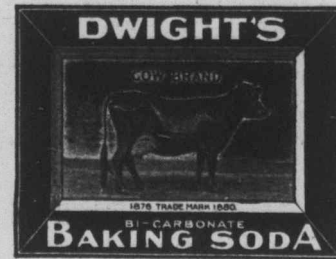
Made in Canada

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED

Tell your jobber you want Cow Brand

Join the other quality grocers who are ringing up good big profits by handling this proven favorite.



Church and Dwight
LIMITED
Manufacturers
MONTREAL



They Buy It Constantly

Most housewives find Wonderful Soap so satisfactory in every respect that they buy it continually.

You can profit by this. Put in an attractive window display to-day and link up with Wonderful Soap popularity. It's worth while.

A good line to feature is "Crystal Soap Chips."

Guelph Soap Co.
Guelph, Ont.

Show Barnes Grape Juice every day.

Once your customers get to know how very good this Pure Concord Product really is your sales will grow and your profits increase.

The
Ontario Grape Growing and Wine Mfg. Company
ST. CATHARINES, ONTARIO





They can't get enough fish

The high cost of pork and beef—the meatless Fridays inaugurated by our Food Controller—his campaign to educate Canadians to the food advantages of fish—all these circumstances are working for greater fish sales. By featuring

BRUNSWICK BRAND

the Perfect Sea Food, you can do your share towards satisfying the almost insatiable demand that is growing up. While the public is in the mood to buy fish is the time to advance the claims of Brunswick Brand. You'll find that with very little urging these excellent sea foods will bring you many a dollar, and will give that full satisfaction that builds steady business.

The present great demand for fish is your opportunity for profit. Make the most of it by supplying these Brunswick Brands:

- 1/4 Oil Sardines
- Kipperd Herring
- Herring in Tomato Sauce
- Finnan Haddies
- (Oval and Round Tins)
- Clams

Connors Brothers

Limited

Black's Harbor, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

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

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

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

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

Screw Vac top Glass Jars 16 oz. glass 2 doz. case. Per doz.

Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant.	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1.85
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14 1/2
30's Tin or Wood, one pail crate, per lb.	14 1/2

BLUE

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

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3 1/2 lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 75
Wheat Kernels, 2 doz. to case 3.00	

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, 1/2-lb. tins, doz.	2.45
Perfection, 1/4-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate)	.37
Supreme Chocolate, 12-lb. boxes, per lb.	.36



Over The Heads of All Competitors

in excellence and uniformity of quality is the history of

SURPRISE SOAP

for more than 30 years. Is this not a record to be proud of and does it not go to prove that all the various new brands that have come and gone during that time were ill-conceived time wasters for everybody who had to do with them?

Does it not suggest too that there is only one Soap for you to stand by and purchase?

THE ST. CROIX SOAP MANUFACTURING COMPANY

ST. STEPHEN, N.B.

Montreal

Toronto

Winnipeg

Vancouver

West Indies

Makes Your Selling Easy



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

Shirriff's True Vanilla

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

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

Why not order a case to-day?

Imperial Extract Co.
Toronto

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6. lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	...
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2½-quart Tall Cylinder Can	...
No. 1 Pint Cylinder Can
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	..\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	..\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., wght 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 28 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s.	*\$4.25.
Compressed Corn Beef—½s.	*\$2.90;
1s.	*\$4.25; 2s. \$9; 6s. \$34.75; 14s. *\$75.
Lunch Ham—1s.	*\$4.25; 2s. \$8.
Ready Lunch Beef—1s.	*\$4.25; 2s. \$9.
English Brawn—2s.	\$8.
Boneless Pigs' Feet—1s.	\$8.
Roast Beef—½s.	\$2.90; 1s. \$4.25;
2s. *\$9; 6s. \$34.75.	
Boiled Beef—1s.	\$4.25; 2s. \$9; 6s. \$34.75.
Jellied Veal—½s.	\$2.90; 1s. \$4.25;
2s. \$9.	
Corned Beef Hash—½s.	\$2.
Beefsteak and Onions—½s.	\$2.90;
1s. \$4.25; 2s. \$9.	

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

Telephone Personality



Telephone personality plays an important part in business. The telephone customer invariably draws an imaginary picture of the party on the other end of the line and judges the policy of the store accordingly.

If the voice is courteous he is quick to appreciate it. If it is harsh or snappy he is as quick to resent it. A pleasing telephone voice is a big asset and attracts business. Many a customer has been lost, because somebody was lacking in telephone personality.

We suggest that you and your staff use the same consideration and courtesy in every telephone conversation as you would face to face. It means more business and increased profits.



The Bell Telephone Company of Canada

"Good service . . . our true intent."



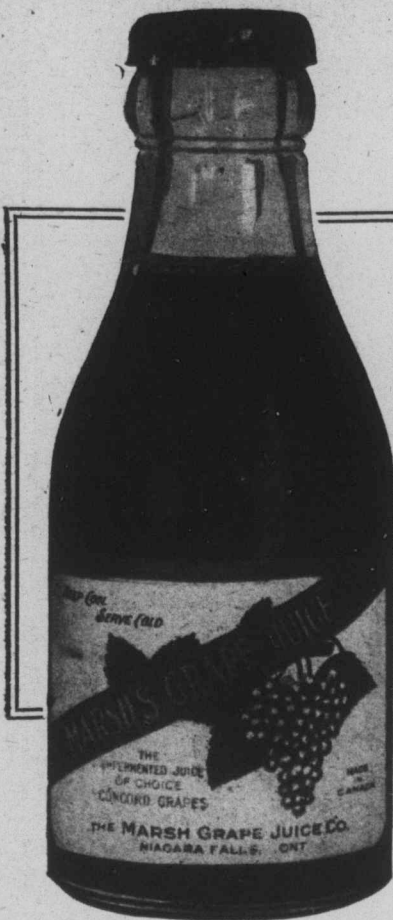
A Vast Army of Women Are Faithful to Knox Sparkling Gelatine

Knox Sparkling Gelatine outsells other kinds of gelatine for the simple reason that more people like it. It has secured its wonderful popularity from a combination of steady advertising and big value to the consumer. The new retail price—20 cents per package—means splendid profits for you, so keep this popular seller on display and it will pay you handsomely.

"Make Knox Your Gelatine Leader"

Charles A. Knox Gelatine Company, Inc., Johnstown, N.Y.
 Branch Factory: Montreal, Canada

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



The Pure Concord Grape Juice that creates new business and holds it too—

MARSH'S

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

The Marsh Grape Juice Company

Agents—
MacLaren Imperial Cheese Co., Ltd. Toronto, Ont.
Rose & Laflamme, Ltd. Montreal, Que.

Sell these two

There is always a demand for them. And the margin of profit on each sale makes a little display always worth while.



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

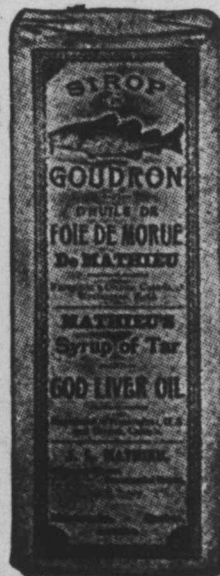
can be safely recommended to every customer. They are dependable remedies and will give perfect satisfaction.

J. L. Mathieu Co.

Proprietors

Sherbrooke

Quebec



Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
Lambs' Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.

Ham and Veal, 1/2s, \$1.95.
Potted and Devilled Meats, tins—
Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.

Mincement in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14 1/2c lb.
In Glass, 1s, \$3.

Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
Individuals, 95c doz.

Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
Individuals, 95c.

Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.

Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies
BASIN DE VICHY WATERS
L'Admirable, 50 bottles, litre cs. 8 30
Neptune 9 30
San Rival 9 00

VICHY LEMONADE
La Savoureuse, 50 bottles, cs. 12 30
IMPORTED GINGER ALE AND SODA
Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 40
Ginger Ale, Trayders, cs., 6 doz. splits, doz. 1 30
Club Soda, Trayders, cs., 6 doz. splits, doz. 1 35
Club Soda, Trayders, cs., 6 doz. splits, doz. 1 25

BLACK TEAS
Victoria Blend, 50 and 30-lb. tins, lb. 0 54
Princess Blend, 50 and 30-lb. tins, lb. 0 50

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 40
Victoria, ch. 90 lbs., lb. 0 30

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 35
Victoria, 5, 10, 25, 50-lb. tins lb. 0 33
Princess, 1-lb. tin, lb. 0 23

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 85
D. S. F., 1/2-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., 1/4-lb. 1 15
Per jar
Durham, 4-lb. jar, each. 1 30
Durham, 1-lb. jar, each. 0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen. \$ 3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen. \$ 2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen 2 50
Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05
List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

	5c	10c
	Round	Oval
	litho.	litho.
	dredge	dredge
SPICES.	Per doz.	Per doz.
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		
90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c. pkgs., window front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c. pkgs., window front 45c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c. pkgs., window front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, window front, 95c		0 95
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

PEACHES

Some of the better varieties of early Canadian peaches will start to move this week. We will this season handle the output of a large number of reliable growers, and will have fine quality, well graded fruit to offer our trade.

Will also have full lines of all other kinds of foreign and domestic fruits and vegetables in season.

Send us your orders. Quality and prices always right.

HUGH WALKER & SON
GUELPH, ONT.

PEACHES

SEASON
NOW ON

WHITE & CO., LIMITED
Wholesale Distributors
TORONTO

New Crop

“St. Nicholas”
“Queen City”
“Kicking”

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

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

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

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO



When making up the weekly grocery order suggest

STERLING TOMATO CATSUP

Every time you sell a bottle of this high quality Catsup you can expect lots of repeats.

For the same delicious goodness that has popularized our other Sterling Products has made Sterling Tomato Catsup the choice of the "hard-to-please."

Sterling Tomato Catsup contains no Preservative and no Coloring.

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

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Wanted

CLASSIFIED ADVERTISING

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

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

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

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

DOUBLE-FRONTED GROCERY STORE (CORNER). House (6 rooms, fully modern). Post office, stock, buildings, poultry, etc. Suburban Calgary; established 6 years. Cash \$5,000, or \$5,500 terms (\$2,000 deposit). Box 255 Canadian Grocer, Toronto.

FINE CHANCE FOR A GOOD MAN TO BUY a good grocery and meat business; established 25 years; parties wish to retire. Apply Box 256, Canadian Grocer.

FIRST-CLASS GROCERY BUSINESS—TORONTO—one thousand dollars; splendid location, also the property; will sell or rent on easy terms.

GROCERY AND CONFECTIONERY BUSINESS, Toronto; seventeen hundred; doing fifteen hundred monthly; a splendid business.

BUTCHER BUSINESS, TORONTO; TWO thousand dollars; sales over five thousand monthly; fortune here for hustler.

CIGARS, TOBACCOS, STATIONERY AND magazine business, Toronto; sixteen hundred dollars; doing eight hundred monthly; a money-making business.

GENERAL BUSINESS; FIVE THOUSAND; Peterboro County; doing twenty thousand yearly, also the property, six thousand on easy terms; a live business.

LARGE LIST OF BUSINESSES FOR SALE. Box 244, Canadian Grocer.

TO RENT

TO RENT—THE BEST GROCERY, FLOUR and feed store in district of Muskoka; on centre of main street in town of Bracebridge. Apply Henry J. Bird, Bracebridge.

AGENTS WANTED

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

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

SALESMEN WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

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

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

GOODS FOR SALE

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

FIXTURES FOR SALE

FOR SALE — NATIONAL CASH REGISTER with five drawers, electrically operated, up-to-date in every particular and in good order. Value \$800. Will sell for \$600. J. P. McLaughlin, Timmins, Ont.

FIFTY DOLLARS TIED UP IN OLD FIX- tures that you are no longer using would make a lot of money for you if invested in stock and turned over three or four times a year. Get your money out, by selling the fixtures to one of Hardware and Metal's readers who may be looking for exactly what you have to offer.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife. Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

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

THE SARNIA BARREL WORKS, SARNIA, ONT.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.


TORONTO SALT WORKS

GEO. J. CLIFF

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

OAKLEY'S **KNIFE** **POLISH**

20-102-7788



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

LARGEST CANADIAN DEALER

ADEL 760 **WASTE PAPER**

E. PULLAN TORONTO

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

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO.

Agents Montreal

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

COCOANUT Standard Cocoanut Mills

E. B. Thompson, Sole Proprietor

HAMILTON

CANADA

EDWARDS' Worcestershire Sauce

Chas. M. Edwards & Company

E. B. Thompson, Sole Proprietor

20 FRONT ST. EAST

TORONTO

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.

A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid \$10.50.

Technical Book Dept.— MacLean Publishing Company

143-153 University Ave. Toronto

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

*Get a display of Royal Acadia
working for you to-day*



You'll find that the demand is unusually good and very steady—the housewife knows Royal Acadia quality and keeps on coming in for more after a first supply.

You can recommend Royal Acadia to any and everybody—it's the highest grade of refined sugar made.

*In 2 and 5 lb. cartons; 10, 20 and 100
lb. bags; half-barrels and barrels.*

The Acadia Sugar
Refining Co., Limited
HALIFAX, CANADA

PROHIBITION

BY THE BRITISH GOVERNMENT

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

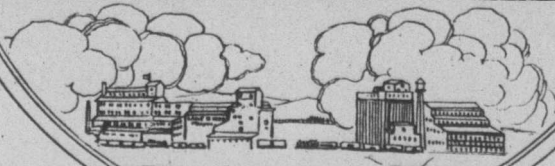
BOTTLE CAPS

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

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

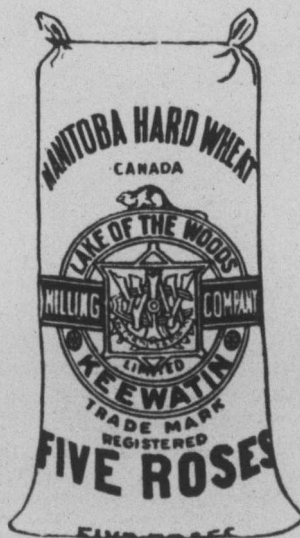
**LAKE OF THE WOODS MILLING CO.,
LIMITED**

Montreal

"The House of Character"

Winnipeg

Office: in 16 Canadian Cities



Daily Capacity
27,400 Bags of 98 lbs