

**PAGES
MISSING**

CANADIAN GROCER

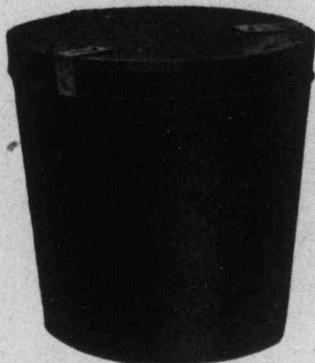
Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

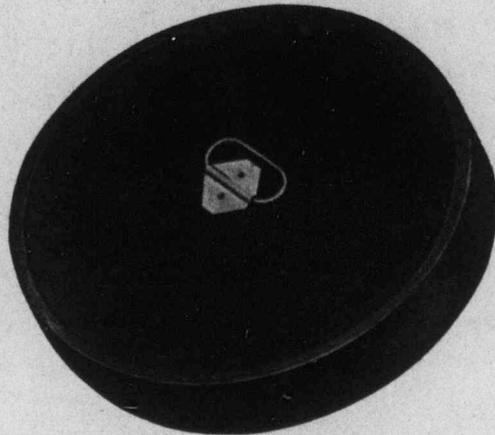
Vol. XXX

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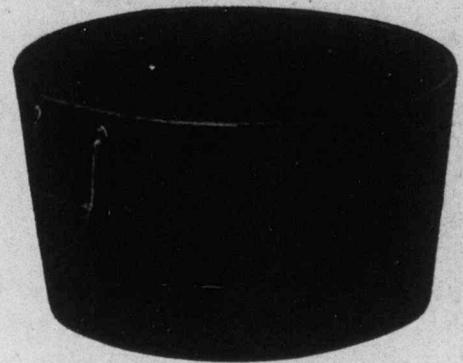
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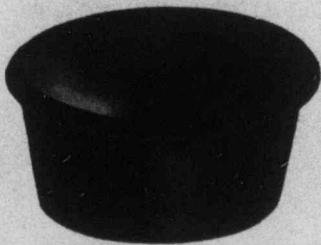
BUTTER OR SPICE PAIL



BARREL COVER—2 SIZES



WASH TUB OR BABY'S BATH TUB



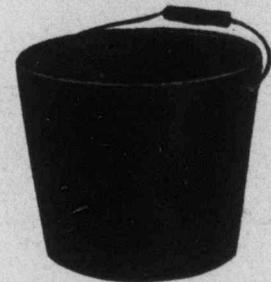
CUSPIDOR—2 SIZES

The most modern product of a modern factory is

Indurated Fibreware

Light to handle—easily cleaned—and throughout its almost everlasting life of an attractive appearance.

Write to **EDDY** for catalogue.



GENERAL UTILITY OR "STAR" PAIL



Look for our double page advt. in the Fall Number giving some reasons for the Superiority of Fibreware.

This Counter Display Stand will Attract and Remind Your Customers of Their Needs

Nearly all your customers use O-Cedar Polish. Those that don't use it, know about it and only need to have it brought to their attention to place an order for it. An attractive, prominent display will bring you scores of orders you would not otherwise get. They will see it and will order it while they think of it. This

O-Cedar Polish

(MADE IN CANADA)

COUNTER DISPLAY STAND IS GIVEN FREE WITH THE FOLLOWING ASSORTMENTS

Display Deal No. 61—

7½ doz. 4-oz. O-Cedar Polish, retailing at \$22.50
 3 doz. 12-oz. O-Cedar Polish, retailing at 18.00
 1 only Counter Display Stand Free.

Display Deal No. 62—

2½ doz. 4-oz. O-Cedar Polish, retailing at \$ 7.50
 5½ doz. 12-oz. O-Cedar Polish, retailing at 33.00
 1 only Counter Display Stand Free.



ORDER ONE OF THESE DISPLAY DEALS FROM YOUR JOBBER TO-DAY.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES
 —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

PURE and DELICIOUS



Borden's Reindeer Coffee and Reindeer Cocoa are steady, satisfactory sellers at all seasons,

but particularly during the cold winter months, when their sweet, rich flavor and the ease with which they are prepared commend them to every busy housewife.

That they will please your customers may be inferred from the fact that they have given unqualified satisfaction everywhere, even to the proverbial, "hard-to-please." The well-known Borden quality is so well embodied in each of these delicious products that first purchases invariably develop into profitable repeat orders.

When you sell Borden's Reindeer Coffee and Reindeer Cocoa you are selling lines of proven quality, lines that are bringing bigger profits to grocery dealers everywhere. A trial supply will amply demonstrate the truth of our claims. Why not send your order to-day?



Borden Milk Company

"Leaders of Quality"

MONTREAL

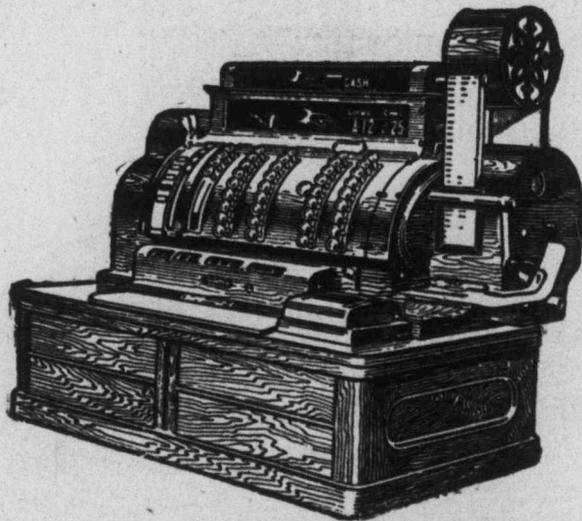
Branch Office—Arcade Building, Vancouver

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

The Story of the New NATIONAL CASH REGISTER

“I AM the National Cash Register. Years ago when I first saw the light I was merely a convenience for the merchant, ringing a bell which warned him every time the cash drawer was opened. Since then I have grown and to-day my service covers a score of uses, benefits not only the merchant, but clerks also, and customers, children, servants alike.

“EACH and every transaction made in the store where I stand must be attended to through me. I compel the clerk to make a record every time a customer purchases goods for cash. At the same time I



print a receipt on which I record the correct amount of the sale, the consecutive number of the sale, the date on which the sale was made and the initial of the clerk who made the sale. Then when a customer buys goods on credit, I again force the clerk to make a record of the transaction. The merchant who owns me willingly confesses that for this service alone I have fully recompensed him for whatever I have cost him.

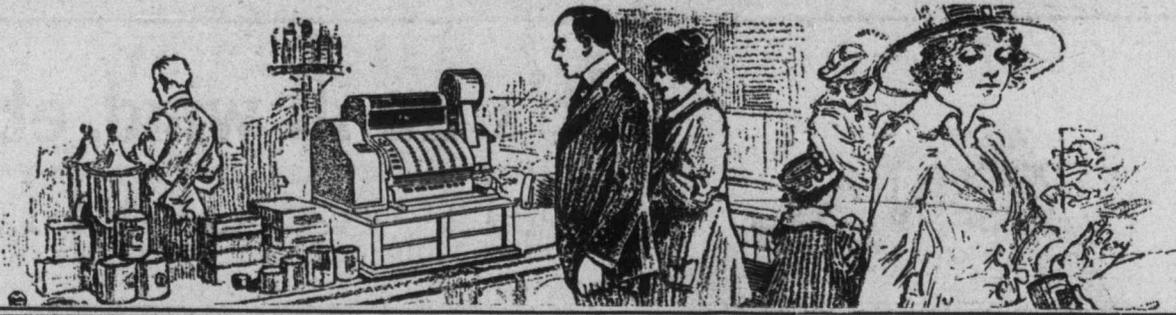
“ALL the customers who deal at this store have a special interest in me. The receipt which I print—in less than two seconds—saves them from the need of paying bills twice. More than that, it pre-



vents them from being overcharged. And when they pay money on account for goods they have purchased on credit I insure them that a proper record and receipt is printed. Thus, I save them from much worry and disputes



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



with clerks and merchants. Then, again by giving this receipt accurately and automatically, I protect servants and children against temptation and unjust suspicion. And when change of goods is desired the receipt I give proves where the goods were purchased.

“**A**BOVE all, I am the friend of the clerk. I do not merely protect them against temptation—I show the merchant which is his most efficient and valuable



clerk. For I record his initial on the sales-slip showing the number and the amount of the sales he makes. I teach him not to make mistakes. And not least, I help him to give quick and prompt service, throughout all this I make book-keeping easy—mere child’s play. Thus there is more time to brighten up the store, attend to window displays and make everything more attractive to the customer.

“Such is my story, briefly told. It has one moral — I am a necessity wherever money transactions take place.”

MR. MERCHANT,—Don’t forget, **NOW** is the time to make money. The harvest is ripe. Will you reap it with an old-time sickle or an up-to-date self-binder? Our



**LOOK FOR THIS SIGN
IN THE WINDOW.**

new models are as far ahead of old registers as the self-binder is ahead of the sickle. One is made particularly suitable for your type of store. Write for full information now.

THE NATIONAL CASH REGISTER CO. OF CANADA LIMITED

Christie St., - TORONTO

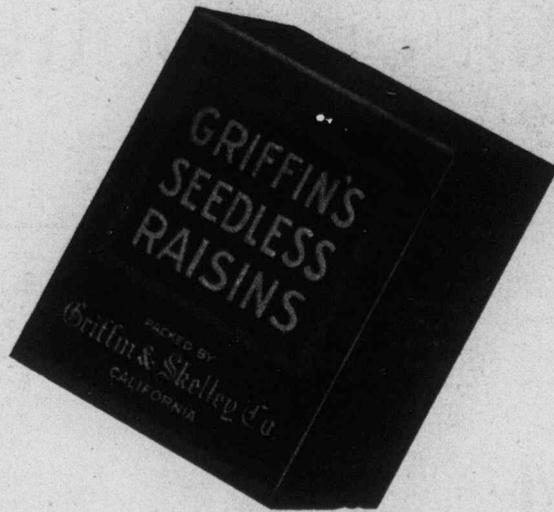
To the National Cash Register Company of Canada, Limited, Toronto, Ont.

Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and “N. C. R. Service.” We have _____ salesmen in our store. We have a register _____ years old. Principal lines of merchandise are:

Firm name.....

Address

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



Give great prominence just now to

"Griffin's Seedless Raisins"

Sell more by suggesting more—and suggest more dried fruits—G. & S. brands by preference.

Order from your jobber.

It's an ill wind, etc.

The fruit shortage in Canada must throw a big demand on grocers for dried and canned fruits. Those Grocers are wise who see this and deliberately set about the business of teaching their customers to use

Griffin and Skelley's BRANDS

Peaches, Prunes, Apricots and Raisins, etc.

—so good that customers order them again and again; and so useful that they meet the needs of every thrifty housewife. *Be sure to provide the G. & S. lines, always the best—only the best!*



The Only Cap

which meets all your requirements and absolutely eliminates possibility of contamination is the famous ANCHOR CAP.

More sanitary than any other, the ANCHOR CAP will keep your product fresh as the day it was first sealed. This cap is no experiment—its reliability has been

proven by many of the most successful packers of food-stuffs in Canada and United States.

To secure a perfect product you require just two things—perfect cleanliness and ANCHOR CAPS.

We'll send you samples and particulars.

A perfect seal is essential to a perfect product. You can get it with ANCHOR CAPS.



Sealed with Anchor Caps

Anchor Cap and Closure Corporation of Canada Limited

50 Dovercourt Road

Toronto

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

Tell Your Customer About Simcoe Beans

Ask her to try Simcoe Baked Beans. The process of preparation is reduced to simply heating them. Perhaps one in a thousand can prepare home-baked beans to be as delicious and perfectly cooked as "Simcoe" beans, but the other 999 cannot and have their trouble for nothing.



Plain, or with Tomato Sauce, Chili
Sauce or Pork.

Sell Simcoe Baked Beans!
You will please your customer
and insure "repeat" sales.
You will also be a member
in good standing of the
"Made-in-Canada" Club.

**DOMINION CANNERS
LIMITED**

HAMILTON

:: ::

CANADA

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

Why You Should Feature

KING GEORGE'S NAVY

Sell King George's Navy by the dollar's worth

A little suggestion along this line is sure to pull good results. Let the men folk know you handle "King George's Navy," get them started using it and it will be an easy matter to sell it by the dollars' worth afterwards.

There's a good profit in the sale of "King George's Navy." Just try out a sample order.



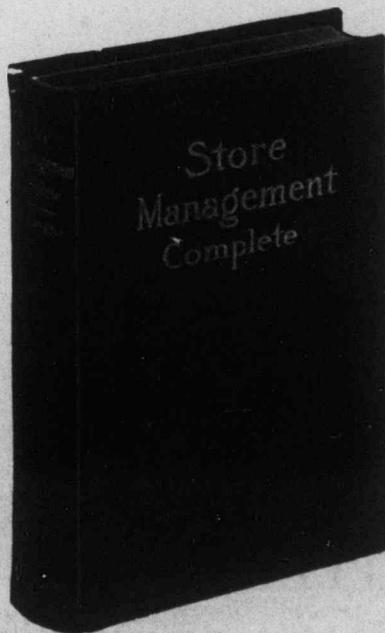
Handled by
the Wholesale
Trade

Rock City Tobacco Co., Ltd.

ARE YOU THE MAN AT THE HELM?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a round-about way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.



STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete"). It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebatting railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. \$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.

143-153 University Avenue

TORONTO

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



Clark's Spaghetti with Tomato Sauce and Cheese

is one of the most popular dishes with the
CANADIAN PUBLIC
To-day

Get right in line for your share of the trade and
STOCK NOW

W. CLARK, LTD.

MONTREAL

Clark's

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

DIAMOND BRAND California Walnuts

are tested Nuts, guaranteed 88% crack, scientifically grown — rich, full-meated Nuts from California groves which produce the best Walnuts in the world.

IN BULK

Packed in 100 lb. (net weight) burlap bags. All highest grade Nuts of light color. Tested and approved by association inspectors.

ALL DIAMOND BRAND Walnuts are in jobbers' hands in time for distribution to dealers for their early trade.

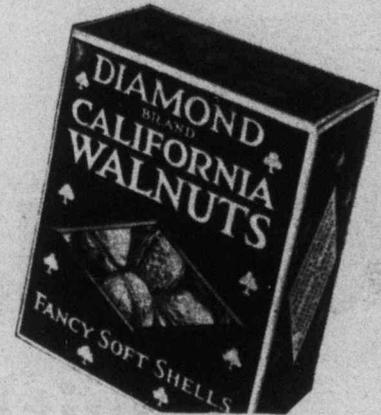


Joe. E. Huxley & Co., Winnipeg.

IN 1-LB. PACKAGES

Lithographed red and green consumer packages, containing 16 oz. net, make an attractive proposition for dealers. No time wasted weighing and wrapping. No loss from pilferage, overweight, or broken, unsaleable Nuts. Packed 5 doz. cartons to the case.

Your Jobber Can Supply You.



Arris, Campbell & Gault, Vancouver.

Specify "DIAMOND BRAND"

CALIFORNIA WALNUT GROWERS'
ASSOCIATION
LOS ANGELES, CALIFORNIA

ARTHUR P. TIPPET & CO.
Montreal Toronto

WHEN
BUYING
MINCE MEAT
INSIST
ON

WETHEY'S

Suppose Each One of Your Customers

was reminded of your name, telephone number, or special brands, practically every day in the year with a message something like this—



What would it be worth to you?

And reminded too at a time when she is thinking of her grocery wants.

Thousands of Grocers place an exceedingly high value on the advertising feature of printed *Star Egg Trays*.

It is simply another "profit-producing" feature of the *Star System*. One which produces dollars in new business at a cost of only a few cents per week. Booklet S-221 tells all about it. Ask for a copy.

**STAR EGG CARRIER &
TRAY MFG. CO.**

JAY ST., ROCHESTER, N. Y.

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

**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.
846

**GIPSY
Stove Gloss**

does not live on any past reputation - - - it's up-to-date.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED
The Gray Building, 24 and 26 Wellington St. W., Toronto

Western Agents: For Manitoba, O. F. Lightcap, Winnipeg. For Saskatchewan and Alberta, W. L. MacKenzie & Co., Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street, West Vancouver.

*A Reminder from the Old
Country*

**Rich Xmas
Plum Puddings**

The Best on the Market.

**ORDER EARLY
to ensure prompt delivery.**

In Hermetically Sealed Tins, or Basins if required.
Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.
11/6, 21/6, 32/6, 42/6, 52/6, 63/6, 81/6 per doz.
Carriage paid to English Docks.

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England

**Century
Salt**

Pure,
even
crystals

This is the evidence of the extreme care taken in the refining and packing of Century Salt. The salt that is best for table or dairy. Every store should handle Century. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT CO. Limited
SARNIA - ONTARIO

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

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

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

**W. H. Escott
Co., Limited**

Manufacturers'
Agents
Wholesale
Grocery
Brokers

**W. H. Millman
& Sons**

Wholesale Grocery Brokers

Some special low offer-
ings in new Japan Teas
now in transit.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. High-
est Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A. B. C., 5th edition and private.

**Winnipeg
Manitoba**

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

WESTERN PROVINCES

G. B. THOMPSON
Wholesale Commission Broker
and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

WANTED
10,000 BAGS Delaware
POTATOES
Delivery one third each month
January, Feb'y, March, 1917.
FRED J. WHITE
TORONTO CANADA

H. P. PENNOCK & CO.,
Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and pro-
gressive manufacturers wanting live
representatives.

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
120 Lombard Street
WINNIPEG MAN.
Domestic and Foreign Agencies
Solicited.

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

FEATURE FOR THE TRENCHES

**G. Washington's
Refined Coffee**

Canadian Sales Agents:
Edmund Littler,
160 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

THE H. L. PERRY CO.

214-216 Princess Street, Winnipeg
We can make a success of your Agency.
Our STORAGE, DISTRIBUTING and
FORWARDING facilities are unexcel-
led.
Correspondence solicited.
"Always on the Job."

MARITIME PROVINCES.

J. N. COCHRAN

Manufacturers' Agent and Grocery
Broker
FREDERICTON, N.B.

I have a connection with both wholesale
and retail trade throughout the entire
Maritime Provinces.

C.H. GRANT CO.

Wholesale Commission Brokers
and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can
give you results on yours.

QUEBEC'S RESPONSIBLE BROKERS
Our present excellent trade connection is the
result of 25 YEARS OF EXPERIENCE.
We offer our services in marketing your pro-
ducts, as we are open for one or two more good
agencies for produce, grains or grocery lines, etc.
Write for particulars. BEANS AND CORN A
SPECIALTY.

ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
21 Dalhousie Street, Quebec City.

Important Notice

Have you observed the extra fine quality of late of

St. Lawrence  Golden Yellows

They are perfection in colour and grain.

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.

To-The-Trade:
Buyers and sellers of
Hay and Potatoes

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

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

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

British firm having a large connection among best buyers in Great Britain invites correspondence and offers from
Shippers and Packers of
Pork, Frozen and other
Meats, Dairy Produce,
Canned Goods, etc.
CIF, FOB, and landed terms.
Advances against consignments.
References exchanged.
WM. THOMAS & CO.
General Provision Commission Merchants
and Brokers
London Bridge House, London, S.E.
Telegraphic and Cable Address:—Prodairos. Tooley
London, A.B.C. Code, 5th Edition.

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



The Reliable Salt

The Salt that your customers know is always just right.

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

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

Windsor Table Salt
Made in Canada

THE CANADIAN SALT CO. LIMITED

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

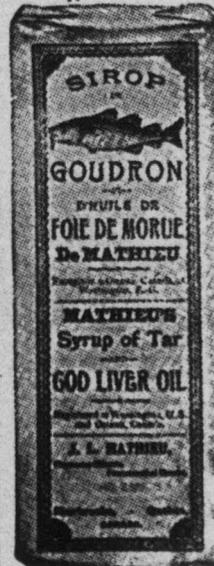
Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.

PROPRIETORS

SHERBROOKE QUEBEC



Ask Your Wholesaler for

PURITY OATS

Made in Canada

SPECIAL OFFER

Special discounts on 5, 15 and 25 case lots, net, freight prepaid. This applies to both Regular and Family sizes.

Made from the finest of Alberta oats—the whitest, lightest, fullest and most delicious of all oats,—in attractive, air-tight tube, and a valuable coupon in each large size package.

That's the irresistible combination that makes Purity Oats such a splendid seller. Write for prices and free window display.

Western Canada Flour Mills Co., Limited

Millers of World Renowned Purity Flour

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

The Purity Kid



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

AT LAST WE HAVE THEM

*Fibre
Vinegar
Measures*

PINT QUART FUNNEL

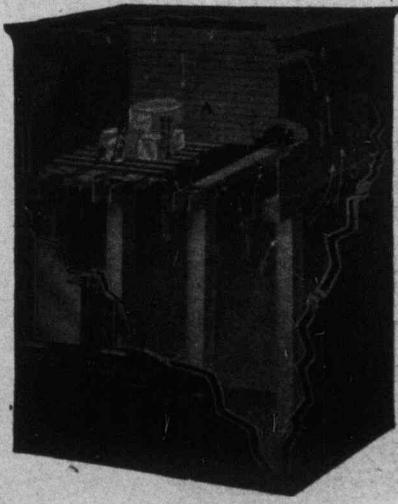
\$2.50 per Set

Used and highly commended by the
Grocery Trade in the
United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

Freeman's Dry Air Refrigerator

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

This Interior View 

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

Price list and catalogue free and mailed to any address.

Manufactured by the
W. A. FREEMAN CO., LIMITED
HAMILTON, CANADA



You Will Sell MORE LIQUID VENEER

if you will feature the L-V Dust Cloth in connection with it. You will easily **double** your sales on the 50-cent size at no extra cost to you.

No customer can fail to see the great value in this offer. You may give her a fine, large, 25c L-V Crepette Dust Cloth, free, with a purchase of a 50c bottle of Liquid Veneer on any Friday. We keep you supplied with Dust Cloths free of charge.

One dealer sold 413 50c bottles in one day as a result of this offer. Hundreds of others are doing as well.

There is no magic about this. It's a safe and sane business-getting plan which will help *you* as it has helped others.

This offer is being advertised to your customers. Write us for details.

BUFFALO SPECIALTY CO.
Buffalo, N.Y., U.S.A. Bridgeburg, Ont., Canada

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

What does Tartan Brand mean to you?

To grocers the country over it stands for satisfied customers, bigger sales and better profits. They found that the quality embodied in every Tartan Brand Product was such as met the requirements of the best trade in their communities.

Satisfied customers are the best advertisement for any store, and this advertising Tartan Brand gives you. We reiterate again—we want none but satisfied customers, and believing that we can satisfy you we respectfully solicit your patronage. Tartan Brand Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, and Jelly Powders are all leaders. Let us supply your needs. We can furnish you with a splendid line of fancy groceries, foreign and domestic. Ask us. Mail orders a specialty.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

Fresh, sound, sun-ripened fruits, and pure cane sugar processed by experienced jam makers in our own splendidly equipped factory—that is the secret of Furnivall quality.

Feature Furnivalls for better jam sales.

Furnivall-New, Limited
HAMILTON, CANADA

Furnivall's

FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. 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. Winnipeg, Man.—W. L. Mackenzie & Co., Ltd. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy.

Every sip is a sip of satisfaction

*and right there is the reason for the ever growing
popularity of Minto Tea*



Take advantage of Minto popularity. Stock a trial supply and note how it sells.

MINTO BROS., 284 Church Street, TORONTO

EMPLOY THE ABLEST EXPERTS

Grocers to-day have so many things to attend to in order to make a success of their business that they have not time to become tea experts. When you push Red Rose Tea you have working for you steadily the very ablest tea experts in the business, men who have been tea experts from their youth up, and their fathers before them. Their knowledge and skill provide you in Red Rose Tea with a blend that gives your customers the very best value in tea possible for the price. And remember that this quality is always kept absolutely uniform, always up to its past high standard.

It Will Pay You to Recommend Red Rose.

MR. CLERK YOUR SPARE TIME

WHAT do you do with it? By that we mean, is it bringing you any returns in the ways that go to assure your future success?

How would you like to know of a plan that will bring you in as much (if not more of an income) than your regular occupation. Would you be interested?

We have a plan by which hundreds of clerks throughout Canada are greatly increasing their weekly incomes. This plan interferes in no way with their regular duties. It helps them to become of more value to their employers as well. Besides it supplies them with extra funds.

Write, and we'll give full particulars concerning it. This places you under no obligation, we'll be glad to tell you all about it. Drop us a line **To-Day**.

The MacLean Publishing Co.

Dept. C.G. 143-153 University Ave.

Toronto

Canada



There is only one refrigerator

to-day that has warm air flues across ceiling of cooling room connected with warm air flues at sides and ends, and that is the

Eureka

Its many other points of superiority are sure to interest you. Get our catalog.

Patented 1900, 1910, 1914.

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EUREKA REFRIGERATOR CO., LTD.
27-31 Brock Ave. 54-56 Noble St. 21-33 Earbridge St.
TORONTO, ONT.

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



Keen's Oxford BLUE

Known the World Over
Mr. Grocer—

When you sell KEEN'S OXFORD BLUE you satisfy your customer and bring her back to your store.

You cannot sell better Blue than KEEN'S OXFORD BLUE, because it is

THE BEST BLUE IN THE WORLD.

CANADIAN AGENTS:

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

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A quick turnover and a good profit



—that's the rule when MALCOLM'S MILK PRODUCTS are featured constantly in the window and on the sales counter. They have long ago established a selling record that places them ahead of competitors in business-building, profit-making popularity.

You cannot afford to omit the Malcolm Lines from your Made-in-Canada displays. It will pay you to constantly feature them—first sales spell steady repeat business.

Malcolm's Milk Products have opened up bigger business for dealers everywhere. They'll do the same for you.



Look over this list:—

St. George Brand Coffee, 2 doz. in case.....	\$4.80
St. George Evaporated Milk, 4 doz. in case.....	3.75
Banner Condensed Milk, 4 doz. in case.....	5.75
Princess Condensed Milk, 4 doz. in case.....	4.75

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

The Malcolm Condensing Co., Limited, St. George, Ont.

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

CANADIAN GROCER

Vol. XXX.

TORONTO, OCTOBER 20, 1916

No. 42

Ontario R.M.A. Plans Are Changed

Membership Fee to be Raised to \$10 a Year—Some Doubt as to Question of Paying For Financial Paper to be Supplied Members—Full Meeting of Board to be Called.

FOLLOWING the announcement in CANADIAN GROCER last week of the new plans of the Ontario Board of the Retail Merchants' Association, the matter has been reopened. The proposition as outlined then has been abandoned, and a new arrangement has been drawn up, which has had the endorsement of the executive members. It will be submitted for ratification at a meeting of the full Ontario Board, to be called shortly.

The first arrangement was to raise the membership fee from \$6 to \$15 and to supply the members with a Montreal financial paper and one trade paper to be selected by each individual member. Out of the \$15 fee, payment would be made to the Montreal financial paper of a proportion of the subscription, and also to such trade papers as were supplied under the arrangement. Mr. Beaudry, treasurer of the Dominion Board was to be appointed manager, treasurer and trustee of the Ontario Board, with full power to handle the affairs of the provincial association and to make whatever arrangements he found necessary to liquidate the deficit of the Ontario Association.

In the course of the wide discussion in R. M. A. circles that followed the announcement of this plan, it developed that the proposition, although it was announced as coming from the Dominion Board, had not in reality received the sanction of the Dominion Board. Certain Dominion officers had favored it, but definite ratification had not been secured. It developed, in fact, that such an arrangement would not be legal under the constitution, Secretary Trowern pointing out that the Dominion Board could take only \$1 per member from any provincial association, while the Ontario proposition called for a larger contribution to Dominion funds. In any case it was decided that the proposition as first outlined would not be acceptable, and a new plan was submitted at a meeting of

the Ontario executive held in Toronto this week.

The New Plan

The new plan is to raise the membership fee from \$6 to \$10. This sum will be divided as follows:—\$1 to the local association, \$1 to Dominion Board, \$4 for organization purposes, \$4 for Provincial Board. The Provincial Board will supply members with the weekly Montreal financial paper.

The Dominion secretary, Mr. Trowern, is to start a weekly bulletin service of news of the association, which will be sent to all trade papers as well as to the Montreal publication. The arrangement putting Mr. Beaudry in as manager, treasurer and trustee of the Ontario Board was ratified. Mr. Beaudry will not receive any salary in this capacity.

This, in brief, is the outline of the new arrangement, but in certain details it still seems uncertain, and it is probable that more definite arrangements will have to be made. For instance, although the financial paper in question is to be supplied, the official resolution, ratified by the executive, does not specify on what terms this is to be handled other than that anything paid for it will come out of the \$10 fee. Mr. Trowern informed CANADIAN GROCER definitely that the paper would be supplied by the publishers direct to the members, and that it would be free. This arrangement, however, would be contrary to postal regulations, and it is certain that the arrangement cannot be left on that basis. Another member of the executive stated that his understanding of this part was that the Ontario Board would supply the paper, but that the arrangements made with the publishers could not be announced. A definite plan will be arranged for submission to the full meeting of the board.

The Provincial Board consists of one representative from each local association. A full meeting will be called with-

in the next three weeks to discuss the proposition as it now stands.

Not in Other Provinces

Mr. Trowern states that the new proposition applies to Ontario only, and will not be submitted in other provinces. Fees paid in other provinces are already higher than in Ontario.

Organization in Quebec

It is understood that a strong organization campaign is to be launched in Quebec at once, and that Mr. Beaudry is accepting a position on salary in that province to handle association affairs generally and to direct the campaign.

NEWS OF THE TRADE

A. E. Perkins, Fortune, has started a general store business.

Kimmelman & Tupper, Bashaw, general merchants, are commencing business.

Rosedale Coal and Clay Products Co., Drumbheller, are opening a general store.

W. R. Finn, grocer, Medicine Hat, is reported to be adding hardware and harness.

W. H. Stone Co., who have hitherto done an exclusive grocery business at their St. John's branch, Winnipeg, are adding several new departments, and for that purpose are doubling the capacity of the store.

Edward Nicholson, formerly a well-known broker in Winnipeg, has accepted the position of buyer for the Mutual Purchasing Co., Winnipeg, and will buy for most of the Nash wholesale grocery houses in Western Canada, and many of the grocery lines, such as nuts, used in their fruit branches. Mr. Nicholson is anxious to get in touch with brokers, manufacturers and shippers in both Eastern and Western Canada.

Cardwriting Made Easy

By R.T.D. Edwards

LESSON NO. 20 — Semi-Script

WE have previously pointed out the importance of the lettering, above everything else, on the show card. This cannot be too strongly emphasized. The lettering must be of a plain and readable design and therefore I shall point out how an obscure form of lettering may be transferred into a very practical one.

The lesson this month is based on the old style script which bore many curves and flourishes. Naturally these rendered ready reading difficult, but in order to utilize the old style you must thin out these obscuring elements just enough to bring out the form of the lettering itself.

In the first place, a most important point is to form the letters at a uniform angle as illustrated by Fig. 1. In laying out the word, before the color is applied, light pencil lines are drawn a half inch apart and at the angle desired for the lettering. These, along with the four regular horizontal guide lines, are sufficient to enable you to get the lettering properly balanced at a uniform angle. One letter at an off angle is like a soldier out of step.

Script, or rather semi-script, may be made by either outline or single brush stroke. Of the two, outline is preferable for a clear cut letter though the brush stroke is quicker. However, script is not used to any great extent, so the little extra time would be well expended.

The outlining may be done with either a broad pen or a small brush. I usually use the pen myself but you may have better success with the brush. Use the heavy carbon ink for the pen outline work and fill in later with card-writers' black, using a brush.

This lesson is only a starter for you in modern script lettering. Magazines are full of new ideas in this form of lettering, drawn by high-priced artists, and those ideas are useful for show card purposes. Be sure you thoroughly master chart 19 before attempting anything new.

THE CHART

The forms of script lettering shown in the chart are only a few of the many varieties which are used for show card and other advertising purposes. The main idea, I repeat, is to combine utility and grace. (Have a good, readable type that will join up into words gracefully.)



Stroke 1 Lower Case "F"

Showing System of Getting Proper Slant—
Fig. 1.

Lower Case.

The "a" is composed of six separate strokes. Note that strokes 1 and 2 are furthest apart at the centre of the letter. These two strokes make a good combination to practice.

"b's" first two strokes come to the upper guide line. Strokes 4 and 5 are of similar formation to 1 and 2 of "a" but are reversed. Practice these often.

"c" is composed of five distinct strokes. This letter needs a lot of practice so as to balance it up properly. Note the angle at which it slants.

"d" makes a very graceful letter. It is of similar formation to the "a." The difference being the extending of strokes 4 and 5 to the upper guide line.

"e" is a letter that, when mastered, can be made very rapidly. It only has four strokes in its construction.

f. Care must be taken to get this letter at the right angle. Should you not do so it would spoil the whole word in which it was used. Practice well the long sweeping strokes 1 and 2.

You may experience difficulty with the "g" formation but you can master it with continual practice.

Strokes 1 and 2 of "h" must be kept parallel with one another. Strokes 4 and 5 make a good pair to practise together.

The "i" is just a repetition of strokes 4 and 5 of the letter "a."

"j" is one of the letters that comes to the lower guide line. Note how strokes 1 and 2 come together at the bottom.

You will need to practise strokes 4, 5, 6 and 7 of "k" many times before you get them to appear graceful.

"l's" formation appears in other letters. Practice often.

To make "m," a nice swinging letter, care must be taken to get the six main strokes all at the same slant.

"n" is of similar formation and needs much practice.

"o" is composed of six separate strokes. This letter needs practice.

Strokes 3 and 4 of "p" are the same as 5 and 6 of "o."



Chart 19

Robt. D. Edwards

Note the sameness in the formation of the "q" and "g." The only difference is in the lower section. Practice strokes 7 and 8 often.

"r" is simple letter, but you need to pay attention to strokes 3 and 4.

"s" is the stumbling block for many amateurs. Note where the cross bars mark the beginning and ending of strokes.

The curves at the lower ends of strokes 1 and 2 of "t" and "u" appear often throughout the alphabet and need much practice.

You will experience difficulty in getting the "v" at the right slant. Practice counts.

The "w" is of similar formation to the "u" with strokes 5 and 6 added. This letter requires a great deal of practice.

The "x" is completed with five strokes. As these strokes do not appear in other letters it is necessary that you give them an extra amount of practice.

The "y" is a very graceful letter and works in nicely.

The "z" is composed of nine curved strokes. This letter is not used as much as the others but its formation should be learned.

Upper Case

The upper case script shows more curved lines than does the lower case. For this reason all upper case letters should not be used for making up a word. No more than

one must be used to each word and that at the beginning. A shows a nice combination of strokes in 1 and 2. Practice well the diagonal strokes 3 and 4.

B is composed of all curved lines. This is one of the most difficult letters to master and requires a great deal of practice. All those strokes on the right side of the letter need special attention.

"C" is a five-stroke letter and is not unlike the lower case "c." All its lines appear in other letters.

"D" is another all curve letter. Strokes 5 and 6 should be practised many times.

The "E" shows a variety of curved lines which when made correctly form a very graceful letter. Practice often.

The upper part of the "F" requires a lot of hard practice. This is the first time these strokes have appeared.

Practice often the combination strokes 1 and 2, and 5 and 6. It will take you some time to get these joined up properly.

The formation of "G" needs a great deal of attention. This is the first time that strokes 1 and 2 have been used.

"H" also has all curved lines. You will need to practice this letter often to get it balanced properly.

The "I" and "J" are of somewhat the same formation. Strokes 1 and 2 are the same. Practice these letters many times.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.
THE MACLEAN PUBLISHING COMPANY
 LIMITED.

JOHN BAYNE MACLEAN, President.
H. T. HUNTER, Vice-President.
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 — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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

OFFICES:

CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—142-153 University Ave.; Telephone Main 7324. **Winnipeg**—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1028R.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 129600. 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.

Vol. XXX.

TORONTO, OCTOBER 20, 1916

No. 42

PAPER, flour and sugar make a great aeroplaning combination.

* * *

NEXT week the big fall number—Bigger and Better than ever. Watch for it.

* * *

FLOUR has certainly kicked off all shackles and gone in for fancy soaring.

* * *

SAVE up your waste paper, bale it up and send it out as Christmas presents. That's how valuable paper is becoming.

* * *

MASKED milk-raiders are operating in the Mohawk Valley, New York State. What with lynching parties and tobacco night-riders in Kentucky and now milk-raiders, Uncle Sam has a jolly time o' nights.

NEW PROPOSALS OF THE R. M. A.

THE plans of the Ontario Provincial Board of the R.M.A., as announced last week, which included an increase in fees from \$6 yearly to \$15, have been withdrawn. It is not necessary, therefore, to enter into any discussion on the proposed terms other than to point out that the arrangements, which had been adopted rather hastily and without the full consideration necessary, were certain not to prove acceptable to the members. This fact was clearly demonstrated by the letters and personal messages which reached this office after the publication of the details. It was made very clear that the proposals would not find favor with the members. However, the executive members had become convinced that the plan was not feasible, and in the interval they have drafted a modified plan which is explained in another part of this issue.

This second proposal is to be submitted for ratification at a full meeting of the Ontario Board; and CANADIAN GROCER desires to urge that in the meantime the full details of the plan be announced. Members of the association should know definitely to what they are being committed. It is not intended to imply that the elected executive members of the executive are not capable of handling this or any other situation. They have proven capable, self-sacrificing officers; but it is always good business to let the shareholders of any concern know what is being done. In this connection the individual member of the R. M. A. stands in the position of a shareholder. A very important change is contemplated and each member has the right to know what is going to be done with the increased fee that he pays. It is perhaps true that the affairs of the association have reached a stage where centralized control and authority is necessary, but no arrangement should be ratified which leaves power to conclude agreements for the disposal of any share of the funds. Let the complete plan be laid before the Ontario board when it meets; and let the members in general know everything there is to be known beforehand. Nothing is to be lost by publicity if the plan is thoroughly practical and well designed to meet conditions. Secrecy in any detail, on the other hand, will have the effect of arousing doubt in the minds of members at a time when, with increased fees on the tapis, their utmost confidence is needed.

In this connection also, CANADIAN GROCER feels called upon to urge most strongly that annual financial statements be presented to the members in future. It is not satisfactory to the merchant when he does not know how matters stand to the last detail.

THE FALL NUMBER NEXT WEEK

NEXT week's issue will be the annual fall number, containing primarily articles and suggestions on cold weather merchandising, but dealing also with the problems of the Christmas campaign. This number will be one of the largest and, we believe, one of the most helpful that CANADIAN GROCER has ever presented. It has been the earnest endeavor of the editors to gather the most practical material available and to present it in the most interesting and readable form.

Readers should plan to read this number from cover to cover, ads. and all. It will prove the most effective ally in the big winter drive.

GOODS NOT ORDERED

PORTLAND, Maine, was the scene recently of a curious hearing in court. A grocer there is reported to have been fined twenty-five dollars for delivering to a woman, for whom the County Board of Relief was providing, a 49-lb. sack of flour, which, in addition to being torn and patched and altogether disreputable, also contained:

- Four dead mice.
- Numerous scraps of paper.
- Several bits of straw.
- One disagreeable odor.

A case of this kind is against the best traditions of the trade. Statistics have shown that grocers, as a rule, are singularly honest in their transactions. CANADIAN GROCER is glad that the case in question was not that of any Canadian merchant.

GERMANY'S SPECTACULAR STUNT

THE spectacular achievement of a German submarine sinking six ships with alarming rapidity close to the shores of the United States rather amazed and startled the nation to the south of us, as well as the Canadian people. It is very unlikely that the performance will continue for any great period. The British authorities will put forth their very best efforts to round up the German undersea boat. Only when the methods, simple, yet effective, which the British have used for ridding the seas of submarine raiders become known, after the war, will the British people as a whole realize what wonderful work has been done by the British Navy. There is a great deal of sound common-sense in a statement made this week by the President of a large American concern, who was speaking of the latest German raid on shipping. This official stated in part as follows:—

"Does any rational being really believe that fundamentals have changed over night. Have we suddenly gone to sleep in a palace and wakened in a hovel. Is the yard-stick that measures the difference between security and chaos a German submarine? One might think so, if he did the American people so

poor a service as to imagine that newspaper headlines are the ultimate arbiter of prices and values.

"Practically speaking, the brilliant German performance, which as a type of modern warfare compels admiration, means nothing unless it can be indefinitely continued. And unless our harbors are somewhere sheltering 'mother ships' or hidden supplies the day of the German submarine in the waters of the American coast will be a brief one. The British have shown an extraordinary facility in accounting for German submarines. They will do so again. This spectacular stunt of sinking six ships shocks and amazes our people. But it is a transitory development. It changes nothing. It alters no fundamental, economic facts."

PASSING OF THE OLD ONION

MODERNISM goes beyond a joke sometimes. An article recently appeared in this column complaining that some New York physician-writer had discovered the raisin to be equal to a pound of beef, etc., etc., *ad nauseam*, raising the dignity of said fruit, but lowering its charm. Now our veneration for an institution of ancient days is again attacked by a man who claims he has invented an odorless and tearless onion. Think of it! The onion which has titillated so many people's olfactory nerves will no longer do so. The onion which has generated lachrymation ever since the world was young will no more call forth resisting tears. Thus, and so does the modernist come along and tread on one of our pet corns, to wit, the characteristic and established onion.

Consider the menace this odorless and tearless onion is to industry. What will the movie actresses do without that tear-producing agent? How will they render acute sorrow? Glycerine may be a good substitute, but the misasmic onion, distasteful though it may have been because of its effluvia, was a faithful and unfailing friend of the screen player. How will comedians continue to get a living, if they cannot make jokes about the onion, telling each other pleasantly, "If you've been eating onions, don't breathe it to a soul?" But the modernist who announces his "invention" has no pity. All the screen players can fade away and die because of their inability to earn an income without the powerful onion as a "weep" producer. All the comedians can starve because their pet jokes will no longer be laughter-tight. The producer of this new brand of the onion cares not. A Chicago dealer says of it, "The time will soon come when a person can eat onions in public and still be respectable." But do we want to be respectable at the risk of losing our affection for an institution that has been with us ever since we can remember? We may have an odorless and tearless onion and gain in respectability, but personally, we would rather have retained our regard for a cherished institution and continued to know an odorful and tearful onion.

To Make Half-Holiday Compulsory

Effort Being Made in Alberta to Pass Law Similar to That in British Columbia

IN response to a widely-expressed wish a campaign is being prepared by Secretary W. H. Andrews, of the Alberta Retail Merchants' Association, for a provincial weekly half-holiday, based somewhat on the lines of the British Columbia Act, which was passed in June last. The Calgary by-law, which was passed in July, of course, only affects Calgary, although the provincial law as it stands now gives any municipality the right to make a by-law on petition to two-thirds of the merchants affected. The movement now on foot is to make it compulsory to have one half-day a week as a holiday all the year round.

The British Columbia Act gives the municipalities the power to choose their own day by a vote of the electors, but in the cases of Vancouver, Victoria and New Westminster, they had to choose either Saturday or Wednesday, and Saturday was chosen in every case by a large majority.

An Act something similar will be aimed at by the Alberta merchants, making it compulsory for stores to close one afternoon during the week, the afternoon to be fixed by the municipalities, the same as in British Columbia. It is most likely that the day chosen for the half-holiday in the cities will be Wednesday and not Saturday, as in Vancouver, New Westminster and Victoria. The only difference the passing of such an Act would make to Calgary would be that the half-holiday would be extended to all the year round instead of just the three summer months. Anyway, it is most likely that the Calgary merchants will petition next spring to have the holiday for six months instead of three. The butchers are already talking of closing voluntarily on Wednesday afternoons during the entire year, commencing Jan. 1, 1917, but, of course, a law to this effect would be far more satisfactory, as there are always some merchants who make a point of breaking away from voluntary agreements, and one merchant such as this very often prevents the making of an arrangement that would be greatly beneficial to the trade as a whole if everyone agreed to it.

With regard to the uniform closing by-law in Calgary, while this might be looked upon as a big success, there is considerable disappointment among the hardwaremen and grocers with reference to the enforcement, or rather non-enforcement of it. There are three or four stores opposed to closing at 6.30 p.m. during the week and 10.30 on Satur-

days, and they keep open after these hours in defiance of by-law. The police, who are admittedly not very much in sympathy with the by-law, have not been very energetic in seeing that the store close at these hours, although their attention has been repeatedly called to the fact. They admit that it is up to them to enforce the law, regardless of whe-

ther they think it is fair or not, but the fact remains that it is not being enforced and is consequently unfair to those stores that do close.

A delegation from the Retail Merchants' Association interviewed the police this week and received a promise that something would be done, and the merchants are waiting to see if this promise is kept, and if not, something further will have to be done.

A by-law is not of much use if not enforced, and having gone to such enormous trouble and expense to have the by-law put through, the R. M. A. naturally feels very keenly about the poor manner in which it is being enforced.

A Plan to Solve the Problem of the Mail Order Menace

AN article by E. M. Trowern, containing many useful ideas on how to combat with and overcome the mail order menace appeared in a recent issue of CANADIAN GROCER. The following letter has been received, referring to some of the points taken up by Mr. Trowern:

The very able and comprehensive article by Mr. E. M. Trowern on the above subject should stir up a feeling of responsibility in every retail merchant, which has been lying dormant altogether too long. This is a matter that concerns not only retail merchants, but every man and woman who takes an interest in the welfare of our country. Mr. Trowern proves conclusively that the apparent advantages the people gain through the mail order system is made up from sources unknown to the general public; and while those who patronize those stores pay part of these expenses, those who do not, have to pay their share without receiving any benefit at all. If the people were enlightened in the real facts they would not stand for it, and it remains for the merchants to conduct an educational campaign and give the people a thorough understanding of the undercurrents which are not seen at the surface. The distribution of the products of the earth to the people does not entirely belong to the merchants. It is a service to the people, and they have a right to demand the best possible service, and their needs, wants, and advantages must be studied, and this cannot be done without the co-operation of the people, who are interested in the service. By looking at this question from every angle, I am satisfied that there is no system of distribution as economical, convenient and satisfactory as the wholesale and retail, and to introduce the mail order system, which can never give full and complete service, is an additional cost, and can only live as long as the sys-

tem is conducted in a manner more or less in disguise.

The subject must be discussed not only from a merchant's point of view, but in the general interests of the country.

It would, therefore, be advisable for the various branches of the Retail Merchants' Association to call public meetings to acquaint the people of their aims and objects.

When this is done and the people will see how the mail order invasion affects the interests of the country, they will be ready to co-operate with the merchants to arrange methods and plans which will turn trade into its natural channels, and the country will resume the growth and development which can only take place under well regulated distributing methods.

M. MOYER.

Several Medicine Hat bakeries, under the caption of, "We simply had to do it," announced in the local paper last week that owing to the cost of material used in the manufacture of flour, they were forced to raise the price to 12 loaves for \$1.

The following representatives of the No-Vary Products Co., met in convention at the Royal Alexandra Hotel, Winnipeg, last week: Robert Alexander, J. A. Simington, H. Rankin, Brandon; W. Colquhoun, Regina; P. B. J. Harding, Yorkton; N. Miller, Weyburn; F. B. Mitchell, Weyburn; W. E. Carruthers, Moose Jaw; H. J. Watson, Swift Current; J. Sanders, Calgary; W. D. Watson, Camrose; D. L. Davidson, Camrose; Mr. Armstrong, Red Deer, and R. Gardiner, Moose Jaw.

HONOR ROLL

J. M. Peterkin, of the Banner Grocery Co., Wetaskiwin, Alberta, has enlisted.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

E. St. John Howley, manager of the company which is operating so extensively in connection with the fisheries at Bay Bulls, Newfoundland, has established four stations for the packing of herring.

Quebec

Mr. G. A. McCart, of Avonmore, Ont., was a recent business visitor to Montreal.

Mr. J. C. Heon, manager of the Canadian Milling Agency, Victoriaville, Que., paid a business visit to Montreal the other day.

Zephirin Hebert, of the firm of Hudon Hebert et Cie, Montreal, has been taking a prominent part in the proceedings of the entente establishment between business men of Ontario and Quebec. Mr. Hebert was one of the prime movers of the idea to have the Ontario men visit Quebec, and to him fell the duty of delivering an address of welcome to the visitors. At Sherbrooke, Que., a handsome loving cup was presented to Sir George Garneau, and Mr. Zephirin Hebert, and all the guests at the banquet arranged by the citizens of Sherbrooke, drank from it. The cup was given on behalf of the Ontario delegation to the recipients.

Ontario

E. J. Ware, Toronto, is discontinuing his grocery business.

A. R. Martin, grocer, Toronto, has been succeeded by Mrs. J. McGregor.

F. H. Breckenridge, grocer, Ottawa, has been succeeded by F. X. Couillard.

W. G. Becksted, Morrisburg, has been succeeded by Orrin Duprau in his grocery business.

John Elliott & Son, Agincourt, are building a new store for their grocery and produce business.

Mr. W. D. Rutledge has purchased the general store previously owned by Mr. Ben Harris, of Madoc.

Eleven merchants in Chatham and Kent county, who forgot to affix war stamps to patent medicine which they sold were fined \$50 and costs. All were grocery dealers.

Alfred B. Hurrell, for many years a prominent citizen of Bridgeburg, died on October 9. He ran a general store up to three years ago.

Western Provinces

S. B. Yerxa, Regina, is going out of the grocery business.

J. P. Ash, Asquith, has started a fish and produce business.

Merchants Consolidated have secured license to do business in Alberta.

J. A. Morrow, Alsask, Sask., has sold his grocery store to Isaac Wright.

Two stores in Port Hammond, B.C., were wiped out by fire last week.

F. W. Poidwin has succeeded H. Fenson & Co. in their grocery business, Winnipeg.

L. T. Mewburn, the Calgary wholesale grocer, was in Lethbridge last week on a business trip.

V. S. Hembly, Driver, has been succeeded in his general store business by W. E. Stepney & Co.

Smith & Burton, Brandon, have opened for business in their new store at 123 Tenth street, handling fancy and staple groceries, fruit and vegetables.

Maedonald-Chapman, Limited, Winnipeg, wholesale grocers, announce that they will open two new branches in Alberta and Saskatchewan within a short time.

Daniel McDougall, for fifteen years a clerk in Winnipeg, will occupy one of the stores in the new block being erected on one of the best sites in St. Boniface, Man. His address is 71 Mason street.

D. L. Davidson, formerly manager of the Weyburn Grocery Co., Weyburn, has returned from a visit to the east. He expects to leave in the near future for North Battleford to take over a similar position.

With flour at \$9.50 a barrel to the trade, a number of New Westminster bakers have reduced the weight of the five cent loaf to ten ounces, but will continue to sell a twenty-five-ounce loaf for ten cents as at present.

K. G. McKillop, of Winnipeg, has gone to Lethbridge, and will associate himself with his brother in the business of H. A. McKillop. Mr. McKillop was for twelve years a member of the staff of Codville Co., wholesale grocers, Winnipeg.

At the Orange Hall, Vancouver, Wednesday, Oct. 4, an informal dance and whist drive was held under the auspices of the Retail Grocers' Association. About 100 couples were present, including members of the organization, wholesalers, travelers and their friends.

C. S. Turner and R. Walker, who have been in business at Winnipeg as commission merchants and warehousemen, trading as Turner & Walker, have dissolved partnership by mutual consent. Raymond Walker will probably go into the brokerage business, while Mr. Turner will continue the warehousing end of the business, as well as doing a brokerage business. The latter will shortly open an office on Bannatyne avenue.

Manitoba

Edmund Malo is opening a general store at St. Malo.

S. Kovalenko has opened a grocery business at The Pas.

David Wilson, Brandon, grocer, suffered a small loss by fire.

J. Wachnow, Winnipeg, is moving his general store to Hilbre, Man.

Karbin & Ostrovsky are opening a general store at Blaine Lake.

J. Froomkin, Winnipeg, grocer, has been succeeded by Jacob Rooner.

J. J. Barton, grocer, Cardinal, has been succeeded by P. J. Barton.

The Traders' Grocery Company, Winnipeg, have commenced business.

Rosholt Wold, St. James, have added meats to their grocery business.

M. R. Schurman, Virden, grocer, has been succeeded by W. A. Clow.

W. A. Zanki, Brandon, has discontinued his general store business.

The Hubbard Farmers' Supply Co., Hubbard, have opened a general store.

Cristall & Schwartz have succeeded P. Polsky in his grocery business, Brandon.

Mike Ksionzyk, general merchant, Arran, is taking M. Moffatt into partnership.

S. Elliott, Winnipeg, has been succeeded in his grocery business by Annie Thompson.

Johnson & Laxdale, general merchants, Mozart, have dissolved partnership. S. Laxdale retires.

Munro & McMillan, general merchants, Central Butte, have been succeeded by J. D. Munro.

A. F. Brock & Co., Winnipeg, have been succeeded in their grocery business by W. H. Olson.

Ternowetsky & Church, general merchants, Buchanan, have been succeeded by Novokshonoff Bros.

OYSTER WEEK

November 6-11

If proper returns are to be realized from OYSTER WEEK, it is absolutely essential that the highest standard of quality possible be maintained.

The watering of oysters is not only legally and morally wrong, it is a commercial error. The price is lowered accordingly, so the practice contributes nothing to your coffers. It robs the product of the best of its flavor, and deters the consumption. If the watering is eliminated the opposite effect will be experienced.

The retail price must be increased if a dry measure is to be sold. There is no place in Ontario, that the best Northern grown stock should be sold for less than 40c the pint, and a pint of oysters is ample for a family of six to make a meal of, if fried, stewed, or escalloped.

True, the added price will cause some discussion with the first purchase, but if the added efficiency is reasonably explained, the discussion is ended for all time, and the sale contributes a permanent benefit. The first purchase is determined largely by the eye, but the frequency of future purchases is dictated absolutely by the palate. This is not simply an opinion. We have gone into the matter thoroughly, and demonstrated the truth of this statement. It is increased consumption we are after, and we are willing to take our chances if we can get the product to the consumer in the best possible condition.

Be consistent, and handle only the best. If you find better oysters than ours, buy them, even though you pay more for them, if they are better they are worth more. Remember enthusiasm is a real selling force, and it is born of confidence.

Description of window-trim for OYSTER WEEK appears on the opposite page.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street - - - Toronto, Canada

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

OYSTER WEEK

Nov. 6-11

The accompanying cuts are from an electro made from a half-tone, and are only intended to give you an idea of how they are to be installed in your window. Whether the upper or lower positions are used, should be regulated by the size and shape of your window. The trim will be in three separate pieces, so they can be adjusted to either of these positions. The window-trim that will be sent you is a lithograph in colors, and we believe it will appeal to your good taste.

Let us ask again that you make a strong stand in the matter of quality, and obtain a price that will bring you proper returns. Increased sales mean a quicker turnover for you, allowing your purchases to be made more frequently, keeping your stock fresher, which in itself will contribute to a further increase.



The only requisite for obtaining the material for this window-trim, is that you be a customer of ours. There is no expense attached to it, so far as the dealer is concerned, and books of recipes will be forwarded with the window display.

CONNECTICUT OYSTER COMPANY, LIMITED

"CANADA'S EXCLUSIVE OYSTER HOUSE"

50 Jarvis Street

TORONTO, CANADA

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

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

SUMMARY OF MARKET CONDITIONS

Another decline was recorded this week in the price of live hogs. Supplies have been reaching the market in good quantities. Some farmers in various parts of Ontario are reported to have disposed of young suckling pigs at extremely low prices. Although there has been a slightly easier feeling in wheat, flour has remained firm. The demand for millfeeds shows no abatement and the market is firmer. All dairy products continue firm with higher prices recorded in some cases. The canned goods situation is causing considerable concern and the new prices will be announced about the time this issue reaches subscribers. Prices will be very high.

Sugar remains firm at the advance of 10c recorded in last week's report. The market on dried fruits is very unsettled. Deliveries are very uncertain. Many wholesalers express a fear as to their ability to secure sufficient stocks of currants to meet their requirements. Cables received re early shipments of dates indicate that there is every indication of firmness in the market. Peels are also firmer and in some cases have advanced in price.

Prices on California raisins have been withdrawn. Some large dealers have been informed that they will be fortunate if they receive 75% delivery on figs and raisins. The situation, as a result of the heavy rains, appears more serious than was at first supposed. There has been an improvement of late in the demand for molasses, and prices are slightly firmer.

Cable advices state that Indian and Ceylon teas are firmer in price. With a firmer tendency in the primary markets and the advanced insurance rates on freight, higher prices are not improbable. The demand for teas has shown considerable improvement during the past few weeks.

Peppers have shown additional strength during the week, and there has been a good, steady demand for pickling spices. Caraways have developed considerable firmness. Prices on all kinds of nuts are holding firm and there are indications of higher prices becoming effective before winter sets in.

California growers have withdrawn prices on beans, owing to reports of damaged crops. Business generally is good, despite the high prices prevailing on foodstuffs. Reports from buying centres in Western Canada state that business is good. Snow has fallen in many localities. Threshing has been retarded to some extent by the unfavorable weather and a scarcity of labor.

QUEBEC MARKETS

MONTREAL, October 17.—There is not the slightest alleviation of the general firming tendency of prices for almost all lines of goods. Flour, it is true, remained steady following previous considerable advances in price, but sugar went up, and both markets are still as firm as can be with prospects of further climbing. Dried fruits are in difficult condition as to deliveries, and have a continually firmer trend as to prices. California prices have been withdrawn, and their return

will be firmer in all probability. Tomato catsups have gone up 10 per cent.

Canned goods are in very firm and uncertain market, demand far exceeding available supply, orders being filled only 25 per cent., prices at sellers' discretion for the most part. In spite of all these disconcerting features general demand goes on well, and merchants report collections satisfactory, and people buying apparently as much as ever in most lines of goods.

Sugar is Firm

at Recent Advance

SUGAR.—As recorded in a brief special note in CANADIAN GROCER, and true to the prediction ventured last week, although to prophecy in sugar is a ticklish business, sugar prices rose another ten cents per 100 lbs. at 4 p.m. on the Oct. 11. This brings sugar within five cents per 100 lbs. of the 25 cent rise predicted by men in touch with the trade some three weeks ago. The market is still very firm. Raw Cubas are touching 5¼ cents at New York, and all refiners there have with one consent returned the price of sugar to the figure at which it stood when the sensational drop of \$1.00 straight was made some time ago. At \$7.25 the price stays steady and firm, and this firmness influences prices in Canada. There is also a big demand noticed for all lines of sugar. It is impossible to make any sure prophecy at present but tendencies are still towards firmness.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	7 60
20 lb. bags	7 70
2 and 5-lb. bags	7 90
Extra Ground Sugars—	
Barrels	7 95
50 lb. boxes	8 15
25 lb. boxes	8 35
Yellow Sugars—	
No. 1, 100 lb. bags	7 20
Dark yellow, 100 lb. bags	7 00
Bright coffee, bbls. only, cwt.	7 45
Powdered Sugars—	
Barrels	7 75
50 lb. boxes	7 95
25 lb. boxes	8 15
Paris Lump—	
100 lb. boxes	8 20
50 lb. boxes	8 30
25 lb. boxes	8 50
Crystal Diamonds—	
Barrels	8 20
100 lb. boxes	8 30
50 lb. boxes	8 40
25-lb. boxes	8 60
Cartons	9 25
Half cartons	9 95

Currants, Raisins,

Figs Going Higher

DRIED FRUITS.—The market on dried fruits is difficult for every one concerned. Deliveries are extremely uncertain. Prices have been withdrawn on California raisins. Rains did great harm during the drying season. Only about 50 per cent. of the fig and muscatel crop can be counted upon. Most of the seeded raisins had been dried when the rains set in. The trouble is more with the others. The market reflects the tendencies of the growers market with a rise of half a cent a pound on seeded, and one cent a pound on loose muscatels. Currants are in still

more difficult conditions. Some wholesalers have doubts as to whether they can get any deliveries at all, at prices to make handling profitable. New currants may run to about 18 or 20 cents per pound to the wholesaler before Christmas in some experienced opinion. At present fine loose filiatras can be bought by the retailer at from 16 to 17 cents per lb., but there is every indication of increasing firmness in the market. Cables have been received on early shipments of dates, and show that prices for Khadrawee, Hallowee, and Sayers dates are likely to rule firmer. English candied peels are also firmer being up two shillings to three shillings per 100 lbs. in the primary market. Prunes are also in very firm market.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 08 1/2	0 09
Apples, choice winter, 50-lb. boxes	0 08	0 09
Apricots	0 16	0 17
New	0 19	0 20
Slabs	0 14	0 15
Choice, 25's, faced, new crop	0 18	0 20
Nectarines, choice	0 11 1/2	0 12
Peaches, choice	0 10	0 12
Pears, choice	0 13 1/2	0 13 1/2
DRIED FRUITS.		
Candied Peels—		
Citron	0 25	0 25
Lemon	0 20	0 21
Orange	0 21	0 21
Currants—		
Filiatras, fine, loose, new	0 16	0 17
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 10	0 10
Paris, choicest	0 12 1/2	0 12 1/2
Hallowee, loose, new	0 09 1/2	0 09 1/2
Hallowee, 1-lb. pkgs.	0 09	0 09
Khadrawee	0 09	0 09 1/2
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 1/2	0 11 1/2
1 lb. glove boxes, each	0 12	0 12
Cal. bricks, 10 oz.	0 09 1/2	0 09 1/2
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	1 00	1 00
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 15	0 15
50 to 90, in 25-lb. boxes, faced	0 10	0 11
90 to 100, in 25-lb. boxes, faced	0 04 1/2	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75	3 75
Muscatels, loose, 3-crown, lb.	0 10 1/2	0 10 1/2
Muscatels, 4-crown, lb.	0 09 1/2	0 09 1/2
Cal. seedless, 16 oz.	0 11 1/2	0 11 1/2
Fancy seeded, 16 oz. pkgs.	0 10 1/2	0 11
Choice seeded, 16 oz. pkgs.	0 10 1/2	0 11
Valencias, selected	0 11	0 11
Valencias, 4-crown layers	0 11 1/2	0 11 1/2

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

Molasses Firmer: Stocks Are Less

MOLASSES.—With stocks becoming shorter and shorter prices tend steadily towards greater firmness, particularly for the fancy grade this week. Quotations for fancy in puncheons—Island of Montreal—were about a couple of cents higher this week, running to 64 cents as against 62 cents last week, and there are further firming prospects in sight. Choice grade molasses is still quoted at last week's price of 59 cents in puncheons. Prices in barrels are three cents higher than for molasses in puncheons. Corn syrups are in still brisker demand, but prices are not so far increased. It is believed that the high price of butter

is increasing demand for corn syrups for domestic use.

	Prices for	
	Fancy.	Choice.
Barbadoes Molasses—		Island of Montreal.
Puncheons	0 64	0 59
Barrels	0 67	0 62
Half barrels	0 69	0 64

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.

Canned Goods Are All Up in the Air

CANNED GOODS.—The market for canned goods is more or less demoralised by the disappointment due to shortage of supplies, and the consequent increase of prices. Many retailers are finding themselves short of various lines usually carried on their shelves, and there is little relief for them in sight. Wholesalers' orders for canned goods are being filled only 25 per cent. even on orders as large as 1200 cases placed early. There was talk of two dollar tomatoes on the market early this week. Merchants went warily wondering where the markets would get to next. Threes were costing the wholesale trade from \$1.25 to \$1.50, and there was no eagerness on the part of sellers to let go holdings. Sockeye salmon (highest grade reds) show only from 35 to 60 per cent. deliveries of orders, and stocks, will be cleared out to the bare boards to supply demand which will still go only half supplied.

Coffee Market is Quite Uneventful

COFFEE.—Nothing could be more peaceful and placid in the midst of wildly restive markets generally than the market for coffee at present. In the primary markets all is going smoothly as far as indications can point. Canadian demand and supply are in normal condition for the season. Qualities are good, and prices reasonable. Consumption of coffee should be more general on that account. No doubt the lack of facilities for sending coffee to the great European coffee consuming countries hemmed in by armies and armaments accounts in a degree for the absence of drain on the markets which might produce more unsettled price conditions. Prices are as last week's quotations:

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 36
Marsaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 19 1/2	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Tea in Demand and in Firmer Market

TEA.—Prices are firmer all round for tea and demand is more active according

to those closest to the markets. Approach of winter brings renewed request for 'the cup that cheers', and all good qualities of tea are being sought for and used more freely by the markets at large throughout the Dominion. Low grade Japans are steady and firmer. Black teas are firm. So far no alterations have been recorded in prices, but there is quite a marked tendency toward slight upward shadings. Possibly increased insurance rates on freights may produce more noticeable firmness later on.

Pekoe Souchongs, per lb.	0 23	0 25
Pekoes, per lb.	0 25	0 28
Orange Pekoes	0 26	0 31

Spice Markets Are Varied and Firm

SPICES.—Firmer markets are looked for in peppers. It is noted that in the East Indies Russian and British buying has been considerable, and spot stocks of peppers are dwindling on this continent. Nevertheless New York continues to be the cheapest place today to buy spices. London quotations on all lines are higher, and the primary markets are higher than New York. Cream of Tartar which fluctuated into weaker conditions during the past week firmed up again, and is going towards greater firmness. Corianders are exceedingly dear, and carraways are in most uncertain market, for there is some prospect of a Dutch embargo on these. Canada formerly produced considerable carraways, but of late the supply has fallen down to a negligible quantity as compared with importations. Prices of spices are as last week's quotations.

	5 and 10-lb. boxes	1/2-lb. pkgs. dozen	1/4-lb. tins lbs.
Allspice	0 16	0 09	0 23
Cassia	0 25	0 07	0 37
Cayenne pepper	0 28	0 10	0 35
Cloves	0 30-0 32	0 09	0 39
Cream tartar—50 to 55c.			
Cinnamon, per lb., 35c.			
Ginger, Cochiti	0 25	0 15	0 31
Ginger, Jamaica	0 28	0 15	0 28
Mace	0 80	0 45	1 00
Nutmegs	0 45-0 45	0 45	0 80
Peppers, black	0 28	0 85-0 93	0 38
Peppers, white	0 35	1 15-1 20	0 37
Pastry spice	0 22	0 95-1 20	0 29
Pickling spice	0 18-0 22		
Turmeric	0 21-0 23		

Lower prices for pails, boxes or ballers when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Caraway, Dutch	0 18	0 25
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 25
Celery seed, bulk	0 36	0 46
Shredded coconut, in pails	0 21	0 23
Pimento, whole		12-15

Nuts Keep on the High Price Trend

NUTS.—Prospects are for higher priced nuts this winter. European walnuts, almonds, and filberts are all shorter in crop this fall, and there is even a prospect that the export of nuts which are a recognised energy producing food, may be prohibited by the Governments interested in maintaining their troops at full power efficiency. Brazil nuts are

scarcer. Shelled walnuts show firmness, and even the festive peanut from the United States is a shade higher priced. Prices to retailer as previously quoted.

Almonds (Tara), per lb.	0 19
Brazil nuts (1916 crop), per lb.	0 19
Pilberts (Sicily), per lb.	0 19
Hickory nuts (large and small), per lb.	0 09
Peanuts (coon), per lb.	0 10
Peanuts (Jumbo), per lb.	0 13
Pecans (new Jumbo), per lb.	0 18

California Bean

Prices Withdrawn

DRIED VEGETABLES.—California growers have withdrawn all prices on beans owing to reports of damaged crops. When beans come back again on the market they will be found firmer in opinion of those in touch with trends. Japanese beans are offering but at very high prices. No less than \$5.55 per bushel laid down in Montreal and ex-car was quoted in one case with reference to Japanese beans. These are the small white hand-picked beans. The market, however, is altering rapidly, and may go easier. Last year these beans were worth about \$4.15 per bushel, and at that were considered dear. Prices on Canadian beans and peas continue firm, and there is a scarcity of good boiling peas. Quality of some of the peas offering is found deceiving. The pea looks excellent, but boiling brings out of the heart of a percentage of peas, a small black fly showing some prevalence of pests during the growth of the peas.

Beans—		
Canadian, 3-lb. pickers, per bushel....	6 00	6 00
Canadian, hand-picked	6 75	7 00
Canadian, 5-lb. pickers	5 80	5 80
Yellow eyes, per bushel	5 70	5 70
Lima, per lb.	0 08 1/4	0 09
Peas, white soup, per bushel	3 25	3 50
Peas, split, bag 98 lbs., new crop	5 75	6 00
Barley, pot, per bag	3 80	3 80
Barley, pearl, per bag	4 05	5 20

Fish Supplies of Canada Not Enough

Montreal—
FISH AND SHELLFISH.—The general tendency of the fish business this week is for higher prices all round. The fact that the British Government has contracted for \$500,000 worth of fish per week from Canada means that fully

ONTARIO MARKETS

TORONTO, Oct. 18.—Prices on most lines continue firm with an upward tendency. A number of important price changes have taken place during the week. Sugar has developed strength on the recent advance. All grades of Indian teas are firmer. There is a good demand for tea. An improvement is also noted locally in coffee.

Currants have advanced in price. The dried fruit market is very unsettled, and only partial deliveries are expected by some dealers.

Prices on canned goods are to be

three-quarters of our home production will be shipped across the Atlantic. Unless our production is increased in that proportion, and until this is done, high prices will prevail. Arrivals of fish from the Pacific Ocean are only fair, and prospects are for higher prices yet.

SMOKED FISH	
Haddies, per lb., new cured	0 10
Haddies, fillets, per lb.	0 12
Digby herring, per bundle of 5 boxes.....	0 75
Smoked boneless herring, 10-lb. box	1 40

SALTED AND PICKLED FISH	
Herring (Labrador), per bbl.	8 00
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	13 00
Sea Trout, red and pale per bbl.	15 00
Green Cod, No. 1, per bbl.	10 00
Mackerel, No. 1, per bbl.	20 00
Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80

SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 50
Prawns, Imperial gal.	2 75
Shrimps, Imperial gal.	2 00
Scallops	2 25

FRESH SEA FISH	
Halibut	18
Haddock, fancy, express, lb.	0 07 1/4
Mackerel, (med.) each	15
Mackerel (large), each	21
Cod, steak, fancy, express, lb.	08
Flounders	c
Salmon, Western	17 —18
Salmon, Gaspe	20

FRESH LAKE FISH	
Pike, lb.	0 09
Perch	0 10
Whitefish, lb.	0 13
Herrings, lb.	0 05
Lake trout	0 12
Eels, lb.	0 09
Dore	0 13
Smelts	0 12

Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	13 00
Malpeque Shell Oysters (ordinary), bbl.	9 00
Cane Cod shell oysters, per bbl.	12 00
Scallops (per gal.)	2 25
Clams (med.) per bbl.	8 00
Shri. ps. per gal.	2 00

ADVANCE IN FLOUR DUE

Last minute advices, while **CANADIAN GROCER** is on the press, state that flour will in all probability be advanced from 25c to 40c per barrel Thursday morning. Some of the mills Wednesday night had decided to put the increase into effect. The action has resulted through the somewhat sensational advance in wheat of 9c per bushel on Tuesday and 3c on Wednesday. Reports of snow in the Canadian Northwest, a continuation of disquieting news from Argentine, and the heavy buying of the British Government have all been factors in the soaring price of wheat.

named this week, and will be made about the time this issue reaches subscribers.

Sugar Has Developed Strength on Advance

SUGAR.—At the time of writing there has been no further advance since the 10c rise on October 11. Refined granulated is now selling in Toronto at \$7.66 per 100 pounds. The market, however, can be characterized as strong. On

Monday three of the American refiners—Howell, Arbuckle and the American—advanced their price to \$7.25, with some of the refiners, notably, Warner, McKahn and the Pennsylvania, withdrawn from the market altogether. Raws have advanced another 1/8c in the New York market on a sale of 5,000 bags, which makes the figure now \$6.27 duty paid. Statistically the position is becoming more acute. According to the last report there were less than two weeks' stock in the hands of refiners and importers at United States Atlantic ports. This condition is quite abnormal. The total stocks on hand at present amount to only 109,000 tons, while the combined meltings for the past two weeks was 119,000 tons. If meltings continue on this basis with receipts falling, a serious situation is pretty sure to develop during the next three months, or before the new Cuban crop comes in in December. Canadian refiners appear to be carrying sufficient stock for present requirements, but they are showing considerable interest in the buying of Demerara raws in the face of purchases being made there by United States refiners.

Montreal refined, extra granulated sugars.....	100 lbs.	7 66
New Brunswick extra granulated	7 66	7 66
Nova Scotia extra granulated	7 66	7 66
Yellow, No. 1	7 25	7 25
Special icing, barrels	8 01	8 01
Powdered, barrels	7 81	7 81
Paris lumps, barrels	8 25	8 25
Assorted tea cubes, boxes	8 25	8 25

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 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.

Heavy Demand for Molasses Not Under Way

MOLASSES.—Although there has been a slight improvement in the demand for molasses with the coming of cooler weather, the heavy demand expected with the winter months has not yet developed. Ontario, however, at no time consumes molasses in as large quantities as some of the Eastern provinces of the Dominion. Both cane syrup and corn syrup hold steady in price, with a slightly improved demand for the former.

Corn Syrups—	
Barrels, per lb., 3 1/2c; 1/4 bbls., 4c; 1/2 bbls.	0 04 1/2
Cases, 2 lb. tins, 2 doz. in case.....	2 65
Cases, 5 lb. tins, 1 doz. in case.....	3 00

Cane Syrups—	
Barrels, lb., 5 1/2c; 1/4 bbls.	0 05 1/2
Cases, 2 lb. tins, 2 doz. in case	4 80

Molasses—	
Fancy Barbadoes, gal.	0 64
West India, gal.	0 45

All Grades of Indian Teas Firmer

TEAS.—Cable advices from London report that all grades of Indian and Ceylon teas are firmer in price. Ceylons were a 1/4c to 1/2c per pound dearer. There has been a very good demand for

teas during recent weeks. With the firming tendency in the primary market and the advanced insurance rates, future teas seem destined to carry higher prices. Locally there have been no price changes as yet.

	Per lb.	
Pekoe Souchongs	0 23	0 25
Pekoes	0 24	0 26
Orange Pekoes	0 28	0 30
Broken Pekoes	0 28	0 30
Broken Orange Pekoes	0 28	0 30

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

Coffee Exports Are Almost at Standstill

COFFEE.—The demand locally for coffee has continued to improve. Prices have held steady. In the primary market the receipts of Brazil coffee at the two ports of Santos and Rio up to the present time have been much heavier than last year. Stocks now on hand amount to 2,950,000 bags, as compared with 2,668,000 bags last year. The new crop is only two months in the offing. Supplies are accumulating in Brazil on account of the war. This is acting as a restraining influence on advancing prices. Mild grades are in full supply, as the exports are practically at a standstill. The tone of the market is heavy in view of the still remote possibility of peace.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 28	0 32
Java, lb.	0 33	0 38
Marschalco, lb.	0 26	0 27
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 38
Rio, lb.	0 29	0 31
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 13	0 15

Caraway Seed Has Developed Firmness

SPICES.—Within the past two weeks caraway seed has developed considerable firmness. Although the prices locally have not advanced during the week, the situation in the New York market is a fair index of the situation. Two weeks ago caraway seed could be purchased down to 20c per pound. At the present the lowest price that can be secured is 30c per pound. If Greece becomes involved in the war, there is a possibility of greater strength in a number of spices. Black pepper has shown strength during the week. Pickling spices of all kinds have remained in good demand.

Allspice	0 18
Cassia	0 32
Cinnamon	0 50
Cayenne	0 35
Cloves	0 35
Ginger	0 30
Mace	0 90
Nutmegs	0 40
Pastry	0 30
Pickling spice	0 22
Peppers, white	0 36
Pepper, black	0 29
Nutmegs, selects, whole	0 40
Mustard seed, whole	0 28
Onion seed, whole	0 45
Coriander, whole	0 15
Caraway seed, whole	0 35
Cream of tartar	0 51

Currants Go Up Another 4s Per 100

DRIED FRUITS.—Soaring prices in currants have had no abatement during the past week, an advance of 4s. per 100 lbs. being recorded over prices named last week. They are now quoted at 67s. This represents a cost of 17c per pound to lay the cheapest grade of currants down here. Reports from California on the raisin crop are not encouraging. The situation appears more serious than at first supposed, and it is now stated that at least 45 per cent. of the crop will be unfit for trade, while of the remainder, not more than 10 to 15 per cent. will be first grade stock, which had already been cured before the rain started. Some of the large dealers in that State have informed their representatives in this city that they will be fortunate if they can make 75 per cent. delivery on figs and raisins. Advices written in that State on October 12 gave the information that it had been raining almost continually for twelve days previous, and that the outlook at that time was the worst in 30 years. If there were fine weather immediately, it was asserted, there would not be more than 50 per cent. of the crop saved. No prices have been named for the past ten days or two weeks. Some of the coast packers are even buying back their sales previously made in order to limit their losses as much as possible by getting the buyers to name their margin on the purchases. Locally prunes have advanced ½c per pound, while peaches have increased in the same proportion. Currants have also advanced in the neighborhood of 3c per pound.

Apples, evaporated, per lb.	0 08½	0 10
Apricots—		
Choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 20	0 22
Orange	0 20	0 23
Citron	0 25	0 26
Currants—		
Filiatras, per lb.	0 18½	0 19
Patras, per lb.	0 19	0 19½
Vostizas, choice	0 20	0 20
Cleaned, ½ cent more.		
Dates—		
Packages, 3 doz. in case	3 80	3 90
Prunes—		
30-40s, California, 25-lb. boxes	0 13½	
40-60s, 25-lb. boxes	0 11½	
80-100, 50-lb. boxes	0 08	
25-lb. boxes, ¼c more.		
Peaches—		
Choice, 50-lb. boxes	0 09	
Stds., 50-lb. boxes	0 08½	
Choice, 25 lbs., faced	0 09½	
Fancy, 25 lbs., faced	0 11	
Raisins—		
Valencia, Cal.	0 07½	0 08½
Seeded, fancy, 1 lb. packets	0 10½	0 10½
Seedless, 12 oz. packets	0 11	0 12
Seedless, 16 oz. packets		0 14

Singapore Tapioca Cannot be Secured

RICE AND TAPIOCA.—The tendency in tapioca is firm, with an upward movement not unexpected. Some importers state they are unable to get recent orders of Singapore tapioca. Penang tapioca is still to be had in plenty, but Singapore seems to be the more popular

one on the Canadian market. Considerable stocks are now on the way to Canada, which, it is expected, will be placed on the market at 8¼c to 9½c. There has been a big demand for rice recently. Locally prices are unchanged.

Rangoon B, per 100 lbs.	4 30	4 50
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	4 75	5 00
Tapioca, per lb.	0 09	0 10

Prices on Tomatoes to be Named This Week

CANNED GOODS.—While CANADIAN GROCER was being mailed to subscribers a meeting of the Canadian Cannery, Limited, was being held in Toronto, at which the prices for the present pack of tomatoes, corn and peaches will be named. As stated in CANADIAN GROCER last week, the opening price for tomatoes is expected to be around \$1.75 per dozen. Developments that have taken place during the past week would seem to indicate that there is a possibility of even higher prices than those named. It is understood there are two elements among the canners—one that thinks the price for tomatoes should be \$1.90 to the retail trade, while the other element favors that price for the wholesale trade. From the trend of affairs, it would seem to indicate the opening price will be in the neighborhood of \$1.90 to the retail trade. All salmon goods are short. Wholesalers are carrying lighter stocks than ever in their history. There is a decided firmness in salmon, with small possibility of securing adequate supplies. One large wholesaler asserts that he will make 100 per cent. delivery on corn, peas and tomatoes at the prices he named to the retail trade last March, of 87½c for corn and peas, and 97½c for tomatoes. An order placed with a canner who had a good season enables the contract to be carried through. To the grocers who get canned goods at these prices there should be a handsome clean-up.

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

Salmon Sockeyes—		
1 lb. talls, cases 4 doz., per doz.	3 00	
¼ flats, cases 8 doz., per doz.	2 00	
Chums, 1-lb. talls	1 15	
Pinks, 1-lb. talls	1 50	
Pinks, ½-lb. tins	1 00	
Cohoos, 1-lb. talls	2 50	
Red Springs, 1-lb. talls	2 00	
Canned Vegetables—		
Tomatoes, 3's	1 80	1 90
Peas, standards		1 25
Early June peas		1 45
Corn, fancy, doz.		1 40
Corn, 2's, doz.		1 30
Red raspberries, 2s		2 65
Red cherries, 2s		2 45
Strawberries, 2s		2 50

Bean Prices Hold Firm; Demand Good

BEANS.—Locally bean prices are holding firm. The yield of the Ontario crop is yet a matter of guess work, although it is expected to be short.

Japanese beans continue to be a factor in the market. No. 1 beans, Japanese, Rangoon and Ontario, are quoted from \$4.50 to \$5 per bushel.

Shelled Nuts Are In Good Demand

NUTS.—Prices in all lines of nuts are holding firm at recent quotations. There is small possibility of an abatement in price. There has been quite a demand for shelled nuts of all kinds. With the approach of the Christmas season merchants are beginning to lay in their supplies.

Tarragonas, lb.	0 19	0 20
Marbots, French, in shell	0 15	0 15
Grenobles, lb.	0 18	0 19
Walnuts, shelled	0 41	0 44
Almonds, shelled	0 42	0 45

Fruits Are Coming In Fewer Quantities

Toronto

FRUIT.—Arrivals in the local wholesale fruit market gave evidence that the heaviest part of the fruit season is over. Alberta peaches were off, white peaches also went the same way. The only kind that is still in in any quantity are the Smock's yellow. These are somewhat small in size. They range in price from 30c to 60c. Plums are cleared out of the market. Pears in very good sample sold around 60c per 11-quart basket. California pears by the box were quoted at \$4 and \$4.50. California grapes were also higher in price by 25c per case, being quoted at \$2.50 to \$3. Fruit was in rather poor supply, with the quality somewhat secondary in nature.

Apples, basket	0 25	0 50
Barrel	3 54	4 79
Bananas, bunch	1 75	2 25
Cranberries, bbl.	8 00	9 00
Oranges—		
Oranges, late Valencias, case	4 00	6 00
Grapes, Cal. Case	2 50	3 00
Ontario, 6 qt.	0 15	0 20
Lemons, Verdeli, case	5 00	5 50
Pears, boxes	4 00	4 50
Canadian, 6-qt. bkt.	0 20	0 30
11-qt. bkt.	0 30	0 50
Peaches, Smock's yellow, 11-qt.	0 30	0 60
Plums—		
Prime plums, Cal., 4 basket	1 35	1 35
Quinces, 11-qt.	0 50	0 85

VEGETABLE MARKET IN A LAGGING CONDITION

Toronto

VEGETABLES.—The vegetable market might be characterized as in a lagging condition. Tomatoes reaching the market had a tendency to show frost marks. Potatoes were slightly firmer in price by 10c per bag. The majority of the potatoes arriving were from the New Brunswick fields. Ontario potatoes have not been arriving in any great quantities as yet. Canadian celery was firmer in price by about 10c per dozen, being quoted at 25c to 40c. Silver skin pickling onions are about done. Red and green peppers are also becoming scarce. Canadian cabbage was easier in price by 25c per barrel. The quality showed up well. Onions in 100-lb. sacks sold from

\$3.75 to \$4. Corn on the cob is now off the market. Supplies of vegetables are beginning to thin out.

Cabbage, barrel	2 00	2 25
Carrots, bag	1 35	1 35
Basket, 11-qt.	0 40	0 40
Citron, doz.	0 60	0 75
Celery, Canadian, dozen	0 25	0 40
Mushrooms, 6 qt.	2 00	2 00
Onions—		
Spanish, crate 120 lbs.	4 60	4 75
American, 100-lb. sack	3 75	4 00
Silver skin, pickling, 11-qt.	1 25	1 50
Potatoes—		
New Brunswick, Delaware, 90-lb. sacks	1 75	1 85
Sweet, New Jersey, hamper	1 40	1 50
Ontario, 90-lb. bags	1 50	1 65
Turnips, 11-qt. bkt.	0 40	0 40
Tomatoes, Canadian, 11-qt. basket	0 25	0 30
6-qt. basket	0 25	0 25
Green, 11-qt.	0 15	0 20
Watercress, 11-qt.	0 15	0 25
Parsley, 11-qt.	0 50	0 50
Vegetable marrow, 11-qt.	0 20	0 50

Oysters Expected Easier in Price

FISH.—Oysters have been coming along in better supply during the past week, and in consequence there is a slightly easier feeling in the market. A decline is not unexpected in some quarters. The demand for oysters has been good. Whitefish continues scarce and high in price. Lake trout during the week has been more plentiful. The demand for Western salmon is not so great on account of the better supply of lake trout. These are now being used for steaks on account of their size. Smoked fish are in greater demand with the advent of cold weather.

Haddie fillet are easier in price by 1c per pound, and smoked boneless herring for this season's goods show an advance of 25c per 10-lb. box. Shrimps are now a scarce article. The new crop is expected along in a few weeks' time. Halibut shows a firmer tone during the week.

There is a possibility that the prices of fresh frozen fish will become firmer as a result of the decision of the British Government to use larger quantities of Canadian frozen fish as part of the diet of the British soldier. A despatch from Ottawa this week stated that orders for the present would amount to approximately one and a half million pounds per week, but that the amount consumed would eventually grow to five million pounds per week.

SMOKED FISH.	
Ciscoes, per lb.	0 12
Haddies, per lb., new cured	0 10
Haddies, fillets, per lb.	0 12
Digby herring, box	1 00
Smoked boneless herring, 10-lb. box	1 25
SHRIMPS, LOBSTERS.	
Lobsters, medium and large, per lb.	0 50
Shrimps—	
1 gallon	1 25
2 gallons	2 40
4 gallons	4 60
FRESH SEA FISH.	
Halibut	0 16
Haddock, fancy, express, lb.	0 08
Steak, cod, fancy, express, lb.	0 10
Flounders, Maritimes	0 08
New York	0 10
Salmon, Western	0 16
FRESH LAKE FISH.	
Pike, lb.	0 08
Whitefish, lb.	0 13
Herrings, lb.	0 07
Lake trout	0 11
Oysters—	
Standards, gal.	2 00
Selects, gal.	3 00

MANITOBA MARKETS

WINNIPEG, October 18.—Interest centres around the opening prices on tomatoes and corn. These are expected to be so high, the retail price will be away above that of last year. The retailer has certainly been taking advantage of the low quotations obtaining on old pack tomatoes during the past few weeks. One house which was quoting at 2.95 case, was cleaned out, while other houses offering tomatoes up to 3.25 case experienced a good demand.

Sugar Firm at The Advanced Price

SUGAR.—The market went up another ten cents last weekend, as announced in a special panel in CANADIAN GROCER, making a total advance of twenty cents for the week. This brings sugar to a basis of \$8.20. There has been a strengthening of both raws and refined in New York. Most of the local jobbers bought heavily before the advance, but the retail trade continue to buy at the advance.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	8 20
Extra ground or icing, boxes	9 05
Extra ground or icing, bbls.	8 75

Powdered, boxes	8 85
Powdered, bbls.	7 95
Hard lump (100-lb. case)	9 15
Montreal yellow, bags	7 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	9 15
Halves, 50 lbs., per cwt.	8 60
Bales, 20 lbs., per cwt.	8 67
Powdered, 50s	8 50
Powdered, 50s	9 05
Icing, barrels	9 00
Icing, 50s	9 00
Cut loaf, barrels	9 10
Cut loaf, 50s	9 30
Cut loaf, 25s	9 30
Sugar, British Columbia—	
Extra granulated sugar	8 20
Bar sugar, bbls.	8 65
Bar sugar, boxes, 50s	8 75
Icing sugar, bbls.	8 75
Icing sugar, boxes, 50s	9 05
H. P. lumps, 100-lb. cases	9 15
H. P. lumps, 25-lb. boxes	9 35
Yellow, in bags	7 80

Molasses Considered Very High

SYRUPS.—There has been no change in any line of syrups. Molasses are bringing very high figures, and could hardly go higher.

Corn Syrup—	
2s, per case 2 doz.	3 20
5s, per case, 1 doz.	3 35
10s, per case, 1/2 doz.	3 45
20s, per case, 1/4 doz.	3 45
1/4 barrels, cwt.	5 95
B.C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, 1/2 doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 65

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.
Barbadoes, ½ bbls., per gal.	0 70
New Orleans	0 37
New Orleans, tins, 2½ x 2 lb. case, \$2.35; 2½ x 3 lb.	

Raisins Damaged By Heavy Rains

DRIED FRUITS.—The report about raisins last week, viz. that the crop had been damaged by rain, is true. Muscats will be on a pro rata delivery. Seedless were more or less dried, and were not damaged. Evaporated apples are getting harder and harder to procure, as the crop is short. The apples in Ontario having run to small sized, it is difficult to get apples large enough to evaporate. It is not expected that for the same reason gallon apples will be scarce. Stocks of currants in Winnipeg are rather light, but stocks of raisins are heavy. Prunes in large sizes are plentiful, but small prunes are scarce. Local prices are 50-60 25's 9¼c; 90-100 25's 7½c.

Dried Fruits—		
Evaporated apples, choice, 50's	0 07½	0 07½
Evaporated apples, choice, 25's	0 08	0 08½
Evaporated apples, 3-lb. cartons		0 30
Pears, choice, 25's		0 12½
Apricots, choice, 25's		0 14½
Apricots, choice, 10's		0 16½
Peaches—		
Choice, 25-lb. boxes	0 08	
Choice, 10-lb. boxes	0 09	
Currants—		
Filiatras, wet, fresh cleaned	0 16	0 16½
1 lb. package Amalias		0 16½
2 lb. package		0 33½
Dates—		
Hallowes, loose, per lb.	0 08	
Hallowes, 12-oz. pkgs.	0 08½	
Raisins, California—		
16 oz. fancy, seeded	0 10	0 10½
16 oz. choice, seeded		0 09½
12 oz. fancy, seeded		0 08½
12 oz. choice, seeded		0 08
Raisins, Muscatels—		
3 crown, loose, 25's	0 08½	
3 crown, loose, 50's	0 09½	
Raisins, Cal. Valencias—		
25-lb. boxes	0 09	
50-lb. boxes	0 09½	
Prunes—		
90 to 100, 25s	0 07½	
50 to 60, 25s	0 09½	
Peels—		
Orange, lb.	0 17½	0 18½
Lemon, lb.	0 18	
Citron, lb.	0 21½	

Japanese Beans Going Higher

DRIED VEGETABLES.—Japanese beans are reported to be going higher on account of heavy foreign buying, and are said to have advanced 50c per bushel. The Ontario crop of peas is reported poor, and prices are expected to be higher.

Beans—		
Japanese white beans, bushel	5 00	5 30
Manchurian, bushel		4 25
California Lima Beans—		
80-lb. sacks	0 07½	
Barley—		
Pot, per sack, 96 lbs.	3 20	
Pearl, per sack, 96 lbs.	4 30	
Peas—		
Split peas, stk., 96 lbs.	5 50	5 75
Whole peas, bushel	3 30	

Tapioca Declines Slightly in Price

RICE AND TAPIOCA.—Tapioca is reported up a shade in the primary market, although they are lower here. Some quotations are as high as 8½c, but most jobbers are selling lower than that.

Prices should reach a lower level as soon as the cheaper tapioca begins to arrive more freely.

Canned Goods to be Much Higher

Winnipeg—
CANNED GOODS.—While opening prices on tomatoes and corn had not been named at the time of writing, enough is known by the trade to show that the retailer is not going to sell any ten cent tins of tomatoes this year, and he will be fortunate to be able to sell at 20c. They are expected to open at least 65c a doz. higher. The general opinion is that the retailer will be paying more than 3.25 this year, nearer 3.75. The special marked article on the subject in last week's issue of CANADIAN GROCER is said by many to have thoroughly covered the situation.

Scarcity of All Fresh Fish

Winnipeg—
FISH AND POULTRY.—All kinds of fish are scarce, and practically everything will be frozen from now on. One of the scarcest lines is halibut, which will be 15c per lb. by the time this is in print. The announcement that the British Government has contracted for large quantities of fresh fish will have a tendency to create higher prices here. For some months past the troops in England have been served with a weekly ration of Canadian fish. It is now stated that arrangements have been completed whereby the troops in the trenches are to be served with a fish ration and specially prepared tins are being forwarded. The report states in a short time the exports of Canadian fish would total 5,000,000 lbs. per week. The first order just placed is for one million and a half pounds of fresh frozen fish.

Poultry is arriving more plentifully although almost any figure can be got for turkeys. The usual price last week end for turkeys was 35c, while roasting brought 26c, and fowl 20c.

Fish—		
Fresh salmon	0 16	
Fresh halibut	0 15	
Lake Winnipeg whitefish	0 10	
Fresh finnan haddie	0 11	
Kippers, per box	2 00	
Fresh lake trout, per lb.	0 12	0 12½
Bloaters, per box	2 00	
Salt mackerel, 20-lb. kit	3 50	
Pickered, lb.	0 10	
Poultry, Live—		
Fowl	0 20	
Roastin chicken	0 26	
Turkey	0 35	

Apples Still Selling Freely

Winnipeg—
FRUIT AND VEGETABLES.—Supply of Wealthys was about done last week; they were bringing \$6.00 for No. 1 in bbls. Alexanders were quoted

\$5.50, St. Lawrence, \$6.00, and McIntosh Reds, B.C.'s \$2.25, Washington Jonathan, \$2.00-2.75. Tokay grapes are bringing \$3.00, and Ontarios 25c per basket. Elberta peaches were selling for \$1.20 per box Italian prunes in peach boxes \$1.10. Potatoes local were bringing around 80c. Celery B.C. was offered at 8c per lb.

Fresh Fruits—		
Apples—		
McIntosh Red, No. 1	2 25	
Bananas, lb.	0 04½	
Cantaloupes, crate	4 50	
Grapefruit, case	9 00	
Grapes, Ont., basket	0 25	
Grapes, Tokays	3 00	
Valencia oranges, case	5 25	6 00
California lemons	9 50	
Peaches, crate	1 20	
Prunes, Italian, peach boxes	1 10	
Vegetables—		
B.C. potatoes, new, lb.	0 01½	
B.C. onions, 100-lb. crates	3 00	
Spanish onions, case	1 50	1 75
Tomatoes, Ontario, 11-qt. basket	0 75	
Celery, B.C., lb.	0 08	

Millers Report Large Volume of Business

Winnipeg—
FLOUR AND FEED.—First patents stand at \$9.00. Wheat continues high, with little feature to the market. All millers report business coming in in larger volume than they have capacity for. Buying is very free, especially in the country.

Rolled oats in bulk are bringing \$2.75, and packages \$3.90. There is a good demand for cornmeal. Feeds are still selling \$24 for bran and \$26 for shorts and middlings, with the demand still considerably in excess of the supply. This is liable to continue into the fall and winter.

Flour—		
Best patents	9 00	
Bakers	8 50	
Clears	7 50	
XXXX.	6 50	
Cereals—		
Rolled oats, 80 lbs.	2 75	
Rolled oats, pkgs., family size	3 90	
Oatmeal, standard and gran., 96 lbs.	3 10	
Cornmeal, 96 lbs.	3 00	
Feeds—		
Bran, per ton	24 00	
Shorts, ton	26 00	
Middlings, ton	26 00	
Mixed chop, ton	26 00	

Hog Receipts Continue Light

Winnipeg—
PRODUCE AND PROVISIONS.—The hog market stands at 10c, the same as a week ago. Receipts continue light, but it is only a matter of two weeks before there should be a fair delivery of spring hogs. Provision and lard prices are unchanged, with a firm undertone to lard. The creamery butter market is firm, with every prospect of an advance to 38c. Dairy No. 1 stands at 33c. No. 1 candled eggs are bringing 33c. The demand is good at these prices, and receipts of fresh-laid eggs are very light. Cheese has registered a further advance, and is now selling 21¾c f.o.b. East, which brings the price here up to 24c and 24½c, although some houses were quoting 23½c last week-end.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Oct. 18.—Sugar is firm at the advance of 10c which went into effect on Oct. 11 and which was referred to in last week's issue of CANADIAN GROCER. Quaker rolled oats are now quoted at \$4 an advance of 10c. Lard has declined and is now quoted as follows:—3's, \$10.80; 5's, \$10.73; 10's, \$10.65; 20's \$10.55. Victor oats are now quoted at \$2.65. Sago and tapioca have declined 1/4c lb. and are now quoted at 8c lb. An advance of 20c has taken place on pork and beans, and quotations are now, 2's, \$3; 3's, \$4.30. An advance of 50 to 75c dozen is expected to take place in the price of brooms. Cornmeal has advanced 10c per 100 lbs. and is quoted 49's, \$1.47; 24's, 76 1/2 and bails \$3.23. All dairy products are very firm but unchanged. Two inches of snow fell in Regina on Tuesday and snow and sleet was general throughout the province, retarding threshing operations. The labor situation is still serious. A shortage of coal is reported.

Beans, small white Japan, bush.	4 55
Flour, No. 1 patents, 98s	4 70
Molasses, extra fancy, gal.	0 71
Rolled oats, 90s	3 10
Rice, Siam, cwt.	4 35
Sago and tapioca, lb.	0 08
Sugar, pure cane, granulated, cwt.	8 54
Cheese, No. 1 Ontario, large	0 23 1/2
Butter, creamery, lb.	0 35
Lard, pure, 3s, per case	11 00
Bacon, smoked backs, lb.	0 22
Bacon, smoked sides, lb.	0 30
Eggs, new-laid	0 38
Eggs, storage, No. 1 and No. 2.	0 35
Tomatoes, 2s, standard, case	4 25
Corn, 2s, standard, case	2 85
Peas, 2s, standard, case	2 81
Apples, gala., Ontario	1 88
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	5 43
Peaches, 2s, Ontario, case	3 75
Salmon, finest sockeye, tall, case	10 85
Salmon, pink, tall, case	7 85

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Oct. 18.—The harvest is practically completed, except in isolated districts. Light snowflurries have visited this section of the country during the past few days. Flour, first patents, is now quoted at \$9.20 per barrel, or \$4.60 per sack. Local flour is quoted at \$4.30 per sack. Storage eggs

are quoted at \$9.50 case. Creamery butter has advanced, and is now quoted at 32c lb. Sockeye salmon is now quoted at \$10.50 case. Crisco has advanced 35c case, and is now quoted at \$6.30. Evaporated and condensed milk have advanced 15c.

Beans, small white Japan, lb.	0 07 1/2
Flour, No. 1 patents, 98s, barrel	9 20
Molasses, extra fancy, gal.	0 75
Rolled Oats, 90s, basis	3 05
Rice, Siam, lb.	0 04 1/2
Sago and Tapioca, lb.	0 10
Sugar, pure cane, granulated, cwt.	8 75
Cheese, No. 1, Ontario, large	0 23 1/2
Butter, creamery, lb.	0 32
Lard, pure, 3s, per case	10 20
Bacon, smoked backs, lb.	0 25
Bacon, smoked sides, lb.	0 26 1/2
Eggs, No. 1	0 35
Eggs, storage, case	0 30
Tomatoes, 2s, standard case	3 55
Corn, 2s, standard case	2 50
Peas, 2s, standard case	2 50
Apples, gala., Ontario, case	1 70
Strawberries, 2s, Ontario, case	5 80
Raspberries, 2s, Ontario, case	5 80
Peaches, 2s, Ontario, case	3 45
Salmon, finest sockeye, tall, case	10 50
Salmon, pink, tall, case	5 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Oct. 18.—Sugar remains firm at the recent advance of 10c. Pork and beans have advanced from 10c to 40c per case. Crisco has advanced 35c case; Fels naphtha has advanced 30c case; Quaker oats have advanced 10c case. Tomatoes 3's are off the market, and 2 1/2's are quoted at \$3.90 case. Ned pack corn and peas are quoted at \$3 case. Further advances are sure to take place in the near future. An advance is expected to take place on domestic bottled vinegar. Apples in gallons are now quoted at \$2.25 case. Gallon tomatoes are practically off the market. Dried peels have advanced 2c per lb. Raisins are very firm, but no advances in price have yet been made.

Beans, small white Japan, lb.	0 08 1/2
Flour, No. 1 Patents, 98s	4 70
Molasses, extra fancy, gal.	0 77
Rolled oats, 90s	3 20
Rice, Siam, cwt.	4 75
Sago and Tapioca, lb.	0 08
Sugar, pure cane, granulated, cwt.	8 75
Cheese, No. 1 Ontario, large	0 24
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	10 20
Bacon, smoked backs, lb.	0 22
Bacon, smoked sides, lb.	0 24 1/2
Eggs, new-laid, doz.	0 40
Eggs, storage, case	10 00
Tomatoes, 2 1/2s, standard case	3 90
Corn, 2s, standard case	3 00
Peas, 2s, standard case	3 00
Apples, gala., Ontario, case	2 25
Strawberries, 2s, Ontario, case	5 25
Raspberries, 2s, Ontario, case	5 80
Peaches, 2s, Ontario, case	4 25
Salmon, finest sockeye, tall, case	11 80
Salmon, pink, tall, case	5 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Oct. 18.—With the steady upward trend in prices and no certainty of securing supplies even at advanced prices trade here is seriously concerned about several lines. In canned tomatoes for instance report that Canadian crop is practically failure and announcement by packers that they will be unable to deliver more than twenty per cent. of orders is making prices jump. Prospect is that they will only stop at American prices plus freight and duty. In canned corn situation is only slightly better with packers promising fifty to sixty per cent. of orders. Recent storms on Pacific coast have produced a somewhat similar condition in California dried fruits and present expectation is that only seventy-five per cent. of orders will be delivered here.

Bean prospects also source of worry as Canadian growers still unable to promise what they will do but better situation across line regarded as somewhat encouraging. Current changes in markets as follows: Bacon up, breakfast, 24c to 26c; roll, 20c to 22c; eggs advanced, new laid, 40c case 33c to 35c; cheese firmer 22 1/2 to 23c; flour advanced, Manitoba \$10.15; Ontario \$9.20; rolled oats up to \$7.50; sugar up 20 cents although not yet even with American market, standard \$7.75 to \$7.80; United Empire \$7.65 to \$7.70; bright yellow \$7.55 to \$7.60; No. 1 yellow \$7.35 to \$7.40; Paris lumps \$8.75 to \$9; beans white \$6 to \$6.10; yellow eyed \$5.90 to \$6; tomatoes heavy advance to \$4; corn up to \$3; apples gal. \$3.10 to \$3.25; salmon red spring tall \$10 to \$10.50; pink tall \$5.50 to \$5.60.

Flour, No. 1 Patents, bbls, Manitoba	10 15
Ontario	9 20
Molasses, extra fancy, gal.	0 60
Rolled oats, bbl.	7 50
Rice, Siam, cwt.	5 00
Sago and Tapioca, lb.	0 10
Sugar, pure cane, gran., cwt.	7 75
(only pure cane carried)	
Cheese, N.B., twins	0 30
Butter, creamery, lb.	0 30
Lard, pure, 3s, lb.	0 19 1/2
Bacon, smoked, backs	0 24
Bacon, smoked, sides	0 24
Eggs, new-laid	0 40
Eggs, storage	0 35
Tomatoes, 2s, standard case	4 00
Corn, 2s, standard case	3 00
Peas, 2s, standard case	3 00
Apples, gala., N.B., doz.	3 10
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 40
Peaches, 2s, Ontario, case	3 00
Salmon, red spring, tall, case	10 00
Salmon, pink, tall, case	5 00



THROUGH OTHER SPECTACLES



HOT, FRESH AND STALE

(From the *American Miller*)

One of the bakers' journals suggests as a possibility that some of the evils charged upon white bread may rightly be laid at the door of fresh bread; and calls upon bakers to oppose the eating of new bread. And it says that "hot bread is not the staff of life, whether it be white, brown or black.

It is rather amazing that there should be any call to bakers not to push fresh bread quite so hard as they do. It is a curious fact that in every city you can buy bread after it has ceased to be "fresh," at about half price. Bakers call bread "stale" when it is at its best. Homemade bread is not considered stale or inferior when it is 24 or 36 hours old; why should baker's bread be so considered, and by the bakers themselves?

Fresh bread is not palatable to many people and is indigestible to many more, who nevertheless can eat it with impunity after it is out of the oven 12 or 24 hours. Indeed, there are people who can eat hot biscuits without consequences who nevertheless have trouble with bread that is fresh and not actually hot. The "American Miller" has never believed hot bread injurious to people who liked it; but the number of people who either dislike or cannot properly digest fresh bread is too large to be regarded as mere eccentrics.

While the attitude of the baker is admitting that his bread is stale when it is really at its best is strange, nevertheless there is nothing in the statement of our contemporary that possibly the evils attributed to white bread may be properly chargeable to fresh bread. The cranks charge everything to white bread, even cancer. Fresh bread is chargeable probably with one evil only—that of indigestibility in some stomachs.

DRASTIC NEW FOOD RULE

(From *The Retail Grocers' Advocate*.)

Food manufacturers of this state are greatly disturbed over a new policy adopted by E. F. Burke, the recently appointed head of the food inspection work of the State Department of Agriculture, because, if it holds water on a test before the courts, it will be made to virtually require that ingredients of every food product be stated on the label and with such detail as to make a legal label look like a laundry bill.

According to letters received by several food producers lately, it is intended to require that if any food product be a "mixture, compound, combination, imitation, or blend, the character and constituents of which it is compounded must be stated on the label."

Heretofore, manufacturers have been of the opinion—and so have food officials—that if a label declared the general character of the ingredients, it was all the consumer needed to know, and this new ruling is a source of much annoyance. But E. F. Burke, agent for the department, has lately notified one manufacturer that nothing is entitled to be labelled as a "pickle" but a pickled cucumber; all other ingredients being "pickled vegetables."

GIBSON CANNING CO. DENIES GREAT SHORTAGE IN BEAN CROP

(From *The Canning Trade*)

"Much has been said and is being said daily in various trade publications and journals," writes the Gibson Canning Co., of Gibson City, Ill., "on the subject of the great shortage in the bean crop this year. It is generally known that the acreage in beans this year is greatly in ex-

cess of that of any previous year. Early crop prospects promised a gigantic crop. These prospects, however, were shattered by hot winds and drouth which appeared in July and the prospect pedulum swung to the other extreme. Pessimistic reports of the most discouraging nature became the rule.

"It is only fair now, however, to follow the pendulum in its course from its pessimistic extreme to the conditions as they appear to-day. Last Saturday, September 2, there was a meeting of the Central Michigan Bean Jobbers' Association at Alma, Mich. There were about 180 bean jobbers present. The report from practically all was that conditions had improved to a most unexpected degree in the last three weeks. At this meeting, while some eighty jobbers were still present, the chairman requested that each give his personal views, based on personal observation, regarding the bean crop prospects three weeks ago, two weeks ago and last week. The consensus of opinion was as follows: Three weeks ago the prospect was for five bushels per acre; two weeks ago, seven to ten bushels per acre; last week it looked as though it might go twelve to fifteen bushels per acre on an average, which would, in fact, be about a normal crop.

WESTERN FARMERS TO HOLD WHEAT

(From the *Canadian Farmer*)

The wheat growers in the West have organized for the purpose of holding their wheat for the higher prices which come along each year as soon as the bulk of the grain is out of the farmers' hands. It looks like good business on the part of the growers if they can so finance matters as to hold for a sufficient time. There was a big crop last year and many farmers are in a position to hold who would not have been able to do so a year ago. Taking one season with another the farmer has not received full value for his crop, because he has been forced to sell at the season of the year when prices are lowest. If the present movement succeeds it will give a new impetus to farming in the West and place the farmer in a position where he will get the advantage of advance in price, and not the speculator in wheat. There will no doubt be criticism of the grain growers' action in certain quarters. But why should he worry? The farmer has as good a right to organize to get the most out of what he has to sell as anyone else. This country is just full of combines and organizations for the purpose of advancing prices, and they don't belong to the land either. We could name dozens of different lines of business, controlled by organizations whose one aim is to stifle competition and to maintain prices. But as we understand it, the plan of the Western grain growers is not a combine but merely an effort to secure for the producer the increased prices for wheat, which heretofore have gone into the hands of the speculator. It will not enhance the price of flour or bread to the consumer one iota. The wheat, if marketed early, would be held by somebody else who would get the benefit of the higher values later on and not the farmer. It is a case of who will get the higher price, the farmer or the speculator in wheat. The farmer is the one who should get it, and we hope he will.

INDUSTRIAL HYGIENE

(From *The Canner*)

That the modern development of shop practice is a potent promoter of sanitation is becoming more and more generally recognized. As manufacturers of food products, the Joseph

Campbell Company have always taken the greatest care of the health of every employee. This is only one of the first and most natural steps in safeguarding the purity of our product; but the unceasing efforts for the promotion of efficiency have caused the managers of many dissimilar industries to follow the example set by the more advanced food manufacturers.

In the small shop diffusion of disease among employees might not be serious, but when one manufacturer proposes to employ thousands of men and women the questions of housing, bath and toilet facilities, light and ventilation become important problems. So it has come to be recognized that greater efficiency of employees is bound to result from the maintenance of their good physical and mental condition.

When it became evident that what the New York Sun calls the "pocket nerve" was affected, many great corporations instituted systematic examinations of operatives by physicians expert in tuberculosis. A good system of medical examination is the proper basis of economic service to the employee, the employer and from them to the community.

Wise managers of large industrial enterprises have learned from the army and navy, police and fire departments, and from some railway services that the environment of their working people must be sanitary in order that they may meet competition successfully. We believe that this fact will be the cause of a distinct improvement in the physical well-being of the race.

NATIONAL ECONOMY

(Monthly Commercial Letter of the Canadian Bank of Commerce.)

Even although their patriotism be undoubted, nevertheless many Canadians are aiding the enemy by thoughtlessly frittering away the profits and earnings due to a prosperity which may be suddenly arrested by the advent of peace. The Trade Returns continue to furnish evidence of the importation of many unnecessary articles and, to the extent that this is the case, our financial ability to resist the enemy is lessened. The words of Sir Charles Addis, in his address on "The Means of War Finance" apply to Canada as much as to the United Kingdom, when he says that people "do not understand that by the manner of their personal expenditure they may be determining whether the horrors of the conflict are to be prolonged or the blessings of peace anticipated. There does not appear to be as yet any general or adequate recognition of the special responsibility for the right use of war earnings attaching to those whose prosperity depends upon the continued sacrifice of life and limb by their fellow-countrymen in the field. It is surely a small thing to ask of those who are restrained from joining the fighting line by the disabilities of age, or infirmity, or sex, to make some sacrifice for those who are fighting their battles for them. Sacrifice! let us call it what it is—a privilege, perhaps the only privilege left to us."

BAKERS WANT NEW LAW

Bakers of London and Western Ontario decided to ask the Attorney-General's Department for an amendment to the Ontario Bread Act, whereby bakers may turn out loaves of any size they desire, so long as the weight of the loaf is marked clearly on the label.



FLOUR AND CEREALS



Flour Quite Firm; Mill Feeds Firmer

Flour Unchanged—Further Increase in Mill Feeds Looked For—Transportation Trouble

Montreal—

FLOUR AND FEEDS.—Prices on flour showed a slight slackening tendency at the beginning of the week, but not enough to affect the market at all. The submarine scare had its effect, and the market is not clear as to the intentions of the Government. Large wheat purchases would firm things up, but with the business in abeyance there has been a passing lull in the hurrying pressure toward greater firmness in flour. With mill feeds it has been steady and steadier firmness all along. Demand far exceeds supply. There is a premium of at least a dollar a ton on straight cars of feed as against mixed cars. Feed flour is quoted by some firms a good deal higher than the rates given in quotations below, but these quotations prevail over a wide market. Lake and rail transportation for mill products seems to be congested, making it necessary to ship mill feeds more by rail than by lake, adding to their cost in some cases. The scarcity and very high price of cotton seed which in past memory has been known to ease the market for feeds, helps to firm things further up. Forty dollars a ton is quoted for cotton seed. There are opinions on the market now that feeds will go higher still before very long.

Manitoba Wheat Flour—	Per bbl. of 2 bags	
First patents	9 40	
Second patents	8 80	
Strong bakers	8 70	
	Car	Small
	lots	lots
Winter Wheat Flour—		
Fancy patents	8 00	8 25
90 per cent., in wood	7 25	7 50
90 per cent., in bags	3 40	3 50
Bran, per ton	25 00	30 00
Shorts	31 00	35 00
Special middlings	38 00	40 00
Feed flour		0 68
Feed oats, per bushel		

CEREAL PRICES KEEP ON THE FIRM SIDE

Montreal—

CEREALS.—The generally firm tendency of the market for wheat and all grain products is reflected steadily in cereals. Demand for the oat products is on the increase for the Winter months. Barley is a little firmer this week. Corn

flour is also firmer by a considerable figure. Peas will be found costlier than quotations of the past week. There is a pretty confident prediction being made in the trade that the price of packet oatmeal goods of a well-known and well-advertised make is going to alter upwards soon from \$4.25 to \$4.50 per case.

Barley, pearl, 98 lbs.	5 00
Barley, pot, 98 lbs.	3 80
Buckwheat grits, 98 lbs.	4 50
Corn flour, 98 lbs.	3 15
Cornmeal, yellow, 98 lbs.	2 95
Graham flour, 98 lbs.	4 45
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 70
Oatmeal, standard, 98 lbs.	3 70
Oatmeal, granulated, 98 lbs.	3 30
Peas, Canadian, boiling, bush.	3 30
Rolled oats, 90-lb. bags	3 50
Rolled wheat, 100-lb. bbls.	3 80
Rye flour, 98 lbs.	3 30
Whole wheat flour, 98 lbs.	4 45
Wheatlets, 98 lbs.	4 70

Steady Feeling In Wheat and Flour

Wheat Has Had a Slightly Easier Tendency During Week, With Prices Shaded Trifle From Those of Last Week—No Change in Flour

Toronto

FLOUR.—With wheat holding fairly firm at recent high levels, there has been no disposition during the past week on the part of millers to move their prices for flour either upward or downward. Demand for flour has been heavy. During the week the prices of wheat were slightly easier, although the downward trend has not been sufficient to make any change in the same direction in the price of flour. Much depends on the action that the British Government takes with respect to buying wheat and flour. There is a feeling abroad that if the Government does undertake to do the buying that it will crowd out the speculative cash element so far as the wheat and flour needs of the Empire are concerned. October No. 1 Northern sold on Monday at Winnipeg at \$1.63; December at \$1.58 6-8, and May at \$1.61 6-8. Ontario Winter wheat also holds steady in price at the quotations of last week.

Manitoba Wheat Flour—	Small	Car
	lots	lots
	per bbl. of 2 bags	
First patents	9 50	9 30
Second patents	9 00	8 80
Strong bakers	8 80	8 60
Ontario Winter Wheat Flour—		
High patents	8 50	
Second patents	8 30	8 00

FIRMNESS IN PRICES OF BARLEY PRODUCTS

Toronto

CEREALS.—There is a firmness in the market for barley during the week. People are coming to recognize the value of barley as a food and its comparative cheapness when compared with some other cereals. This has caused a greater demand for the article with a consequent firmness in the market. The crop of barley has been none too good this year. It was selling at \$1.03 in Winnipeg at the latter part of last week. This constitutes almost a record price. Corn flour has advanced 25c per 98 lbs. during the week. There is also a firmness in rolled oats, an increase of 10c being recorded.

Barley, pearl, 98 lbs.	5 00	5 50
Barley, pot, 98 lbs.	4 00	4 25
Beans, prime	4 75	5 25
Buckwheat grits, 98 lbs.	4 50	
Corn our, 98 lbs.	3 25	
Cornmeal, yellow, 98 lbs.	2 95	
Graham flour, 98 lbs.	4 25	4 35
Hominy, granulated, 98 lbs.	3 00	
Hominy, pearl, 98 lbs.	3 00	
Oatmeal, standard, 98 lbs.	3 85	
Oatmeal, granulated, 98 lbs.	3 85	
Peas, Canadian, boiling, bush.	3 00	
Rolled oats, 90-lb. bags	3 35	3 45
Rolled wheat, 100-lb. bbls.	3 75	
Rye flour, 98 lbs.	3 20	
Whole wheat flour, 98 lbs.	4 35	4 55
Wheatlets, 98 lbs.	4 65	4 85

DEMAND FOR MILLFEEDS SHOWS NO ABATEMENT

Toronto

FEEDS.—Demand for millfeeds of all kinds shows no let-up. Mills are still limiting the amount they will sell in the ratio of 300 bags of millfeed to 100 bags of flour. Some mills are a month behind with their orders on these commodities. Labor conditions are causing millers considerable trouble. Freight handlers and men to handle flour are scarce. It is from this class of men that enlistments have been particularly heavy. Bran is in great demand as a stock food. As the winter progresses the demand is expected to increase. There are no price changes to record, with the exception of Ontario oats, which have increased in price 1c per bushel. This steadiness in price is somewhat of an exception as advances in millfeeds have been steadily maintained for some weeks past.

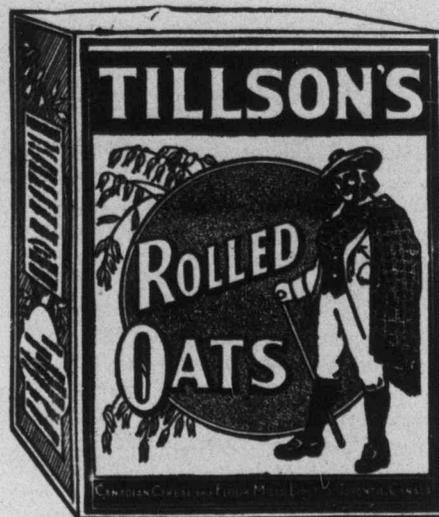
Mill Feeds—	per ton	
Bran	26 00	30 00
Shorts	30 00	32 00
Special middlings	33 00	
Feed flour, per ton	46 00	48 00
Ontario oats, outside points	0 55	0 87



The kind that makes real porridge. A strength-sustaining food that is a big seller everywhere.



Quality, then Price—Our Standard



The most popular cereal breakfast food. Contains every unit of nourishment necessary to the building up of vigorous health. Stock it for bigger winter selling.

Rainbow Flour—the best flour for baking. Much sought after because of its high-grade qualities. A flour, the results of which bring the housewife back for more.

Gold Seal—the perfect pastry flour. Known and appreciated by good housewives everywhere. Always a quick seller and a sure profit-builder.



widely known, popular, and easily digested, Tillson Scotch Health Bran is a good line to feature.



Canadian Cereal and Flour Mills Co., Limited
TORONTO CANADA

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



PRODUCE AND PROVISIONS



Live Hogs Drop 35c During Week

Good Supplies Have Been Reaching Market—Farmers Disposing of Hogs on Account of High Price of Feed

Toronto
PROVISIONS.—Another decline of 35c was recorded in the price of live hogs during the week. Farmers have been sending their porkers along to the market in fairly good numbers, not caring to face the feeding problem in the face of high feed prices. Live hogs, fed and watered, were quoted at \$10.65 per hundred during the first of this week. Dressed hogs have held steady in price. All cooked meats have also held at recent quotations. Some farmers in various parts of Ontario are reported to have disposed of young suckling pigs at \$2 per pair. This is an exceptionally low price, and would seem to indicate a shortage of hogs in the not distant future if this action is persisted in for any length of time. They are apparently not disposed to keep their young pigs at any price.

Hams—			
Medium, per lb.	0 25	0 25 1/2	
Large, per lb.	0 23	0 23 1/2	
Bacon—			
Plain	0 25	0 26	
Boneless, per lb.	0 27	0 29	
Bacon—			
Breakfast, per lb.	0 25	0 29	
Roll, per lb.	0 20	0 21	
Pickled meats—1c less than smoked.			
Dry Salt Meats—			
Long clear bacon, ton lots	0 17 1/2	0 18	
Long clear bacon, small lots	0 18 1/2	0 19 1/2	
Fat backs, lb.	0 17	0 19 1/2	
Cooked Meats—			
Hams, boiled, per lb.	0 35	0 36	
Hams, roast, per lb.	0 35	0 36	
Shoulders, boiled, per lb.	0 30	0 31	
Shoulders, roast, per lb.	0 30	0 31	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 17 1/2	0 17 3/4	
Tubs, 60 lbs.	0 17 3/4	0 18	
Pails, 20 lbs., per lb.	0 18 1/2	0 18 3/4	
Bricks, 1 lb., per lb.	0 19	0 19 1/2	
Lard, Compound—			
Tierces, 400 lbs., per lb.	0 14	0 14 1/2	
Tubs	0 14 1/2	0 14 3/4	
Pails, 20 lbs., per lb.	0 14 3/4	0 14 1/2	
Bricks, 1 lb., per lb.	0 15 1/2	0 15 3/4	
Hogs—			
Dressed, abattoir killed	17 50		
Live, fed and watered	10 65		
Live, off cars	10 95		
Live, f.o.b.	10 15		

BUTTER PRICES GO UP 1c PER POUND

Toronto
BUTTER.—Butter prices were advanced 1c per pound during the week, with a tendency to work toward still higher levels. A heavy export demand continues and the supply of milk is decreasing. All classes of butter shared in the advance. Some commission men are at a loss to figure out where adequate supplies of butter are going to come

from when the winter season advances. All feeds are scarce and high, and this will naturally make the farmers hesitate quite a while before they will feed in plentiful quantities to get the best results from the cows.

Creamery, prints	0 40	0 41
Creamery, solids	0 39 1/2	0 4 1/2
Dairy prints, choice, lb.	0 38	0 39
Dairy prints, lb.	0 35	0 36
Strong bakers	0 33	0 34

SLIGHTLY EASIER FEELING IN CHEESE

Toronto
CHEESE.—There is a slightly easier feeling in the cheese market during the week, although commission men assert they do not see any reason why it should be so. Some of the sales at boards were quoted down to a half to three-quarters of a cent, while others maintained a price dangerously near to the 22c level, in some instances 21 3/4c being paid at the factories. Export continues, although hardly as heavy as in recent weeks. This may have something to do with the easier feeling. Prices have held firm, however, for the most part at recent quotations, with an advance of half a cent recorded in the case of large cheese.

Cheese—		
Cheese, large, per lb.	0 22	0 22 1/2
New, twins, per lb.	0 22 1/2	0 23
Triplets, per lb.		0 23
Stilton, per lb.		0 23 1/2

FRESH EGGS STILL COME IN SMALL NUMBERS

Toronto
EGGS.—The supplies of fresh eggs are still in very meagre quantities. Some of the local dealers are inclined to believe that merchants and farmers are holding back their stocks in the hope of getting higher prices. This is pointed out as a mistake, as considerable is lost in the deterioration of the quality of the egg. In other quarters the reason for the poor supply is attributed to the falling off of production. As the winter season advances still higher prices are looked for. Storage eggs continue to supply the bulk of the needs. Prices during the week held firm.

Eggs—		
New laid, cartons	0 43	0 45
No. 1 storage, ex-cartons	0 35	0 36
Selects, extras	0 37	0 38

SPRING CHICKENS GO UP 1c PER POUND

Toronto
POULTRY.—Poultry has been moving toward the local market in fairly good quantities during the week. There is a dearth in the number of turkeys, how-

ever. They have not yet fattened to the point of nicety. There has been a fairly heavy run on spring chickens, and prices for both live and dressed being paid by commission men at Toronto have advanced 1c per pound. Live spring chickens are now bringing 15c per pound and dressed 18c in this market. All other prices hold steady.

	Live	Dressed
Spring Chickens	0 15	0 15
Hens, over 4 lbs.	0 13	0 15
Hens, under 4 lbs.	0 10	0 12
Old Roosters	0 10	0 12
Young Ducks	0 11	0 14
Old Ducks	0 09	0 12
Geese	0 09	0 12
Young Turkeys (8 and 9 lbs. each)	0 20	0 24
Young Turkeys (over 9 lbs. each)	0 20	0 24
Old Tom or Hen Turkeys	0 18	0 22

DEALERS OFFERING BETTER HONEY PRICES

Toronto
HONEY.—Dealers in honey have shown a disposition to offer higher prices for honey during the past week. Prices they are now prepared to pay range from 9 1/2c to 10c per pound. Producers have shown a disposition to wait for more money than that offered by commission men during the first of the season. The latter have now made the first overtures toward getting together, and there is greater possibility of honey moving in larger quantities in the near future. Quotations are firmer in price by 1c per pound.

Honey—		
Clover, 5 and 10-lb. tins	0 12 1/2	0 13 1/2
50-lb. tins	0 12	0 12 1/2
Comb, No. 1, doz.	2 40	2 75

COLD STORAGE EGGS SUPPLY LOCAL DEMAND

Montreal
EGGS.—Receipts in Montreal during the week ending October 14th, were 25,935 cases, which include all United States and Canadian goods for export shipment. Receipts from the country are getting less and less all the time, and dealers are now using their cold storage eggs to fill local requirements. The market for eggs remains very firm, though prices are unchanged from last week's quotations.

EGGS—		
New-laid, cartons	0 45	
New-laid, ex cartons	0 46	
Selects	0 38	
Number 1	0 34	

BETTER QUALITY OF POULTRY COMING IN

Montreal
POULTRY.—The market for poultry continues much as last week, only deliveries show a marked improvement on the quality of the birds formerly offered. Farmers appear to have taken

to heart many warnings given them to crate feed their poultry and so secure higher prices and better profits on the transaction in the market. Prices remain steady as previously quoted, being as follows:—

Fowl—		
Chickens, milk-fed, crate fattened, lb.	0 18	
Live fowls	0 12	0 15
Old roosters		0 12
Broilers	0 15	0 15
Roasting chickens		0 17
Young ducks		0 13
Live ducks, old		0 11
Turkeys (old toms, dressed), lb.		0 25

BUTTER KEEPS ON THE UPWARD CLIMB

Montreal
BUTTER.—The market for butter continues to advance. Prices at Cowansville on Saturday reached 39½¢, and the market this week is two cents per pound higher. Butter is now selling at 42¢ for solids, and 42½¢ for prints to the retail. Dairy butter is scarce and will likely continue to be so until the cheese factories close down and farmers begin making butter for the market. The continually increasing cost of feeds is held largely responsible for the rising price of butter. Arrivals of butter to Montreal during the week ending Oct. 14 were rather larger in quantity than for the previous week, being 19,906 pkgs: as compared with 15,773 pkgs. Prices are as under:—

Butter—		
Creamery, prints	0 42½	
Creamery, solids		0 42
Dairy prints, choice, lb.	0 36	0 39
Dairy prints, lbs., in tubs.	0 35	0 37

Lard Up In Price, Also Shortening

Hogs Plentiful in Supply, but Unsatisfactory as to Quality—Lard is Dearer

Montreal
PROVISIONS.—Live hogs were selling at from \$11.25 to \$11.50 per 100 lbs. this week in Montreal, and although supplies were coming in plentifully there was a firming tendency in prices. Quality of offerings was not greatly admired, market opinion being outspoken as to the need for improvement in this respect. Dressed hogs were quoted at 16½¢ cents per lb. There was little of particular note in market trends or events during the week's opening, but lard and shortening were both quoted higher, and this firming tendency was very marked. The market kept very firm as regards these two commodities. Prices otherwise were unchanged.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 25	0 25½
Bacon—		
Plain	0 25	0 25
Boneless, per lb.	0 27	0 30
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders, roast, per lb.	0 31	0 31½

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 18	0 18½
Tubs, 60 lbs.	0 18½	0 18½
Pails, 1 lb., per lb.	0 18½	0 19
Bricks, 1 lb., per lb.	0 19½	0 20
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 15	0 15½
Tubs, 50 lbs.	0 16½	0 16½
Pails, 20 lbs., per lb.	0 15½	0 15½
Bricks, 1 lb., per lb.	0 16½	0 16½
Hogs—		
Dressed, abattoir killed	18 00	
Live, F.O.B. Montreal off cars.	11 65	11 75
Live, off cars		10 90
Live, f.o.b.		10 15

CHEESE MARKET IS QUIET BUT FIRM

Montreal
CHEESE.—The market for cheese has been varied during the past week. Outside of the orders which are in the hands of a few dealers at present there is very little business passing. Export shipments continue fairly satisfactory, but a good deal of the cheese being exported is for Government orders. At the same time dealers do not expect any lower prices for cheese. Following prices are prevailing this week in Montreal:—

Cheese—		
Large, per lb.	0 22	0 22½
New, twins, per lb.	0 22½	0 23
Triplets, per lb.		0 23
Strilton, per lb.		0 25
Fancy old cheese, per lb.		0 25

PICKLE PRICES FIRM

One of the largest Western Canada manufacturers of vinegar and pickles, in a circular letter to the trade, has the following to say on the market as regards pickles, sauerkraut, dills and vinegar. Some time ago it was stated there would be a bumper crop of pickles; it appears, however, that cucumbers have not done as well as was expected, and that it will be necessary for some manufacturers to import cucumbers for pickle manufacturers. The information sent to the trade is as follows:

PICKLES.—In regard to the next six months—we are satisfied that present prices will hold firm with a possibility of advances towards the end of the year. In the early part of the season we felt that there would be a bumper crop of pickles, but the cold, late, backward spring and the extreme heat during the growing season has not been favorable to the production of cucumbers. Our own farms and contract growers have been able to supply us with only about one-third of our requirements, so that it will again be necessary to import in order to meet the demands of the Western Canadian trade. Another factor which contributes to the stiffening of prices is the difficulty experienced in obtaining containers and their advancing cost, as well as almost everything that enters into the finished product, including metal caps, rubber rings, spices, vinegar etc.

SAUERKRAUT.—As Western Canada has in the past imported sauerkraut largely from the other side of the line, where this year there is a scarcity, very high prices will rule. The cabbage crop

throughout the United States is almost a total failure and prices are higher than they have been for fifteen years. Canadian kraut to-day is low as a fair crop has been obtained, but owing to the fact that so much has hitherto been brought into the country, Canadian packers have not prepared themselves to meet the heavy demand that is being made upon them, and prices will rise. We are to-day quoting 40 gallon casks, Imperial measure, at \$7.50 f.o.b. Winnipeg or Portage La Prairie, Man., for delivery October 15th. This price holds good until the end of the month. October 1st price is \$8.50, terms thirty days net and no contracts.

DILLS.—Dill pickles, the demand for which have shown a decidedly upward trend, will be higher this year in price. Dills to be acceptable must be uniform in size, but the hot weather has caused the cucumbers to grow nubby, so that the supply available for putting down as dills is limited, and before the end of the season they will be commanding a much higher price than quoted to-day. They are good buying.

VINEGAR.—In regard to pure spirit vinegar — present prices will probably hold steady until about October when there may be a further advance. The supply of alcohol is very uncertain and Eastern distillers will give no assurance as to either price or quantity of spirit they are prepared to furnish.

FISH DAY OCTOBER 31.

Every Tuesday As Well As Friday Thereafter, To Be a Fish Day Also.

The Canadian Fisheries Association at their last meeting held in Montreal, decided that October 31 should be the National Fish Day, and at the same time the inauguration of the separation of the idea of fish from Friday. After October 31, this year every Tuesday in the week will be Fish Day as well as Friday. The idea of this National Fish Day, which has been followed up with so much success was first mooted by J. A. Paulhas of the D. Hatton Fish Co., Montreal, and it has taken quite a hold on the Fish Trade generally, and also on the public. It certainly should be a big item in the Fish Industry of the Dominion.

The police are investigating an alleged conspiracy on the part of three Germans from Detroit to blow up three canning factories in Kent County, engaged in preparing canned goods for shipment to the Allies. A Canadian woman who speaks German is said to have overheard the foreigners plotting the destruction of the plants. The police failed in their efforts to locate the alleged dynamiters.



Beyond all doubt

it is most important to stock only high-grade lines in your fish department. The prudent housewife is more than usually careful in selecting dependable canned sea foods. And right there is the reason for the unprecedented popularity of

Brunswick Brand Sea Foods

Nothing is left undone that would tend to make these wholesome sea foods leaders in their respective lines.

From the time they are taken from the waters of Passamaquoddy Bay everything that care and experience can do to preserve their sweet, natural flavor is done.

And the result—repeat sales wherever Brunswick Brand is featured.

Try them. Convince yourself that they are really worth featuring, particularly during the cold days. Here's our list of sellers:

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

Connors Bros. Limited
Black's Harbor, N.B.



QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	\$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 25 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots	or 10 cases and over	Bbl. lots
	Per doz.	Per doz.	
Dime	\$.095	\$0 90	
4-oz.	1 40	1 35	
6-oz.	1 95	1 90	

DOMINION CANNERS, LTD. JAMS

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

	Per Doz.
Apricot	\$2 45
Assorted	2 25
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

CATSUPS—In Glass Bottles

	Per doz.
¼ Pts. Delhi Epicure	\$ 1 20
½ Pts., Red Seal, screw tops	1 00
¼ Pts., Red Seal, crown tops	1 00
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 45
Qts., Red Seal	1 85
Qts., Lynn Valley	1 85

BAKED BEANS WITH PORK. Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 87½
1's Baked Beans, Plain, 4 doz. to case	0 82½
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40

Family, Plain, \$1.40 doz.; Family, Tomato Sauce, \$1.45 doz.; Family, Chili Sauce, \$1.45 doz.; 3's, Plain, Flats, Aylmer only, \$1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Plain, Tall, \$1.95 doz.; 3's, Tomato Sauce, \$2 doz.; 3's, Chili Sauce, \$2 doz. The above 2 doz. to case, 10's ½ doz. per case, for hotel and restaurant use (gals.), \$5.75 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10½ oz. Glass Jars	\$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 20
12 oz. Glass, Screw Top, 2 doz. in case	1 45
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	3 15
4's Tin, 12 pails in crate, per pail	0 53
5's Tin, 8 pails in crate, per pail	0 66
7's Tin or Wood, 6 pails in crate	0 87
14's Tin or Wood, 4 pails in crate, per lb.	0 12
30's Tin or Wood, one pail only, per lb.	0 12

BLUE Keen's Oxford, per lb. In 10-lb. lots or case.

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 dozen 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 37
Perfection chocolates, 20c size, 2 doz. in box, doz.	1 80



Quality

Prestige

Sales

If it's a "Lever Brothers" product, its quality goes unquestioned. That is a fact equally well-known to the public as to the grocers of Canada. That there is a certain, profitable "prestige" with the better class consumer in handling such goods is admitted and, of course, our nation-wide advertising sees to it that the "sales" are satisfactory.

Here is the cheapest soap any consumer can buy.

Not because of mere "bigness" but because of its superior purity. For a purer soap cannot be made than "Sunlight." No fillers or adulterants. The customer's money buys ALL soap. Our \$5,000 guarantee of purity has never been matched. There must be a reason.



LEVER BROTHERS, LIMITED

Toronto, Canada

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

Shoulders Picnic Hams Short Rolls

Fresh Pickled Smoked

These cuts are quoted
at reasonable prices.

Phone, wire or write for prices.

F. W. FEARMAN CO.
LIMITED
HAMILTON

ESTABLISHED 1854

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz.	1 00
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 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes ...	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes....	0 39
Lunch bars, 5-lb. boxes....	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ¼'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans.	\$6 95
Reindeer Brand, each 48 cans ..	6 70
Silver Cow, each 48 cans ...	6 15
Gold Seal, Purity, each 48 cans	6 00
Mayflower Brand, each 48 cans	6 00
Challenge, Clover Brand, each 48 cans	5 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 60
Jersey Brand, Hotel, each 24 cans	4 60
Peerless Brand, Hotel, each 24 cans	4 60
St. Charles Brand, Tall, each 48 cans	4 70
Jersey Brand, Tall, each, 48 cans	4 70
Peerless Brand, Tall, each, 48 cans	4 70
St. Charles Brand, Family, each, 48 cans	4 10
Jersey Brand, Family, each, 48 cans	4 10
Peerless Brand, Family, each 48 cans	4 10
St. Charles Brand, small, each 48 cans	2 00
Jersey Brand, small, each 48 cans	2 00
Peerless Brand, small, each, 48 cans	2 00

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	\$4 80
Reindeer Brand, "Small," each 48 cans	5 50
Regal Brand, each 24 cans ..	4 50
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27
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FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 20
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Per doz.

¼ oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$60.	
Roast Beef, ½s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25.	
Bolled Beef, 1s, 3.50; 2s, \$7.50; 6s, \$25.	
Jellied Veals, ½s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.	
Corned Beef Hash, ½s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, ½s, \$2; 1s, \$3.35; 2s, \$6.50.	

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

MACLEAN'S

for NOVEMBER

WANTED—A NATIONAL ANTHEM. Perhaps you yourself have felt in these times of intense patriotism Canada's lack of a real National Anthem; and, if so, Arthur Stringer's magnificent presentation of Canada's need in the November MacLean's will make you say "Amen and Amen." : : : The problem of the returned Soldier—a phase of it—is the subject of a special article which has the sanction and approval of Sir James Lougheed, President of the Military Hospitals Commission; a contribution of genuine interest to all business men : : : Business men will be glad to learn that the fine monthly Business Outlook article is to be added to by a department headed "Information on Investments" : : : Another excellent and timely contribution is "Putting the Crop Across"—how Canada markets her wheat.

CONTRIBUTORS:

Arthur Stringer
 Arthur E. McFarlane
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 J. W. Beatty
 Harry C. Edwards
 E. J. Dinsmore
 Lou Skuce
 Henry Raleigh

H. F. GADSBY writes on "Conserving the Conservatives"—a political article that both Liberals and Conservatives will find good reading : : : Peter McArthur, farmer-author, begins a series of stories in the November Number with "The Witch of Atlas"—extremely good : : : Robert W. Service has another "At the Front" poem—"Fleurette," strong yet tender : : : H. M. Tandy, a Canadian writer of fine ability, has a story, "Straw-Stack Strategy"—fine! : : : Serial stories by Arthur Stringer and Arthur E. McFarlane.

*At all News-Agents
 Fifteen Cents*

Hand Her The New STERLING CATSUP

and it's a safe bet that she'll come back again for more. The standard of quality embodied in this delicious catsup is up to the usual Sterling mark. What more need be said?

Sterling Catsup is *non-preservative and non-colored* — it is the most pleasing combination of palatable wholesomeness obtainable in the catsup line anywhere.

In displaying Sterling Catsup, you are laying the foundation of better customer-confidence and bigger profits.

How about a trial order?



The Made in Canada Quality Mark

T. A. LYTLE CO. LIMITED

STERLING ROAD TORONTO

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
 Boneless Pigs' Feet, 1/4s, \$1.75; 1s, \$2.75; 2s, \$5.50.
 Lambs' Tongues, 1/4s.
 Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
 Sliced Smoked Beef, glass, 1/4s, 1/2s, \$2.25; 1s, \$3.25.
 Tongue, Ham and Veal Pate, 1/2s, \$1.50.
 Ham and Veal, 1/2s, \$1.20.
 Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.
 Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s,
 Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/4s, \$9.50; 2s, \$13.
 Ox Tongues, Glass, 1 1/4s, \$12; 2s, \$14.
 Mince-meat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
 In Pails, 25 lbs., 13c lb.
 In 50 lb. Tubs, 13c.
 In 85 lb. Tubs, 12 1/2c.
 In Glass, 1s, \$2.30.
 Clark's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 17c.
 Clark's Peanut Butter — Pails 24 lbs., 17c per lb.
 Clark's Tomato Ketchup, 16 oz., \$2.40.
 Pork and Beans, Plain Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.75; 12s, \$9.50; 2s, flat, \$1.75. Individuals, 70c doz.
 Pork and Beans, Tomato Sauce, Talls, 1s, 90c; 2s, \$1.50; 3s, \$2.15; 6s, \$7; 12s, \$10; 3s, flat, \$1.85; Individuals, 75c doz.
 Pork and Beans, Chilli, 1s, 90c; 2s, tall, \$1.50; 3s, flat, \$1.85. Individuals, 75c doz.
 Tomato Sauce, 1 1/2s, \$1.30; Chilli Sauce, 1 1/2s, \$1.20; Plain Sauce, 1 1/2s, \$1.25.
 Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.40.
 Clark's Chateau Chicken Soup, \$1.10.
 Clark's Chateau Concentrated Soups, 95c.
 Clark's Chateau Concentrated Soups, No. 1, Assorted, 95c.
 Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30; 3s, \$2.35 doz.
 Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
 English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

THE N. K. FAIRBANKS CO., LIMITED.
 PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14 1/2
 Pails \$2 93
 This price list cancels all previous ones and is effective at once. Subject to change without notice.
 All orders received must be shipped within a period of 30 days.
 Advance over tierce basis for small packages:
 3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/4c over tierces; 10-lb. tins, 6 to the case, 1/2c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/4c over tierces; half-barrels, 1/4c over tierces; 50-lb. tins, 1/4c over tierces; 20-lb. tins, 1/4c over tierces.

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

VICHY LEMONADE
 La Savoureuse, 50 btles. cs. 11 00
 NATURAL MINERAL WATER
 Evian, Source Cachat, 50 btles, cs. 9 50
 IMPORTED GINGER ALE AND SODA
 Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 20
 Ginger Ale, Trayders, cs., 6 doz., splits, doz. 0 96
 Club Soda, Trayders, cs., 6 doz. pts., doz. 1 15
 Club Soda, Trayders, cs., 6 doz., splits, doz. 1 05
 BLACK TEAS
 Victoria Blend, 50 and 30-lb. tins, lb. 0 37
 Princess Blend, 50 and 30-lb. tins, lb. 0 34
 JAPAN TEAS
 H. L. ch. 90 lbs., lb. 0 25
 Victoria, ch. 90 lbs., lb. 0 25
 COFFEES
 Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
 Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
 Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
 MUSTARD
 COLMAN'S OR KEEN'S
 Per doz. tins
 D. S. F., 1/4-lb. \$ 1 6
 D. S. F., 1/2-lb. 2 90
 D. S. F., 1-lb. 5 75
 F. D., 1/4-lb. 0 90
 Per jar
 Durham, 4-lb. jar 0 95
 Durham, 1-lb. jar 0 35
 JELL-O.
 GENESEE PURE FOOD CO.
 Assorted case, 4 dozen \$3 10
 Lemon, 2 dozen 1 55
 Orange, 2 dozen 1 55
 Raspberry, 2 dozen 1 55
 Strawberry, 2 dozen 1 55
 Chocolate, 2 dozen 1 55
 Peach, 2 dozen 1 55
 Cherry, 2 dozen 1 55
 Vanilla, 2 dozen 1 55
 Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELLY POWDERS
 WHITE SWAN SPICES AND CEREALS, LTD.
 White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
 List Price
 SPICES
 WHITE SWAN SPICES AND CEREALS, TORONTO
 5c 10c
 Round Oval lith litho. dredge. 2 1/2 oz. Per doz. Per doz.
 Allspice \$0 45 \$0 90
 Arrowroot, 4 oz. tins, 85c
 Cayenne 0 45 0 90
 Celery salt
 Celery pepper
 Cinnamon 0 45 0 90
 " whole, 5c. pkgs., window front, 45c
 Cloves 0 45 0 90
 Cloves, whole, 5c. pkgs., window front, 45c
 Curry powder
 Ginger 0 45 0 90
 Mace 1 25
 Nutmegs 0 45 0 90
 Nutmegs, whole, 5c pkgs., window front, 45c
 Paprika 0 45
 Pepper, black 0 45 0 90
 Pepper, white 0 50 0 95
 Pastry spice 0 45 0 90
 Pickling spice, window front, 90c
 Shipping weight per case 10 lbs. 15 lbs.
 Dozens to case... 4 4

Seasonable Goods

NOW ARRIVING

OYSTERS

H. C. ROWE & CO.'S
Celebrated Deep Sea Long Island
Sound Oysters.

Scotch Finnan Haddies
from best curers

Extra Fancy Jersey Sweet
Potatoes

Extra Fancy Cape Cod
Cranberries

The House of Quality

HUGH WALKER & SON

Established 1861

GUELPH, ONTARIO

Cranberries

Grape Fruit

Jamaica Oranges

Sweet Potatoes

Tokay Grapes

.....
Fresh New Season's Goods
Now Being Delivered.
.....

WHITE & CO., LIMITED

Fancy Fruits and Vegetables

Toronto

Wholesale
Fruit and
Produce
Merchants

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits,
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Sell the famous GEORGIAN BAY APPLES

Before buying your
winter supply get in
touch with us.

Georgian Bay Apples
are the kind that sell
quickly and give satis-
faction.

We can supply you with
high quality Bananas,
Lemons, Oranges, etc.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

THE

B.L.O.E.

(BEST) (LEMONS) (ON) (EARTH)

are packed
under

"St. Nicholas" Brand

—
J. J. McCabe
Agent
TORONTO

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

Where have your profits gone?

Your old-style counter has stolen them! It is stealing more every day by taking up space that should be making money for you. Get rid of it. Install an Arnett Grocery Counter and make money, save time, lighten labor, serve more trade and serve it better and quicker. Sell cleaner goods. Attract new trade; hold the old. Its cost is small—it will pay for itself before you finish paying for it.



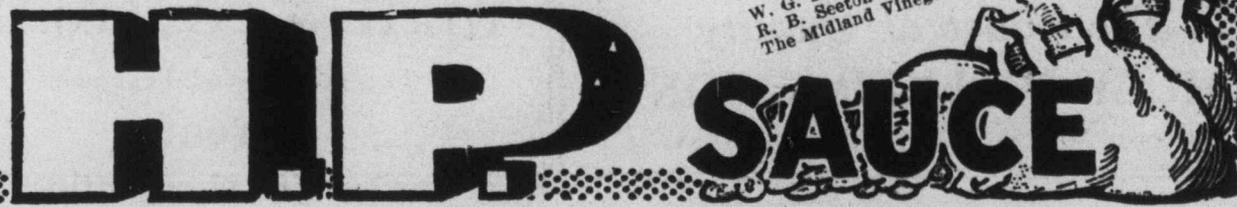
THOS. LEWIS ARNETT
SOURIS MAN.

Send a post card for full details.
Do it NOW!

Try a bottle of H.P. SAUCE on your own table

You will see why it's selling so freely—there's a "want-more" fascination about H.P. that is crowding the grocer's store all over the world, besides it shows a good profit.

Wouldn't it be worth your while to stock



W. G. Patrick & Co., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

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Every day our
customers have



a new demonstration of the desirability of handling the Victoria Brand of high-class foodstuffs.

It "tones up" your store; your customers feel the effect of it, because they like to deal where they can get the best quality. Your sales-people also like to handle such goods, because they feel they are doing both your customers and yourself good.

"Victoria" brand labels imply the highest grade of groceries.

Get a sample of any of the following, you'll be convinced that our statement is true:

Coffee

Tea

Spices

Extracts

Ketchup

Canned Fruits

Canned Vegetables

Canned Salmon

Peanut Butter

Currants



Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul Street West

MONTREAL



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

Buyers' Guide

CLASSIFIED ADVERTISING

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

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.

WANTED

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

POSITION WANTED

YOUNG MARRIED MAN, SEVEN YEARS' experience as clerk, four years as manager, general store, wants good position at once, with prospects of advancement, good references supplied. Reply to H. I. Barkley, South Mountain, Ont.

GROCCERS

Call on us for fancy dressed poultry, fresh killed daily.

C. A. MANN & CO.
LONDON, ONT.

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

OAKLEY'S KNIFE POLISH

20-102-7775



JOHN OAKLEY & SONS, LIMITED,
LONDON . ENGLAND.

AGENTS

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

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - TORONTO

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

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH

FOR NEXT WEEK

Halibut, Cod, Haddock, Trout, Whitefish

Price
Quality
Service

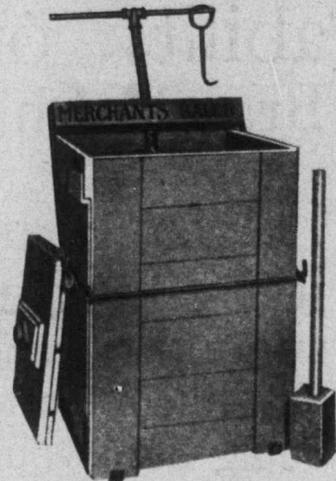
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

Jenkins & Hardy

Assignees, Chartered
Accountants, Estate and
Fire Insurance Agents.
15½ Toronto St., Toronto
52 Can. Life Bldg., Mont.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations



Registered
Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising. This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited

Established 1780

Montreal, Can.

Dorchester, Mass.

Who Deserves Your Window Space?

Shaving Cream
 Dentifrice
 Men's Talcum
 Borated Talcum
 Sen Yang Talcum
 Violet Talcum
 Flesh Tint Talcum
 Unscented Talcum
 Cream Tint Talcum
 Liquid Soap
 Cold Cream
 Tar Shampooing Cream
 Bath Powder

Surely, the manufacturer on whose products you make a goodly profit, and who advertises those products and samples them extensively and who co-operates with you in every direction, is the one who is most deserving of your window space.

The "House of Mennen" is entirely such a manufacturer. The 1916 Mennen advertising campaigns are bigger, better, and more

extensive than ever before. You should display the Mennen Products prominently, in order that you can derive the most benefit from these campaigns.

Three very attractive window displays have been prepared for you; one on the Shaving Cream, one on the Talcum Powder and a combination display of both. Write for one or all of them to Harold F. Ritchie & Co., Ltd., Toronto.



Canadian Agents:
 Harold F. Ritchie & Co., Limited
 Toronto, Ontario

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

Make Your Shelves Sell Goods

Set apart one section of your shelving for a display of

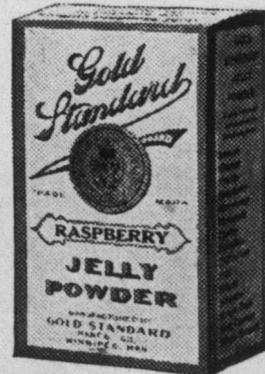
Gold Standard

Pure Food Products



Choose a spot where your customers' eyes naturally fall. Arrange the full line in full view. Your customers will sell to themselves in a great many cases. You will never know just how well this scheme pays until you try it.

If you happen to be one of the few grocers in the West who do not now stock the Gold Standard line, write us for our interesting and profitable proposition.



THE CODVILLE COMPANY LIMITED

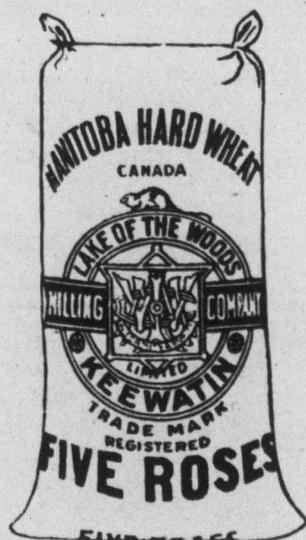
Brandon, Moose Jaw, Winnipeg, Saskatoon, Medicine Hat, Prince Albert

IN EVERY SECOND ENGLISH-SPEAKING HOME in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIÈRE FIVE ROSES is even now exerting an ever-widening sales influence.



What would it be worth to YOU?

- right in the home of every possible retail flour buyer in YOUR district,
- to have a daily reminder of compelling interest, filled with useful daily suggestions,
- a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on.

- a constant source of flour-consuming suggestions
- the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
MONTREAL "The House of Character" WINNIPEG

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie