

**PAGES
MISSING**

FEATURING 'C. N. E. EXHIBITS

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 13, 1918

No. 37

The Matches with no "after glow"



Non-poisonous

Sell The Goods That The Public is Buying

It is easier to swim with the current than against it. There is more profit in following the trend of public buying than in trying to divert it.

EDDY'S MATCHES are known to the Canadian public through sixty years of continuous service, and the public is in the habit of buying them. Perhaps you do not fully realize the significance of this fact. It has established in the public mind the habit of regarding Eddy products as *standard*.

You can sell these products more readily, and with less effort, because this public *buying habit* is behind them.

30 to 40 Brands to Choose From.

A Match for Every Purpose.

Eddy's Fibreware, Washboards, Paper Bags and Paper Products are



of the same Standard of Quality as are the Famous EDDY MATCHES

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

Let the Women Know

YOUR store is the place where women like to be reminded of the household needs that have "slipped their minds." Even for so well-known an article as

O-Cedar Polish

a reminder is needed. Housewives will be glad to see O-Cedar before their eyes when they enter your store. Every woman wants O-Cedar Polish because it is the quality polish—because it renews and protects all their furniture—because it cleans as it polishes.

The extensive and powerful advertising given O-Cedar Products is making more O-Cedar users every year. Let

your store be known as an O-Cedar store, and you will ensure your share of this profitable business. People will be sure you have it, if you utilize the convenient O-Cedar Sales Helps—O-Cedar Floor and Counter Stands; Electric Sign Displays; and O-Cedar advertising plates. Ask your jobber about yours, as well as about the Profit Deals that will make additional money for you.

CHANNELL CHEMICAL COMPANY, LIMITED
369 SORAUREN AVENUE TORONTO

BEANS, RICE, PEANUTS, WALNUTS ORANGES AND OTHER ORIENTAL PRODUCTS

*DIRECT IMPORTERS AND EXPORTERS
FROM AND TO THE ORIENT*

FUJITA & CO., LTD.

Head Office: KOBE, JAPAN.

Branches: VANCOUVER, B.C.

SEATTLE, YOKOHAMA, TIENTSIN, NATE AND TSINTOW

Western Distributors:

W. H. ESCOTT CO., LTD.

WINNIPEG

CALGARY, EDMONTON, REGINA, SASKATOON, FORT WILLIAM



Borden Milk Company Exhibit Attracts All the Babies.

A GATHERING PLACE FOR BABIES

Thousands of Little Tots Weighed at the Borden Milk Company Exhibit

OF course they didn't come exactly of their own volition; they were too little and young and wriggling for that, but thousands of proud parents gathered daily around the Borden Milk Company booth at the Canadian National Exhibition to have their baby weighed on the baby scale provided by the company, and if they did not come by themselves they very evidently enjoyed themselves hugely

when they arrived. Everybody who had a baby seemingly visited the booth at one time or other during their visit to the Exhibition, and the number of little visitors mounted well up into the thousands. Of course enquiries were made as to whether or not they were bottle fed babies and in the large percentage of cases where this was found to be the case it was also discovered that Eagle Brand Milk had played a

large part in their successful upbringing. The thriving appearance of the little patrons demonstrated better than any mere words could do the effectiveness of this product as an infant food. This, however, is only one of the many uses to which the product can be put, and many grateful housewives stopped to say a kind word for the product that had helped to make the task of housekeeping easier.

REINDEER COFFEE A HANDY PACKAGE FOR THE OVERSEAS PARCEL

AMONG the goods that fill the myriads of packages that are constantly finding their way overseas to the hard driven boys in the trenches, the odds are in favor of the guess that in the very large majority of cases, a tin of Reindeer Condensed Coffee will be included in the list. The product just naturally commends itself to the judgment of people as exactly the right thing for the purpose, and they need no urging to include it in

the package. A product that includes coffee, milk and sugar in just the right proportions, and needing only the addition of boiling water to make it the most appetizing of drinks, seems to have been made for the purpose.

But people who were not already familiar with the product began to see that what was good for the boys in the trenches was good for the folks at home, and as a result this convenient product has been growing enormously

in public favor. The crowds that daily thronged the Reindeer Condensed Coffee booth at the Exhibition were an eloquent living testimonial to the many friends that the product has made, and one taste of the deliciously fragrant beverage was sufficient to convince the most hardened unbeliever of its advantages, while the ease and economy with which it could be served were points that were of profound interest to everyone.



Reindeer Condensed Coffee Booth, One of the Popular Gathering Places.



The foundation upon which the Wethey reputation for high grade products has been built is

WETHEY'S CONDENSED MINCE MEAT

It is sold in the well-known red package everywhere. To-day—as for years past—popular favor places Wethey's in a class by itself.

Condensed mince meat is mince meat in a concentrated form. Wrapped in wax paper and attractively cartoned, it is fragrant with choice fruits and rich spices.

Simple directions for its use are given on every package.

It is mince meat in its most economical form.

**DISPLAY THESE GOODS PROMINENTLY
AND TELL YOUR CUSTOMERS**

that when preparing for the crust a little freshly chopped apple may be added.

J. H. WETHEY, Limited

ST. CATHARINES

CANADA

KING GEORGE'S NAVY

CHEWING TOBACCO

Is Always a Dependable Repeater

First sales of King George's Navy are always the beginning of regular "repeats." The quality of this delicious chew, coupled with the aggressive consumer advertising consistently maintained keeps the dealer's stock moving rapidly.

Ask your wholesaler to ship you.



Rock City Tobacco Co., Ltd.

TAPATCO

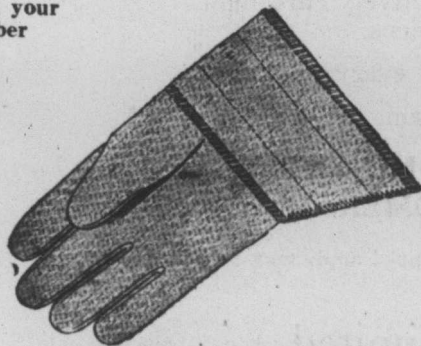
REGISTERED BRAND TRADE MARK

You Can Sell Tapatco Gloves to the Men of Your Town

The Tapatco Glove is a well made, comfortable, long-wearing working glove that will give ever man unlimited satisfaction.

Get this profitable extra business. Show the Tapatco line in your windows where the men will notice it. There's a Tapatco style and weight for every purpose.

Ask your Jobber



The American Pad and Textile Co.
Chatham, Ontario



The *Sani-Flush* can itself is a good advertisement. It is colored attractively to catch the eye, and tells the whole story



ALWAYS KEEP CANS OF

Sani-Flush

WHERE CUSTOMERS CAN SEE THEM

Your display of Sani-Flush will make an immediate connection with the manufacturer's magazine advertising. It will enable your customers to buy Sani-Flush without any embarrassing questions.

Harold F. Ritchie & Co., Limited
10-12 McCaul Street, Toronto, Ont.



CALIFORNIA CANNED FRUITS & VEGETABLES DRIED FRUITS & RAISINS

Are You Taking Advantage of This Ready-Made Business?

The present need of conservation in some food lines is prompting your customers to use more fruits and vegetables. And they are interested in quality today more than ever before because the substitute menu must be kept healthful and appetizing.

They know DEL MONTE quality is highest quality in canned fruits and vegetables, dried fruits and raisins, and in the many other food specialties packed under the DEL MONTE Brand.

We are doing our best to supply everyone, but never before has the call for DEL MONTE Products been as heavy as it is right now.

Order through your jobber.

CALIFORNIA PACKING CORPORATION
San Francisco, California



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



The quality that's worth recommending

Malcolm Milk Products are the sort of high-class goods that bring prestige to the grocer selling them. Their rich purity and dependable goodness wins approval from every lover of quality Milk Products.

Malcolm Milk Products are made-in-Canada and are equal in every way to the imported brands.

Order a supply of Malcolm's to-day and try them out in your displays. We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

THE MALCOLM CONDENSING CO., LTD.

ST. GEORGE, ONTARIO

The All-Canadian Condensed Milk Company

After the War—What?

The time to put on fire insurance is before the fire. The time to prepare for after-the-war conditions is before peace comes.

Advertise now and be prepared to keep your goods in demand through the medium of CANADIAN GROCER

Products that sell:

MAPLE BUTTER

CHOCOLATE BUTTER

HONEY BUTTER

SWEET NUT BUTTER

Ask for BAINES CONFECTIONS

Manufactured by

Canada Maple Exchange Limited, Montreal

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

CLARK'S

Mr. Grocer, there is no finer Tomato Ketchup on the market to-day and its popularity means ready sales for you.



TOMATO

The new season's pack, in 8 oz., 12 oz., 16 oz. Bottles is now ready and you will be well advised to buy early.

KETCHUP

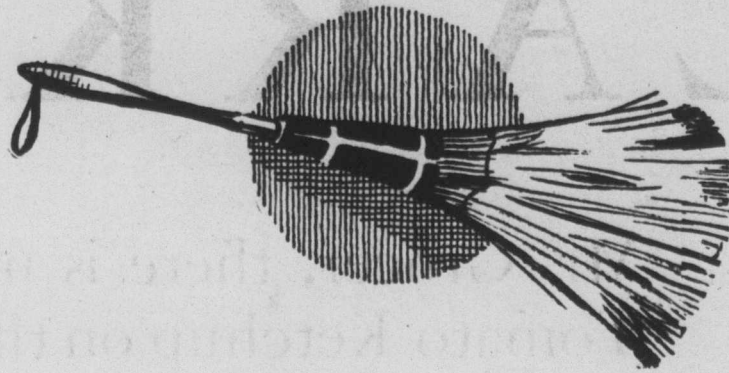
W. CLARK, LTD.



MONTREAL

CANADA FOOD BOARD LICENSE No. 14-216

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



WHAT THE FEATHER DUSTER CANNOT DO

AT best, the ordinary mop and feather duster can only raise the dust to settle elsewhere. An unsanitary method which does little to help the appearance of goods openly exposed on the shelves.

STANDARD Floor Dressing

is different. It captures fully 90% of the atmospheric dust and holds it. It is sanitary, non-evaporating, non-gumming. It preserves as well as cleans the surface with which it comes in contact. It is purely mechanical in action.



Properly applied with an ordinary floor sprayer, a single gallon will take care of 500-700 square feet of floor space, and will serve its purpose well for several months without further dressing so long as the surface is regularly swept clean with a hard broom or brush.

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

IMPERIAL OIL LIMITED

BRANCHES IN ALL CITIES

Save Food! Avoid Waste!

By Eating Properly Balanced
Dietetic Meals



AVICO VINEGARS

Are mellowed by age until they develop a smoothness and flavor which renders the foods with which they are used more palatable and nourishing.

Your Wholesaler Can Supply You.

Acme Vinegar Co.
Limited

*Makers of
Vinegars in Bond*

WINNIPEG, CANADA

Give Your Customers Real Value---



the real, sound, confidence-compelling value so apparent in BABBITT'S CLEANSER.

Babbitt's will never collect dust on your shelves. It's a quick mover. Every sale is a repeat-maker and gives you an excellent profit.

Try a Babbitt display in your window or on your sales counter.

Canadian Selling Representatives:
WM. H. DUNN, LIMITED
MONTREAL

Ontario Agents:
DUNN-HORTOP, LIMITED
TORONTO

Nature's Own Drink!

CALDWELL'S PURE, SWEET APPLE CIDER

Made from the first light crush of the finest hand-picked apples grown in the best cultivated orchards in the famous Niagara fruit belt.

Made under the direct supervision of an expert French Cider Chemist—brought direct from France, where the production of cider has reached the highest state of perfection.

Order Caldwell's from your jobber now and prepare for the Fall demand.

The Caldwell Cider Co.
NEW TORONTO

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission
Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: WINNIPEG Manitoba

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

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE

DISTRIBUTING

FORWARDING

SIX HOUSES IN WESTERN CANADA

W. H. ESCOTT CO., LIMITED

Winnipeg, Man.

W. H. ESCOTT CO., LIMITED

Calgary, Alta.

W. H. ESCOTT CO., LIMITED

Saskatoon, Sask.

W. H. ESCOTT CO., LIMITED, Fort William, Ont.

W. H. ESCOTT CO., LIMITED

Regina, Sask.

W. H. ESCOTT CO., LIMITED

Edmonton, Alta.

WHOLESALE GROCERY BROKERS, MANUFACTURERS AGENTS, IMPORTERS

Consignments Solicited

HEAD OFFICE: 181-183 Bannatyne Ave. East, WINNIPEG

Write Us



Market your goods successfully in the West

Our service will enable you to do it. We are a well-established firm with every facility for getting you quick, lasting results. With twelve men calling on the wholesale and retail trade we are always in close touch with the very people you want to reach. Nine of our men are doing retail work continually.

Write now for full information.

Scott-Bathgate Company, Limited

Wholesale Grocery Brokers and Manufacturers' Agents
149 NOTRE DAME AVENUE EAST, WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

C. & J. JONES
WINNIPEG - VANCOUVER
Wholesale Commission Brokers
Agents for James Robertson & Sons, Paisley, Scotland, James and Marmalades, and introduced by us. We specialize in high class goods. Write us.

A. M. Maclure & Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

Winnipeg Warehousing Co.
Winnipeg
Prompt and Efficient
SERVICE
Ship your consignments in our care. We have adequate trade facilities to handle any amount of business promptly. Goods distributed in Winnipeg or re-shipped to points west.
**WAREHOUSING
DISTRIBUTING
STORAGE**

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

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

WHEN WRITING TO ADVERTISERS
KINDLY MENTION THIS PAPER

D. J. MacLeod & Co.
*Manufacturers' Agents
and Grocery Brokers*
EDMONTON, ALTA.
Open to negotiate for new lines in Alberta. Our staff calls on wholesale trade and does detail work.

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

Trackage
Storage
Distri
bution

Donald H. Bain Co.

Wholesale Grocery Commission Agents

- A sales force of competent men.
- Ample capital—and the reliability that goes with it.
- A record of results—and the prestige that follows it.
- An energetic, result-getting organization—with satisfied clients to prove it.
- Are all at your disposal if WE represent you.
- Every branch a business in itself, directed by capable, experienced managers.
- All varieties of Food Products.
- If you want results get in touch with us.

Head Office: WINNIPEG

Branches—REGINA, SASKATOON, EDMONTON, CALGARY, VANCOUVER

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

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

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

**To
Manufacturers'
Agents**

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. The Manufacturers' Agents' directory is the right place to have your card.

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

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

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

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

**Baker's Cocoa
and Chocolate**



REGISTERED TRADE-MARK

**MAKE AND
KEEP GOOD
CUSTOMERS**

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws; are readily sold, giving a quick turnover of stock.

MADE IN CANADA
WALTER BAKER & CO. Limited
Montreal, Can. Dorchester, Mass.
Established 1780
Canada Food Board License No. 11-690

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

On Spot
Tapioca and Sago
Both Singapore and Penang. Lowest price.
W. H. MILLMAN & SONS
Wholesale Grocery Importers
TORONTO

**YOUR Advertisement in
this paper will get you
results. TRY IT.**

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

J. R. GENEST
CORN and CORN PRODUCTS—PEAS
Grain, Flour and Feed—Wholesale only
Grocers Specialties
BOARD OF TRADE BUILDING, MONTREAL

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

When answering Advertisements please mention Canadian Grocer

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., of Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.; F. W. Berk & Co., London, Eng.; The T. Upton Co., Ltd., Hamilton, Ont.

GAETZ & CO.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
47-49 Upper Water St., Halifax, N.S.

Get stocked now with
Mackay's Pearl Barley Flour

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

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

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

It's the real Mackay

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

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

John MacKay Co., Limited
BOWMANVILLE, ONT.
Only Exclusive Pot and Pearl Barley Mill in Canada

Liked by all

Marsh's Grape Juice has the pure, rich Concord flavor so much appreciated by lovers of a quality temperance drink.

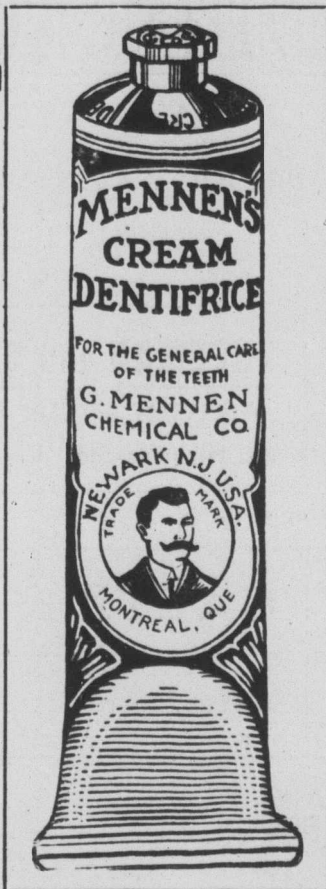
You are selling Marsh's, of course?

The Marsh Grape Juice Company
Niagara Falls, Ontario
Agents:
MacLaren Imperial Cheese Co., Ltd., Ontario.
Rose & Laflamme, Ltd., Montreal, Que.

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

An Outstanding Dental Cream

REMARKABLE RESULTS—SPLENDID SALES



THE MENNEN FAMILY:

Shaving Cream
Talcum for Men
Borated Talcum
Sen Yang Talcum
Violet Talcum
Flesh Tint Talcum
Cream Tint Talcum
Mennen's Baby Soap
Cold Cream
Tar Shampooing Cream
Kora-Konia
Ruvia

Mennen's Cream Dentifrice has the scientific approval of many eminent specialists—men, whose business it is to KNOW the best products in the practice of Dental Surgery.

The component parts of this Mennen product are known for their antiseptic, germicidal, cleansing and refreshing properties, and professional endorsement proves Mennen's Cream Dentifrice an article well meriting a place in the Mennen roster.

MENNEN'S CREAM DENTIFRICE

There are good reasons for your giving this line your co-operation. It is one of the easiest and quickest-selling products on the market to-day—because it not only sells on its own merits, but upon the reputation built by the whole "Mennen Family," that you and your public know so well.

Covering every province in Canada, you will find Mennen newspaper advertising, blazing the way for a steady future demand that you can readily connect with your store.

We furnish attractive Mennen advertising matter for your use—booklets, window trims, show cards, counter displays and attractive packages for containers. Back of all this publicity is the NAME OF MENNEN—known for years as a leader wherever the Dealer does business.

Write us for details, or ask our traveller.

G. Mennen Chemical Company

Factory: MONTREAL

Sales Office:

Harold F. Ritchie & Company, Limited

TORONTO

E. D. SMITH'S Raspberry Jam

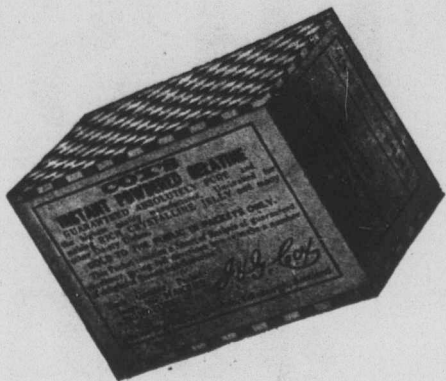
The hundreds of people who visited our booth at the Toronto Exhibition had an opportunity of tasting the goodness of the 1918 pack E. D. S. Raspberry Jam. This will naturally mean a bigger-than-usual demand, and bigger-than-usual business for "E. D. S." dealers.

We have an ample stock on hand to cover requirements of the trade. Any of these agents will supply you.

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

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

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



They all know
COX'S
 Instant Powdered Gelatine

Cox's Instant Powdered Gelatine is no newcomer. For years it has enjoyed the unstinted confidence of a discriminating public and put good business in the way of wide-awake dealers.

Are you showing Cox's?

Arthur P. Tippet & Company

WINNIPEG—Tees & Persse, Limited VANCOUVER—Martin & Robinson, Ltd.

Looked at from any point of view



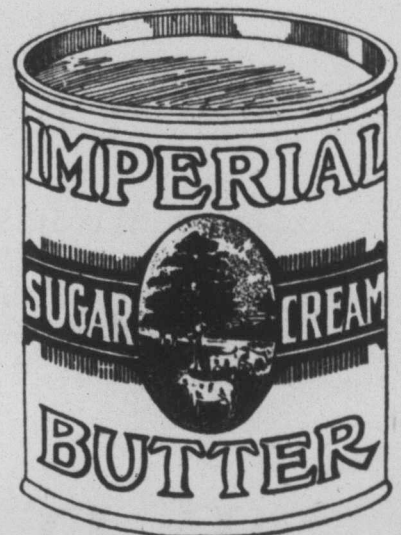
the fact remains that

**CHARBONNEAU'S
 IMPERIAL SUGAR
 CREAM BUTTER**

is a line worth pushing.

Here you have a quality that satisfies always, at a price that guarantees quick business.

Prompt attention to every order.



Charbonneau Limited

*Manufacturers of Biscuits, Confectionery,
 Syrup Refiners*

330 NICOLET STREET
 MONTREAL

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

As a Substitute

for wheat flour, PURITY OATS stands first among the cereals we must use in order that our armies may be fed.

PURITY OATS

is high in food value, low in cost. This carefully milled product of the world-famous Alberta oats enables the housewife to bake palatable and nutritious food, and at the same time releases a portion of her wheat flour for shipment overseas.

Grocers who recommend PURITY OATS for baking purposes are doing their country a service.

Western Canada Flour Mills Co., Limited

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



The Purity Kid.

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer
143-153 University Ave., Toronto

We Guarantee Blue Seal Mushroom Catsup

Made from mushrooms, spices, vinegar and other pure ingredients, **Blue Seal Mushroom Catsup** is guaranteed to please—and it **does** please.

Critical people find in its delicate piquancy the true ideal of all that a good catsup should be.

Mushroom Catsup is economical, too. And it is put up in attractively labeled bottles that get attention quickly.

Get a small supply and try it out.

E. W. Jeffress, Limited
Walkerville, Ontario



Keen's Oxford

BLUE

You need never doubt the selling value of this "BLUE OF BLUES."

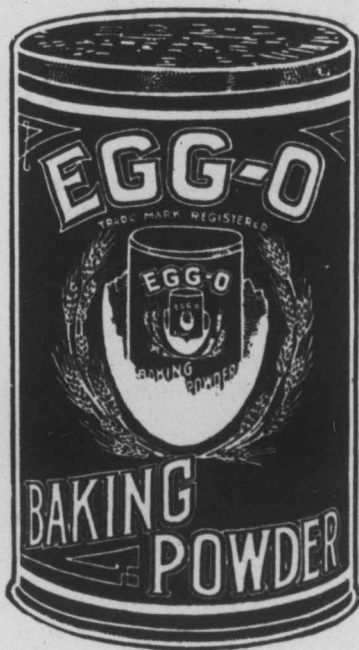
Just show it in your displays—keep it out where the housewife cannot fail to see it—and your sales will always measure up to expectations.

Be sure you are well stocked.

Magor, Son and Company, Limited

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

AGENTS FOR THE DOMINION OF CANADA



EGG-O

is guaranteed to "Make Good"

Keep up your demand for Baking Powder by pushing Egg-O.

It is valuable for the new heavy war flours, and will stop the complaints of your customers.

Egg-O requires but one trial to convince her that it will make light cakes from heavy flours.

RECOMMEND IT

Egg-O Baking Powder Co.

HAMILTON ^{Limited} : CANADA

CANADIAN GROCER

Vol. XXXII.

TORONTO, SEPTEMBER 13, 1918

No. 37

Spices and Prices—What They Mean

Whole Mixed Pickling Spice May Sell Up to a Standard or Down to a Price—What Low Prices Usually Mean—Prices a Year Ago and Now—To-day's Market Briefs

THERE is more than one grade of whole-mixed pickling spice and it might be well that the trade investigated carefully before pinning its faith to price rather than quality. Investigations show that pickling spice can be made down to a price or up to a standard and to the average layman there is little visible difference. But the difference is there and only in the combination of the widest range in exact proportions is it possible to give your customers spice satisfaction with its correspondingly good results in the housewife's catsups, etc.

In Its Best Form

Whole mixed pickling spice in its best form contains at least 15 varieties of spices which can be enumerated as follows: pimento, black pepper, white pepper, long E. I. pepper, chillies, cloves, cassia, cassia buds, ginger, mace, bay leaves, coriander seed, mustard seed, caraway seed and cardamoms. The proper proportions of these will produce a real flavor that is a delight. Give the spice manufacturer scope to exercise his knowledge of the correct percentages and the results will be worth while.

Getting The Price

If you want a competitive line, however, this can be supplied and the next grade will perhaps contain as many lines of spices, but what is the proportion? Pimento, a cheap line, forms a bigger percentage; mustard seed is increased in poundage, but with a much lower grade showing little strength; cheaper grades of ginger, chillies and cloves are included and the quantities of peppers, cassia, cassia buds, mace, caraway seed and cardamoms cut down to a fraction of their former basis. Why is this? you ask. Remember, now, you are buying at a price and quality must suffer.

Competitive Prices—What They Do To Quality

There is greater competition to meet, however, and for the "price" buyer, even lower levels can be reached by sacrificing to an even greater extent, the qual-

ity. The next step down shows about double the quantity of pimento, a decided cut in quantity of black pepper, with white and Long E. I. eliminated altogether. Chillies and cloves are included but they are low grades and small percentages; the same is true of cassia, while cassia buds are struck off the list. Best results are obtained from Jamaica ginger, but it is cheapest Japanese you get now—not a quality line, a price consideration only. The amount of mace put in enables one to say this line is included—nothing more—mace is too high priced. Bay leaves and coriander are there in very small quantities, but there is lots of mustard seed, in fact three times as much as in formula No. 1, but such seed. It isn't the fine English mustard seed you get now, a line with some real life to it, but the cheapest Japanese or Chinese line grown—about half the price and an infinitesimal amount of strength. Caraway seed and cardamoms, two very expensive lines, are not for this whole mixed pickling spice. There you have it—about ten lines—lots of pimento and cheap mustard seed—very little of the real spices that give you a satisfactory product from the standpoint of quality.

These are the facts concerning whole mixed pickling spice given to CANADIAN GROCER by one of the largest grinders of spices in Canada and whereas the best formula may sell several cents a pound over the other grades, the spices are included in the proper proportions to give the results every housewife wants and every merchant wants.

Prices a Year Ago and Now

Prices on spices of practically all kinds show substantial gains during the past year and importers report it increasingly hard to secure supplies in sufficient quantities to take care of the demands satisfactorily.

Peppers which a year ago were selling at around 35 to 38c for black and 38 to 45c for white are now 44 to 46c and 50 to 55c per pound respectively. Reports

from the United States indicate a somewhat better demand to-day. With a wide export demand in sight, the market is steady in what might otherwise be a wobbly situation and there is no indication of an impending change.

Cloves are reported rather scarce, comparatively, and in moderate demand only with advices that dealers should make it a point to be well supplied. Prices which a year ago ranged from 40 to 55c are now 75 to 85c per pound.

Allspice is in active demand in a rising market. Reports are to the effect that England is taking the Jamaican supply at prices much higher than United States markets and this may mean a still further appreciation of prices in view of a probable shortage.

It is indicated that stocks of nutmegs in first hands are small and poorly assorted. Prices during the year have advanced about 5c per pound all around and no further change is likely just now.

Gingers show little change, though Jamaicas are sharply higher, owing to brisk export demand which has depleted spot stocks of United States. Prices locally which ranged from 25 to 35c a year ago are now from 30 to 40c per pound.

Paprika is somewhat higher in price, due to existing conditions of transportation, bulk of supplies coming from Spain with few bottoms available. Some recent arrivals at United States ports were excluded owing to the fact that they did not come up to government standards.

There is more activity in many grades of seeds and herbs. Importers are finding that owing to high prices abroad they are able to use spot stocks to advantage to fill urgent orders. Spot supply as a consequence has been depleted and celery seed, caraway seed and thyme are sharply higher. This has not been reflected here as yet, celery seed holding at 65 to 75c and caraway seed at 90c to \$1.00 per pound. Prices one year ago on celery seed were 40 to

50c and on caraway seed 75 to 80c per pound. Mustard seed a year ago was selling at 25 to 30c; to-day it is 38 to 45c per pound.

Present indications are that there are no prospects of embargoes or prohibitions on various lines as yet, but that

some astonishing scarcities are bound to come seems the consensus of opinion. Locally, grinders have been in a very fair position but with the difficulties of import multiplying, the future cannot be determined with any reasonable degree of accuracy.

sell sugar at a lower price than its competitors.

"2. Selling or offering to sell sugar below cost, through catalogues circulated throughout the country.

"3. Circulating catalogues containing advertisements representing that its competitors do not deal fairly, honestly and justly with their customers.

"4. Circulating catalogues containing advertisements offering its teas for sale, in which advertisement it is falsely stated that the company sends a special representative to Japan, who personally goes into the tea gardens of that country and personally supervises the picking of the tea.

"5. Circulating catalogues containing advertisements offering coffee for sale in which it is falsely stated that the company purchases all of its coffees directly from the best plantations in the world."

At the time the decision was announced the officers of the company intimated that further action would be taken and in its report for August the Federal Trade Commission announced the appeal, which will be heard later.

Don't Boil the Fruit Jar Rings

Newspapers Publish Panicky Story of Germans Poisoning Fruit Jar Rings—A Foolish Story—One Possible Explanation—The Way to Avoid Any Difficulty

ACCORDING to a dispatch appearing in several morning newspapers of Wednesday last, a great deal of excitement has been aroused in the Muskoka region, through the reported discovery that owing to the presence of some drug used in the composition of glass jar rings, said to be phenol, a number of summer guests in that section have been rendered ill. It is also reported that the cook of a Toronto family has been held on suspicion of being a German agent. The assertion of German complicity is hardly worthy of much consideration. A malignantly-minded enemy would hardly take the trouble entailed in poisoning fruit jar rings, results would be too uncertain.

In all probability if there is anything in the story it will be found that the difficulties arise from an entirely different cause. If the government, as is reported, has the matter in hand and is investigating the circumstances, it will, in all probability, be found that the fruit jar rings are entirely free from blame.

Experimenting Firms May Be Responsible

There is but one chance of any difficulty being caused by the fruit jar rings in the United States. Of recent months there have been a number of new firms entering the business and it is understood that they have been experimenting in the process of manufacture. These experiments have not always been successful. One case at least is on record where a firm who had conducted such experiments had been compelled to send a letter to all those to whom delivery of jar rings had been made, warning them that they should not be used. It is just possible that some of these rings are in circulation. They are of American origin, manufactured by a new company.

Don't Boil The Rings

That there should be any alarm over the matter is absolutely absurd. The German theory is mere newspaper hysteria, and the advice to boil the rings is as misleading as could well be. Boiling will kill germs, but not necessarily the effects of poison, and it is poison and not germs that is suggested. More than that, boiling absolutely destroys the value of the jar ring.

The thing to do is, of course, to see

that the jar rings are the manufacture of a well established and well known firm, and then use them just as they are received. There is absolutely nothing in them that could possibly hurt anyone.

SEARS, ROEBUCK & COMPANY APPEAL AGAINST DECISION

Ask the Court to Review and Set Aside the Finding Recently Made by

Sears, Roebuck & Company has appealed to the courts to review the finding of the Federal Trade Commission ordering the firm to desist from unfair and misleading advertising.

This is the first appeal ever made to the courts to review and set aside a final decision of the commission and was filed in August last. The petition for review was filed in the U. S. Circuit Court in Washington and the Commission has certified to the courts the records in the case.

In this case, filed early in the year and decided in July, the big mail order house was accused of committing several acts which the Federal Trade Commission declared constituted unfair competition. The charges were as follows:

"1. Circulating catalogues containing advertisements of sugar for sale where in it is falsely represented that because of large purchasing power and quick moving stock the company is able to

Shipments Grecian Currants to Come

British Government Gives Free Importation to United Kingdom—All Shipments Under Control Food Board—High Laid Down Costs May Curtail Quantities Brought in

INDICATIONS are to the effect that there may be some Grecian currants available for Canadian trade. A new order recently issued by the British Government gives free importation to the United Kingdom on conditions that all currants arriving in England be delivered to the Food Controller at four stated maximum prices on four standard grades payable in cash. The British Government assumes marine and war risk at a fixed premium of 10 per cent.

Under this arrangement 2,500 tons were loaded and shipped the second week

of July and some additional quantity via Naples and Genoa. It was further expected that two steamers would leave the last week of July with an additional 7,000 tons. Quotations are now being made for new crop in expectation of shipping opportunity on about a relative basis to Canada.

It is not very likely that any large quantity will be imported as lowest grade could not be retailed under 30 cents per pound and this would allow a very close margin to the importer and retailer.

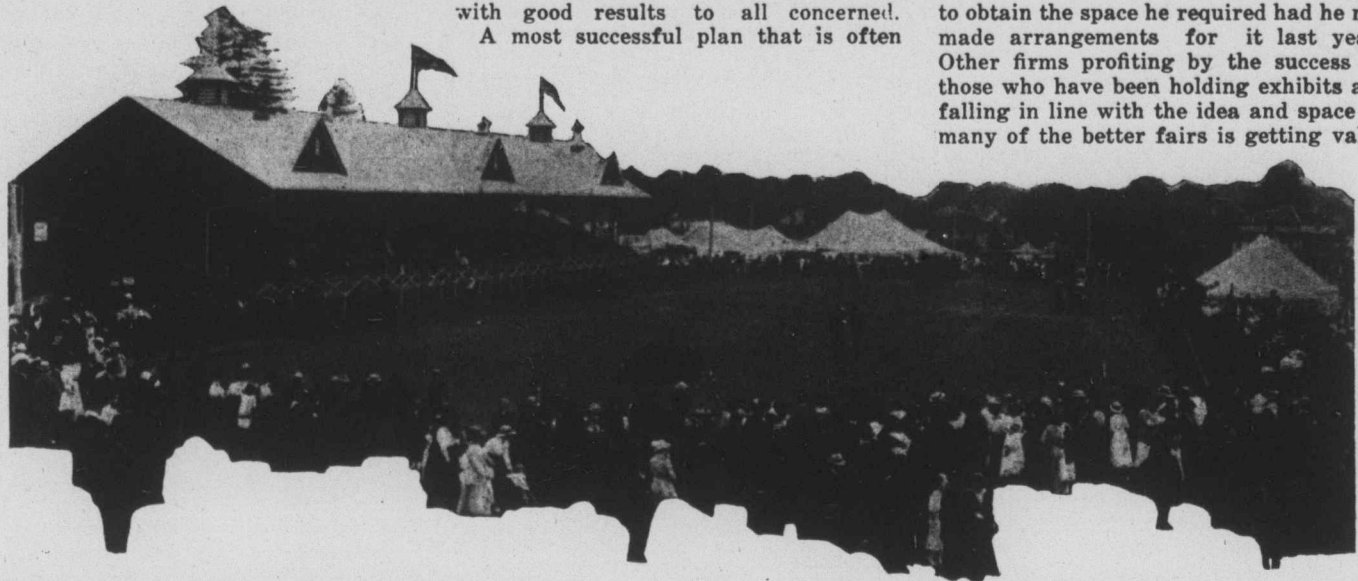
NOVA SCOTIA APPLE PROSPECTS SOMEWHAT BRIGHTER

Recent reports on conditions affecting the apple crop in the Province of Nova Scotia have been more favorable during the past month. Estimates at this time place the yield at from 400,000 to 500,000 barrels. That conditions on the whole have been rather unfavorable is shown by the fact that an average yield approximates 800,000 to 1,000,000 barrels. Last year the crop amounted to 650,000, while in 1911 1,800,000 barrels were produced by the orchards of Nova Scotia.

Although the yield as estimated at the present time is below normal, Nova Scotia fruit growers must find a market outside of the province for not less than 300,000 barrels, and a number of the growers are now investigating the possibility of marketing a portion of the crop in the eastern part of the United States.

Fall Fairs Big Business Booster

Enterprising Firms Can Reach Thousands of Prospective Customers With Good Displays of Novel Lines of Canned Goods. Specialties Prove Introductory Measure of Great Value to Merchants



with good results to all concerned. A most successful plan that is often

to obtain the space he required had he not made arrangements for it last year. Other firms profiting by the success of those who have been holding exhibits are falling in line with the idea and space at many of the better fairs is getting valu-

THE value of the Fall Fairs as business-getters and as business-advertisers has been fully realized by many retailers, especially the hardwaremen. There is a big field here for economical display work and the profits are always in direct ratio to the care taken with the exhibit and the energy shown in getting after the visitors to the Fairs. There are few ways of getting into such close personal touch with people as are afforded by the fall shows. The people come in for miles, expectant, eager to see all that is new and improved. A very large percentage of these people are farmers of the most prosperous kind. In many cases they have been too busy with their own work through the spring and summer to get into town much or to keep in touch as they should with new goods in the stores. Now with their harvesting done and some of their money in the bank already for their season's crops, they are out to be shown. Every man and every woman of them is from Missouri. If you can produce the goods they are there to buy. They are the best of customers, and in the free and easy spirit that prevails at the Fall Fair they are in the mood to listen to everything that you have to tell them about your goods and will spend all the time they can spare looking over what you have to sell.

A Big Opportunity

Many dealers who formerly showed at perhaps only one or two fairs in their immediate vicinity have found that it pays and pays well to extend the radius of their operations. They make it a point of attending and having exhibits at every show in the county. Many of them even invade adjoining counties and

worked is for two retailers in different lines to get together. In some cases they buy a tent big enough to take care of the exhibits of both. In other cases they arrange jointly for the space they require in the main building at the fair grounds. A grocer for instance may arrange to combine in an exhibit say with a hardware dealer. Such co-operation may, of course, be arranged with any other business, the hardware man is suggested merely because there are so many places where the interests of the two touch; the display of foodstuffs for instance is made the more effective in combination with cooking ranges, kitchen equipment, refrigerators, etc., the general hardware store stock. The hardware dealer may put on a demonstration in stoves. By two firms going in on a proposition of this kind they can reduce the expenses fifty per cent. and very often increase the effectiveness of their exhibit five hundred per cent. Co-operation of this kind has invariably been attended with excellent results.

Hundreds of Fairs

There are hundreds of fairs held every fall throughout Canada. Many of them run two or three days, others only one day, but all draw a big crowd, and good salesmen with an attractive booth at any of them can not only do a lot of good business but secure endless prospects for future trade. Now that the Government has prohibited all kinds of fakers and games of chance at the fall shows, there is a larger opportunity than ever for good exhibits of all kinds. It was stated to **CANADIAN GROCER** by one retailer who for several years has been showing at district fairs that at many of them this fall he would have been unable

able. At one large fair in Western Ontario, which lasts for a week, there has been such a rush for space this season, that although the management had erected a fine large building for retailers, the space is all taken and they have to erect tents in the grounds for the late comers. At most of the smaller fairs, however, there is only one building for exhibition purposes. In many cases there are not any, the exhibits being arranged either in tents provided by the exhibitors or laid out on the ground. This is all right in showing such lines as farm implements, waggons, etc., but it is advisable for the hardware dealer to have either a tent or a booth. The expense is not great and his exhibit may prove one of the features of the fair and get a lot of free advertising. If he attends the fair regularly the people of the district get to know and look for his booth. They do not forget about the firm name either through the year and if they want goods will get in touch with the firm.

Make It Attractive

Make your tent or booth attractive. This does not involve any serious expense. Many manufacturers will be glad to supply you with advertising material. A lot can be done in the way of decorations with this, a few flags and a little bunting. If you have any new and attractive lines by all means show them. Ninety-nine out of every hundred visitors to the Fall Fair are keenly interested in the new goods.

Now that autos and auto trucks are so common, especially through the country, it is comparatively an easy and inexpensive matter to arrange for a really nice display at all the fairs within twenty or twenty-five miles.

N.B. R.M.A. Convenes At St. John

Association Shown to be in Thriving Condition Both Financially and as Regard to Membership—Important Matters Discussed—Urge Appointment of Five Provincial Representatives on Dominion Executive

DOUBTS regarding the possibility, to say nothing of the value, of co-operation between the retail merchants which may have lingered in the minds of any should have been dissipated by the success of the fourth annual convention of the New Brunswick Retail Merchants' Association which was held in St. John on Wednesday and Thursday, September 4 and 5. When the organizers of the association first entered this territory several years ago there were many who predicted flat failure as the only possible result. The idea of merchants in the same line of business sitting down together to make plans for their mutual interest instead of sitting in their back offices planning to cut each other's throats seemed too absurd to be entertained. But the idea of the association has grown and developed and to-day throughout the province the Retail Merchants' Association is firmly planted and flourishing. Business men have found, as others have found, that co-operation provides the solution of some of their most pressing problems and opens the door to success in ways which they had not dreamed possible. It is only fair to admit that the association has not had smooth sailing all the time and that if it had not been for the faith, courage and persistence of some of the leaders of the movement guerilla warfare still would have been the habit of the day as it has been of other days. To those who have believed in the mission of the association, the latest convention has been a vindication and to others who still may have been sitting in the seats of the doubters it was a revelation.

Twenty-one Branches, Six Hundred Members

An association with twenty-one branches and more than six hundred members needs no apologists in a province the size of New Brunswick.

One of the most gratifying features of the convention was the increased interest displayed by the wholesalers, their recognition of the retail association as a powerful factor and their evident desire to seek the co-operation of the organization for the mutual welfare of those engaged in the wholesale and retail branches of merchandising.

The convention came to order at 2.30 o'clock in the large auditorium of the Great War Veterans' Association club house, with A. O. Skinner, retiring president, in the chair. In welcoming the delegates, Mr. Skinner welcomed the visitors from other parts of the province and assured them that the business community of St. John was ready to show its welcome in any way possible. He asked for practical suggestions from those present during the meetings and

OFFICERS OF THE NEW BRUNSWICK R.M.A.

At the Convention of the Retail Merchants' Association of New Brunswick, held in St. John, N.B., on September 4th and 5th, the following officers for the year were elected:

President, A. O. Skinner, St. John.

1st Vice-president, F. W. Daniels, St. John.

2nd Vice-president, W. G. DeWolfe, St. Stephen.

Auditor, H. W. Rising, St. John.
Provincial Secretary, Miss F. P. Alward.

full discussion of the matters to be considered and urged the desirability of increasing the attendance at the meetings of the provincial organization.

Addresses of welcome were given by R. T. Hayes, mayor of St. John; A. H. Wetmore, president of the Board of Trade, and F. W. Daniel, president of the St. John branch of the association.

Henry Watters of Ottawa, treasurer of the Dominion executive, was heard in an inspiring address on "Why Retail Merchants Require an Organization." He pointed to the success achieved as the result of organization in other lines of activities and referred to some of the problems of the retailers which might be solved as the result of co-operated action.

A hearty vote of thanks was tendered Mr. Watters, on motion of William Hawker.

Allan A. McIntyre, provincial treasurer, tendered his annual report and was complimented on the improvement in the financial standing of the organization since the last convention.

The acting provincial secretary, Miss F. P. Alward, presented her annual report, showing a steady growth in the association and touching on the activities of the executive. The provincial association now has twenty-one branches with more than 600 members, the Moncton branch with more than one hundred members being regarded as the banner unit.

The Trouble of the Merchant

At the evening session F. W. Daniel presided and introduced the chief speaker, W. H. Farley, of Dayton, Ohio. Mr. Farley approached his subject, "The Troubles of a Merchant," by first giving figures on the number of failures which occur in retail business in Canada. He showed how many failures could be avoided by dividing responsibility more evenly between employer and employee

and gave some excellent advice on the best methods of running a business smoothly from the standpoint both of the owner and the clerk. This portion of his address was illustrated with stereopticon slides.

The second half of Mr. Farley's address was illustrated by motion pictures which portrayed in graphic form the many troubles of the merchant who did not use modern methods and then illustrated the ease with which many of these difficulties could be avoided by the adoption of the methods which have been proven of value.

When the convention resumed on Thursday morning a resolution committee was appointed by the president as follows: E. M. Trowern, Robert Strain, D. V. Storm, A. H. Mitten, F. W. Daniel and E. N. McLean.

Reports of the various branches were then presented and their general tenor was much the same, a story of steady progress and increased activity, with results in proportion to the activity.

A telegram of greetings from the Dominion president, J. A. Banfield of Winnipeg, was read at this point.

The Practical Working of the Credit System

E. N. McLean of Scovil Brothers Ltd., St. John, gave an address on the practical workings of a credit system and presented a resolution calling upon the incoming executive to appoint a committee to report on the establishment of a card-index system to keep track of delinquent debtors. The resolution was adopted.

A. O. Skinner gave a short address on the value of regular monthly meetings of the branches.

At the close of the morning session, different trade societies met for a heart-to-heart talk on their particular problems, led by Dominion officials and others.

The first address of the afternoon session was given by W. H. Farley, who dealt further with the value of organization on a Dominion-wide basis. He touched on the vexed question of mail-order competition and advocated the adoption of modern methods to offset this competition.

The Retailer and the Community

E. M. Trowern, Dominion secretary, spoke on "The Importance of the Retail Merchant in the Community." Mr. Trowern dealt fully with the place occupied by the retail interests in each community and spoke also of some of their problems. He showed how the retailer justified his existence in the commercial scheme of affairs and also of the need of organization in order that the retailer should reap the full benefits of his services. He advocated an educa-

tional campaign to show consumers the difference between mail order goods and methods and those of the local merchant.

Various Resolutions Adopted

Resolutions were adopted dealing with the various subjects as follows:

Approving of the action of the Government in curtailing and prohibiting the sale of liquors.

Approving the demand of opticians that legislation be passed protecting their business and requiring proper credentials of those practising this business.

Urging amendments to the Bankruptcy Act.

Suggesting that five representatives from each provincial board be appointed to the Dominion Executive.

Betterment of provincial highways.

Thanks to the trade papers and daily press for assistance given.

There was considerable discussion on the question of the publication by daily papers of wholesale prices of commodities in various lines and this matter was left to the executive to consult with the newspapers and the wholesalers.

In the matter of the "Small Debtors Act," it was decided that the information before the convention was not sufficient to warrant action and this also was left to the advisory board.

A banquet attended by more than one hundred members, which was held in Bond's restaurant on Thursday evening and which was followed by a series of interesting addresses, was the final feature of the convention. In addition to the usual musical honors, Major McGibbon responded to the toast to the King, telling something of overseas conditions, and E. A. Schofield also spoke, paying a warm tribute to those who are serving King and Country in the battlefields. A. O. Skinner reviewed the work of the association and complimented the members on the results achieved. Mayor Hayes proposed the toast to "The Retail Merchants' Association," to which fitting responses were made by W. H. Watters, Dominion treasurer, and E. N. Trowern, Dominion secretary. William Hawker proposed "Our Guests," and W. G. DeWolfe replied. An excellent musical program added to the pleasure of the evening.

The Dominion officials remained in St. John on Friday for consultation with the new executive.

At a meeting of the executive and advisory board, Miss F. P. Alward, who has been acting as provincial secretary, was confirmed in that position in recognition of her successful work; A. H. Mitton of Moncton was appointed organizer for the northern part of the province and Alfred H. Burley of St. John was appointed organizer for the southern section.

CUBAN SUGAR REFINERY DESTROYED—LOSS THREE MILLION

A despatch from Havana, Cuba, reports the total loss of the Archavala Sugar Refinery at Cardenas, Cuba. The loss is estimated to exceed \$3,000,000.

ALBERTA BAKERS FORM PROVINCIAL ASSOCIATION

Urge the Placing of Housekeeper on the Same Plane as the Baker in Regard to Substitutes

Protest Against Curtailment of Sugar and Any Increase in Flour Extraction

At the convention of Alberta bakers held at Calgary recently, the Alberta Bread and Cake Manufacturers' Association was organized with the following officers: G. M. Jackson, Calgary, president; J. A. Hallier, Edmonton, vice-president; W. S. Dunn, Calgary, secretary; D. Johnston, Calgary, treasurer.

Executive committee—W. B. Turner, Medicine Hat; J. Gilmore, Lethbridge; J. McGavin, Edmonton; R. R. Armstrong, Olds; F. Lock, Calgary.

The object for which the convention was called was the appointing of provincial and local supervisors to report to the Food Board weekly the amount of flour and substitutes sold to each dealer, and J. A. Hallier of Edmonton was appointed provincial supervisor, and O. J. Mayhew, Calgary, J. McGavin, Edmonton, W. B. Turner, Medicine Hat, and J. Gilmore, Lethbridge, local supervisors.

One of the principal matters brought up for discussion was the problem of placing housekeepers on the same basis as bakers with regard to the use of substitutes. While the housekeeper may use the required percentage of substitutes it is felt by the baking trade that they should be compelled to use them in bread. While for general use the mixing of substitutes with the wheat at the mill was considered impracticable on account of the more rapid deterioration in that state, the bakers were of the opinion that this scheme would work out satisfactorily for domestic flour as a comparatively small quantity would need to be kept in stock and there would be a sufficiently quick turnover to escape deterioration.

The meeting yesterday expressed disapproval of the proposed order prohibiting the use of sugar in bread. If sugar is to be eliminated more malt extract must be used and this produces a doughy bread which is unpalatable.

It is also proposed to increase the percentage of flour extraction from the wheat berries from 74 to 76 per cent. In pre-war times the percentage was 72, and bakers are opposed to the further increase of 2 per cent. and especially until the baking qualities of the coming wheat crop are tested.

Too Many Substitutes Available for Household

Considerable discussion arose over the number of substitutes which the housekeeper is permitted to use, rice, corn starch, etc., it being the general opinion that this is unfair to the baker. It was also thought that the home-grown substitutes, rye, oats and barley should be more extensively used. Failing some regulation to insure the use of such substitutes by housekeepers in bread, the

practice of mixing them with the wheat flour at the mill will be recommended.

On the Bread Wrapping Question

A resolution doing away with the wrapping of bread was introduced and had many supporters, but on the earnest appeal of Mr. Jackson of Calgary, it was withdrawn.

U. S. ADOPTS NEW FLOUR RULES

Under the order of the United States Food Administration, a new set of rules for the sale and use of flour became effective September 1. These rules are interesting for purposes of comparison with the regulations under which the Canadian merchant conducts his business in these products. These rules may be synopsised as follows:

First—All wheatless days and wheatless meals are discontinued.

Second—All wheat bread must contain 20 per cent. of other grains, a ration which will prevail in all the allied countries.

Third—A mixed flour complying with the regulations and containing 20 per cent. of grains other than wheat will be manufactured and distributed for household purposes.

Fourth—When straight wheat flour is sold by retailers, 20 per cent. of other cereal flours must be sold at the same time. This replaces the fifty-fifty substitute rule which has been in effect up to this time.

Fifth—All bakers' bread shall contain 20 per cent. of cereals other than wheat and householders are requested to mix at least 20 per cent. of the substitute material into the pure wheat flour for all uses.

Sixth—Corn meal should be purchased separately from combination sales if it is to be used for corn bread.

Seventh—Dealers selling standard flour are requested to carry in stock either barley flour, corn-meal, or corn flour, and with every sale of wheat flour must sell some one or more of these in proportion of one pound of substitute to each four pounds of wheat flour. No dealer may force any other substitutes in combination upon the customer except in territories where other flours and substitutes may be available. If the consumer demands, at the ratio of one pound to each four pounds, the dealer may sell either feterita flour and meals, rice flour, oat flour, kaffir flour, milo flour, peanut flour, bean flour, potato flour, sweet potato flour and buckwheat flour. This is at the request only of the consumer and cannot be forced upon the consumer by the retailer.

NEW JERSEY HAS LARGE CANTALOUPE AND TOMATO CROP

That part of New Jersey from Cape May to Burlington county has thousands of acres now yielding a crop of cantaloupes of surprising quality, while farmers in all sections of the state are picking tomatoes from an acreage one-third greater than last year from an early crop that was heavy and of fine quality.

Advertising Does Not Increase Cost

Exposing Fallacy of the Argument That the Public Pays Extra For Advertising in Charge For Goods—Cheapest Method of Making an Article Known—Advertising Helps the Retailer

By C. J. MORRIS

THIS is just as good and costs a cent less. With the other you only pay for the advertising. Look at the amount of money they spend in that way, must run into hundreds of thousands a year, and of course you pay for that in the goods."

Such is the line of argument frequently used by the retail merchant, or perhaps I should say by some retail merchants, when offering a "just as good" article in place of a well advertised and consequently well known brand; and no doubt he honestly believes that what he says truthfully expresses the actual facts and conditions. As a matter of fact, however, his reasoning goes very wide of the mark; he is making himself the medium for the dissemination of information which is misleading and untrue; he is guilty of an act of injustice to the advertiser; and he is acting short-sightedly and prejudicially to his own interests.

It is, as a rule, from the small merchant that this line of argument is heard. The larger merchant is too well posted as to the merits and uses of advertising to be guilty of the propagation of doctrines so misleading. In many cases the argument is advanced in order to smooth over a difficulty arising from the retailer having run out of the advertised article. In others it may be induced by the mistaken idea that the sale of the lesser known article is more profitable than that of the better known one owing to the fact that the former carries a cent or so more profit than the latter; the fact being apparently lost sight of that probably ten of the well-advertised articles can be sold more easily and in less time than one of the unknown make.

Argument Seems Plausible

The one redeeming feature in cases of this kind is that owing to the power of well directed advertising the customer who is at the time influenced sufficiently to accept the substitute, on the very next occasion he requires a similar article forgets all about the argument as to his paying for the advertising and promptly demands the advertised article as on the previous occasion.

The course of reasoning outlined above is so frequently heard and owing to its seeming plausibility appears to be so generally accepted as gospel truth that it is worth devoting some little space to expose the fallacy it contains.

In the first place it will not be disputed that in order to obtain orders for goods, expense in one direction or another has to be incurred. Either sales must be effected by commercial travelers calling upon the retail merchants, per-

haps carrying samples of the goods, explaining their merits and securing orders or printers' ink advertising of one kind or another has to be resorted to in order to make the product known to the retail merchant and the public. Without the use of either or both of these methods, no matter how superior your goods may be and no matter how cheap, no one would know anything about them and there would consequently be no demand for them.

Consider now, which of the two methods is likely to be the least costly and to bring the best results.

Comparison of Expense

A manufacturer has an article which he wishes to make known and for which he aims to create a demand. In the first place he has to make it known to the retailer, and with this end in view he considers the advisability of engaging commercial travellers. Let us suppose he decides to engage two, one to go east and the other west. He will probably have to pay at a moderate calculation \$1,500 a year to each man and, again reckoning only at a modest rate, travelling expenses will amount to at least as much again, bringing the total amount for the two men up to \$6,000 per annum. It is doubtful whether they would be able to cover the whole of Canada in a year; at any rate, they could not do more, and this would therefore mean that each merchant in that particular line would have the manufacturer's product brought to his notice once only at a cost of \$6,000, and not one retail merchant would dream of charging a manufacturer with spending money recklessly in such a case as this. These calls it must be remembered would all be first calls with a view to introducing the article, making it known, and explaining its advantages and merits to the retailer. As a general rule at least one or more calls would be required before an order would be secured.

Advertising Refreshes Memory

Now, on the other hand, let us consider the cost and advantages of a page ad. in a trade journal. This would probably run to about \$1,500 a year and would for 52 weeks bring the product to the notice of practically every retailer in Canada. Every week on picking up your trade paper your attention would be called to it; every week you would probably read some fresh information concerning it and the name would be fresh in your memory.

Would not the oft-repeated advertisement be likely to make the article far better known to you than the call of the traveller. In which case, at the end of

twelve months would a man be most likely to secure an order from you? Is it not probable that in the first case you would by that time have forgotten the traveller's solitary visit and probably also the name of the article?

In the one case the traveller soliciting an order reminds you that six months or a year ago he called and introduced such and such an article to you. In the meantime you have heard nothing more of the article, no one has ever asked you for it nor have you seen it advertised anywhere.

In the second case you have seen the advertisement every week, you have probably read much that has been written in praise of the article, you have probably also been asked for it more than once by persons who have seen it advertised, for it is practically certain that consumer advertising will have been carried on simultaneously with that in the trade paper.

Which Article Would You Order?

In which case would you be most likely to place an order? Undoubtedly in the case of the advertised article. And yet the amount expended in advertising will be only one-fourth of that spent on the travellers.

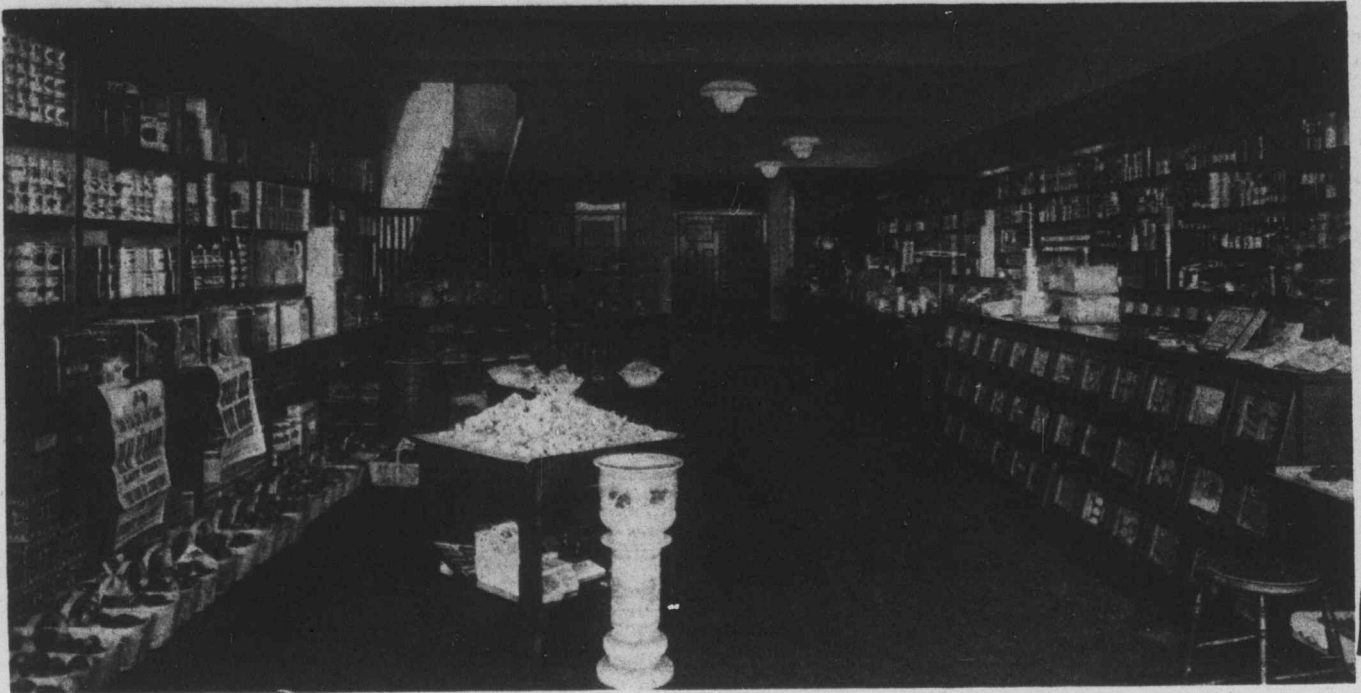
In the case of the travellers we had an outlay of \$6,000, and, supposing each traveller called on an average of five retailers a day, we should have 3,000 men called on in the course of a year.

In the case of the advertisement we have the message carried not once only, but fifty-two times. This message moreover goes not only to the principal of the business as would the traveller's argument, but to all his employees and others who see the trade paper. Put this, at a low estimate, at two others in each store besides the proprietor and, assuming for the sake of argument that the paper reached only the same number of stores as the travellers called on, we should have 9,000 persons at the end of the year who would be thoroughly familiar with the name of the article against 3,000 in the other case who had it brought to their notice once.

Traveller Also Necessary

This must not be taken as an argument that the commercial traveller is unnecessary and can be dispensed with. It is simply intended to point out that advertising will do the work of introducing the article to the retailer at a far less cost than a similar introduction by the traveller would entail. This introductory work of the advertisement paves the way for the traveller and makes his work easier.

(Continued on page 29)



An attractively arranged store interior, that of Benson Brothers, Guelph, Ont.

Destroyers of Grain and Food

How Rats and Mice Are Decimating the World's Food Supply—Conditions That Favor These Pests—How They May be Eradicated

THE brown rat is the worst pest with which man is afflicted. Both this rat and the house mouse came to North America from abroad; possessing habits adaptable to almost any kind of environment and feeding upon all kinds of animal and vegetable matter they have increased and spread over a vast area. In Canada they have not yet spread over the greater portion of the prairie provinces, but in their gradual migration from the east they have now spread over southern Manitoba, and as the West becomes more settled their destructive hordes will certainly extend further afield, menacing especially the grain interests.

Destruction of Food.—Their destructive powers are well known. No kind of grain is spared, whether growing or stacked in the field, stored in the granary or elevator, transported by rail or water; everywhere they take an enormous toll of this chief source of our food supplies, the conservation of which is a paramount necessity at the present time. Never have the destructive powers of mice been so strikingly demonstrated as in Australia during 1917. Owing to the lack of transportation, vast quantities of grain destined for export have accumulated in New South Wales and Victoria. A plague of mice developed, and the destruction of grain has been enormous. We are informed that in some places the ravages of the mice were so great that huge stacks of grain were reduced to what resembled mere heaps of debris in a few months. The Wheat Board of

New South Wales organized a campaign of destruction; in one place the catch for two nights totalled seven tons of mice. While this outbreak was exceptional, it serves to show the destructive powers of these small creatures, in the mass.

The brown rat invades house, stores, warehouses, and markets, and besides destroying fabrics of all kinds and leather goods, it attacks all kinds of food; meats, groceries, fruits, vegetables. In town and country it attacks poultry, destroying eggs and chickens. The foundations of buildings are damaged by their activities, and everywhere they destroy unceasingly, and yet we tolerate their presence.

In Europe it was estimated, after a full inquiry in 1907, that the average annual loss caused by each rat in Great Britain equalled \$1.80, in France \$1, and in Denmark \$1.20. The losses in rural districts in Great Britain and Ireland in the same year were computed to be seventy-three million dollars, and a capital of about ten million dollars was employed in the industry of supplying means for their destruction. In 1904 the losses in France were computed at forty million dollars. At the present time the English Board of Agriculture is making special efforts to combat the rat pest in England as a means of saving food supplies, and the Sanitary League in France is also carrying on a vigorous campaign against rats.

Recently, Mr. E. W. Nelson, Chief of the Biological Survey of the United States Department of Agriculture, has

estimated that the annual losses in the United States due to rats equal at least 200 million dollars. He also states that in order to feed and otherwise provide for this enormous destructive army of rats, the labor of 200,000 men is required annually.

A Menace to Health

Besides the enormous destruction of food supplies, the brown rat is a serious menace to public health. It is a carrier of bubonic plague, one of the most devastating of human diseases, which has been carried by the rat all over the world. In the fourteenth century it is estimated that about twenty-five million people died in Europe from the "Black Death," as this disease was called, and 2,000,000 deaths are stated to have occurred during the epidemic of the plague in India in 1907. Bubonic plague is transmitted from rats to human beings by fleas, and modern methods of preventing the spread of plague involve the most vigorous eradication of rats, and the prevention of their landing in seaports from ocean-going vessels by which they are transported.

Investigations into the recent outbreak of infantile paralysis (Poliomyelitis), which was especially prevalent in the eastern United States, have indicated that the rat may be an important factor in the spread of this disease.

Prolific Habits

The serious nature of the rat menace is more keenly appreciated when their prolific habits are realized. The brown

rat begins to breed when it is about three or four months old; they breed from six to ten times a year, and produce, on the average, ten young in a litter. If we imagine a pair of rats breeding at this rate uninterruptedly for three years without any deaths to their progeny, at the end of that period the number would have increased from two to over 350 million rats.

Mice produce fewer young in a litter, but they bring forth their families with astonishing rapidity.

Protecting Food Products From Rats and Mice

The main reason for the abundance and destructiveness of rats is that we provide ample food and shelter for them. To combat these pests successfully we must deny them both these essentials. We must starve them out and build them out.

They should be denied access to places where they obtain food and rear their young. To accomplish this, buildings should be made rat-proof; and the best method of construction for this purpose is concrete. In the construction and maintenance of buildings in which food is kept and rats are likely to find lodgment, special attention should be paid to the closing of all apertures, especially in foundations where drain and other pipes enter. Doors to such buildings should be bound with strong sheet metal. Constant vigilance should be exercised with a view to checking any inroads of these pests; the holes of rats or mice can be readily stopped by a little concrete or broken glass or crockery. Cement should be used for foundations of all kinds of storehouses, granaries, poultry houses. Corn cribs can be rendered ratproof by inclosing them in heavy galvanized wire netting of half-inch mesh. Storerooms should always be made ratproof by the adoption of the foregoing structural methods.

So long as old buildings and store-rooms are maintained in a state of disrepair, rats and mice will flourish and destroy their contents. It is not only in the interests of private economy, but as a national service, that owners of such rat-infested buildings should take immediate steps to "build out" the rats and save food supplies. Everywhere destruction is proceeding, and everywhere there is greater need than ever at the present time for the saving of every bushel of grain and every pound of food.

Civic authorities, and particularly the health authorities, should adopt and enforce sanitary conditions in towns and cities. Cleanliness and the prevention of the accumulation of refuse and garbage are essential in the eradication of rats. The maintenance of garbage dumps is one of the greatest contributing causes to the abundance of rats. From all points of view the immediate incineration of garbage is the only proper treatment and method of preventing the increase of rats and the breeding of flies, those unsurpassed agents in the spread of our worst infectious diseases.

How to Destroy Rats and Mice

Trapping.—One of the most effective methods of destroying these pests is trapping. The best traps are those of the spring or guillotine type. Such traps may be baited with any of the baits preferred by these animals, such as meat, oatmeal, cooked eggs, or fruit. It is necessary to use a large number of traps, the more the better. The wire cage traps are excellent when rats are abundant.

Poisoning.—Where there is no danger of food becoming contaminated, or of other animals eating the bait, poisoning is a speedy method of destruction. But naturally the greatest care must be exercised in the use of poison. In destroying rats and mice in houses it is inadvisable to use poison, not only on account of its danger, but the occurrence of the inaccessible corpses of these animals is likely to prove objectionable. Barium carbonate is a cheap, tasteless, and odorless poison. It may be mixed in a dough composed of four parts of meal or flour and one part of the poison, or a stiff dough of eight parts of oatmeal and one of poison.* The poisoned dough should be placed in the runways of the animals. Strychnine is a well-known and rapid poison, usually used in the form of strychnia sulphate. The dry crystals of this chemical are inserted in baits, such as meat or cheese. With oatmeal or grain, such as wheat or corn, it is used in the form of a syrup which is made by dissolving half an ounce of strychnia sulphate in a pint of boiling water; a pint of thick syrup is added, and the whole mixture is stirred thoroughly. Oatmeal should be moistened with the syrup, and grains should be soaked over night. Arsenic is used in most rat poisons. It may be fed in the form of powdered white arsenic, used as described above. A good bait is prepared by thoroughly mixing a pound of oatmeal, a pound of coarse brown sugar, and a spoonful of arsenic. This is placed in the runs of the animals. Phosphorus is a common ingredient of rat and other animal poisons, but owing to the danger involved in mixing it and in the subsequent use of the home-made or commercial preparations on account of its very great inflammability, its use as a rodent poison is not recommended.

Domestic and Wild Animals as Rat Destroyers

The great value of small terriers as rat-catchers is too well known to need emphasis. They are often used in conjunction with ferrets, the latter animals being employed to drive the rats from their runways. But ferrets should always be muzzled when hunting.

While weasels are regarded as "vermin" and enemies of chickens and young game birds, there is no doubt that as rat destroyers they have few superiors. When they can secure rats they will usually leave the chickens unmolested.

Among the active natural enemies of rats and mice around farm buildings,

*The methods of preparing these poisoned baits are those recommended by the Biological Survey of the United States Department of Agriculture.

snakes occupy an important place, and this fact should be realized. Only one species of Canadian snake—the rattlesnake is poisonous; our other native snakes are not only harmless but are useful as destroyers of rats, mice, and other pests, and they should therefore be protected.

In country districts, farmers should protect owls, the greatest of mice destroyers; and many of the hawks are valuable as destroyers of noxious rodents. The continued destruction of these natural enemies of rats, gophers, and mice has been largely responsible for the increase in the numbers of these food-destroying rodents, and it is important that the valuable services of these birds should be recognized.

Organized Destruction.—In England excellent results have been obtained by the co-operative efforts of farmers and others in the destruction of rats, and such organized destruction is essential if results of real value are to be obtained. The offer of prizes and bounties by local authorities has been found to stimulate effort. In many cities and towns the local authorities and organizations have promoted rat destruction, and it has been successfully stimulated by educational work.

We would urge the various organizations in cities and towns, and farmers' and women's institutes in rural districts, to undertake educational work with a view to arousing public opinion as to the serious losses caused by these pests, and to promoting campaigns for their destruction.

Rats and mice are destroying millions of dollars' worth of food in Canada at the present time, when the conservation of food is a duty that devolves upon every one. The more food we permit the rats to destroy the less there is for us and our kinsfolk across the sea to eat. Never was the need of saving food supplies a greater necessity; never was the need of the most relentless campaign against these food destroyers. Eradication measures should be prosecuted with the greatest vigor wherever these pests occur, whether on the farm or in the city.

U. S. RULING RE DRIED FRUIT EXPORTS

The War Trade Board, after consultation with the United States Food Administration and the Canada Food Board announces, in a new ruling, that applications for licenses to export dried peaches and prunes to Canada will now be considered when presented as follows:

Every application for an export license must have attached thereto an import permit, issued by the Canada Food Board, Ottawa, to the consignee, for the importation of the quantity mentioned in the application for an export license.

Exporters, therefore, should obtain such Canadian permits from their Canadian customers before making application to the United States War Trade Board for an export license.

War on Pilfering and Shoplifting

Association of Retailers, Wholesalers, Manufacturers and Forwarding Firms Formed in Montreal—Leading Criminal Lawyers Will Conduct Prosecutions—Rewards and Educational Campaign in Papers—Loss \$2,000,000 a Year

SOMETHING distinctly new in the direction of co-operation of merchants in a community is being attempted in Montreal under the title of "Merchants' Association of Montreal: To Foster the Trade and Welfare of Montreal." Somewhat different from the ordinary local organization of "merchants," this body combines not only retailers in dry goods, hardware, groceries, etc., but has secured the active co-operation of the jobbers, manufacturers, forwarding companies, including the railways, express companies, and all others that are concerned with the protection from theft of goods, whether in transit, or after they have been taken into stock in the stores. In a word, the immediate cause of the formation of this association was the extensive losses each year in the city through pilfering of goods on consignment, and the heavy losses sustained by stores through shop-lifting. It is stated that these losses exceed \$2,000,000 in a single year. A pretty fair basis for mutual action!

Will Broaden Out After Making Good

This purpose may seem a little narrow for expending the energy of such an organization upon, but this, it should be pointed out, is only the initial object. It is intended by those who conceived the idea that the association should "make good" in lessening pilfering and theft, and after concentrating on this for a time, should then extend its activities in other directions in which there is mutual interest as well. It may be that when these are decided on that the organization would be sub-divided in cases where all are not bound by equal interests, and work as sub-sections, but this would be a mere matter of detail. It is likely that the Montreal movement will grow to other centres in Canada and in the United States, for so far as is known there is no duplicate there as yet.

Carried Off Even the Horse

A very realistic incident caused the association to be formed. A produce merchant, E. E. Wallace, had had a number of packages stolen from his delivery wagon. The limit was reached when one day as the driver was upstairs in an apartment house, horse, wagon and all the contents disappeared. Mr. Wallace appeared before the police; he wanted a reward offered. They could not do this, but took the particulars of the runaway theft. Some time later the horse and wagon were recovered, but minus the contents. Dissatisfied with the casual protection of the law, Mr. Wallace conceived the idea of a co-operative group of all concerned, in which, in addition the assistance of the public might be solicited, and the association was formed.

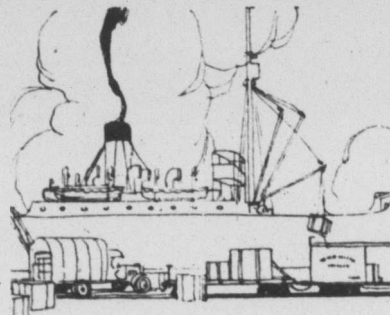
Its methods are direct. It has engaged one of the leading firms of criminal lawyers in the city, and every case of pilfering or shoplifting that can be prosecuted will be handed to this skilled group. As a rule even the name of the store where the shoplifter worked her game will not be given publicly; the prosecution will be conducted in the name of the association, and in this way the store will avoid the annoyance that is the inevitable accompaniment of most such cases. Indeed, it has been found that the expense of prosecution, as well as the bother, have deterred more firms from carrying out the meaning of the law than otherwise. The cost of experienced counsel is covered by the membership fee, although the fees for warrants and subpoenas and others incident to each case are a charge on the firm itself.

Reward of \$50

In addition, an appeal will be made on behalf of the association, not the individual store to the public and to the employees of each store for assistance in checking this prevailing evil of shoplifting. There will be a reward of \$50 offered for information that leads to conviction of a guilty party, and the announcement displayed on cards, neat plates in elevators, and other prominent points in the store. These will carry more significance, as there will be a campaign in the press to educate the public to the evils the association is seeking to wipe out, and it is believed that an intelligent co-operation of the public at large will be secured in this way. On the other hand, the publicity that will be given to the trials of those prosecuted by the association and the greater risk to those who are caught of being prosecuted by an outside body, the reward itself, and other influences that will work out from these, will, it is confidently believed, act as a powerful deterrent upon the would-be shoplifters or freight pilferers.

Record of Those Discharged

To some extent there will be a record kept of those who are discharged for



shoplifting or theft in stores—that is, in cases where it is evident that this is being carried on systematically by an employee, who, as has been found, goes from one store to another, gets a position, steals, and is discharged, only to connect with another store, and repeat the offence.

"Prosecuting Attorney"

An effort will be made aiming at a widespread improvement in the manner of handling such conditions from the point of view of the department of justice, presided over by the Attorney-General in the case of a province. As is set forth in an official notice, there will be asked "the appointment of a prosecuting attorney by the Government, or such improvements in the present system as to ensure proper preparation and handling of evidence in a manner to secure convictions and to relieve the public of endless expense and trouble often misdirected."

After the "Receiver"

The receiver of stolen goods will also receive the attention of the association. This class of the community, the "fence" in criminal terminology, usually goes scot-free. Evidence directly implicating him is, of course, difficult to secure, but several proposals have been made to render the commercial existence of the "receiver" more hazardous than it has been in the past, including civil prosecutions and a closer scrutiny as to his means of livelihood than he has met with before. It is recognized that if this link in the chain were broken that thefts of goods in transit and in the stores would decline to a very large extent.

From \$25 Upwards

The financial support of such an association is an important matter, and in the Montreal case a scale of charges, fees, has been arranged on the basis of number of employees. As is explained, "the employee basis for determining fees is adopted, not because he represents the hazard, but the number indicates the size of the firm, quantity of goods handled, and extent of contact with the public."

The scale of fees is as follows: Fifty employees or less, \$25; 50 to 100, \$40; 100 to 150, \$50; 150 to 250, \$60; over 250 and under 500, 25 cents for each; over 500, \$125 for the first 500, and 15 cents for each additional.

The prosecuting attorneys are Bero-vitch, Lafontaine & Gordon, and the manager, John J. Fitzgerald, who was formerly secretary of the Board of Trade of Sherbrooke.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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

THE MACLEAN PUBLISHING COMPANY, Limited

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

OFFICES

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

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

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

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

PUBLISHED EVERY FRIDAY

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

Vol. XXXII. TORONTO, SEPTEMBER 13, 1918 No. 37

EDITORIAL BRIEFS

A MEN'S wear company of Stratford, Ont., was fined in the police court recently for a contravention of the Lotteries Act. It wasn't a very serious fine, but the moral is just the same. The lottery idea is pretty well a dead letter, and the merchant might about as well let it die.

* * *

IN THE cafeteria of the Food Administration Building at Washington, they recently made a record by using only one pound of sugar in 120 meals served. We have a suspicion that either the folks in Washington are very much on their good behavior, or there were a lot of disgruntled diners at that festive board.

* * *

DURING the past week the city of Montreal found itself entirely without sugar of any kind. Excited housewives buying for their immediate needs found it impossible to obtain supplies. The fruit men suffered from the inability to sell perishable fruits which are largely dependent for their demand upon the needs for domestic canning. And yet there are merchants who persist in believing that sugar is not scarce, and that they will be able to get all that they may require.

* * *

THE Canada Food Board has done something to popularize foods not formerly forming any large part of the menu, but we judge that the cake goes to the Federal Food Administrator of Arizona who is providing for the sale of ostriches for food. It is stated that these birds provide a remarkably fine food that will sell at around 15 cents a pound. With Thanksgiving approaching the moral would seem

to be buy an ostrich and let the boys have all they want to eat.

* * *

FOR facing five baskets of pears for sale on the Hamilton market a grower of Stoney Creek, Ont., was fined five dollars a basket. Purchasers who have noted how readily the smaller fruit seems to find its way to the bottom of the basket will be quick to applaud this decision. A rigorous application of the law in such cases would go a long way toward raising the public confidence and would be to the benefit of everyone concerned, the grower most of all.

* * *

THE Canada Food Board is warning the people against any panicky feeling with regard to sugar. Might it not be of advantage after all to let the public get a little panicky? There is no use blinking the fact that sugar is scarce, very scarce. A little panic along those lines might have a tendency to make the consumer conserve available supplies. There are enough regulations in force at present surely to prevent this panic resulting in any attempt at hoarding.

MR. HOOVER AND THE PACKERS

HERBERT HOOVER who has made a world-wide reputation for himself, first as administrator of the Belgium Relief Fund, and later as Food Controller of the United States, has made the definite statement that in the event of the Government taking over the control of the packing companies he would resign his post in protest. Mr. Hoover stated emphatically that it was his belief that any such action in these troubled times might end in disrupting the industry and result in disastrous consequences. Mr. Hoover sees clearly enough to realize that big business must of necessity be efficient, and that very efficiency is a safeguard for the consuming public.

SOMETHING MORE DRASTIC NEEDED

THE Toronto *Globe* in a recent editorial entitled "Food Troubles," lays stress on the fact of the unfairness resulting from the laxity in the administration of the Food Board's orders, and from the failure to make these regulations more definite.

This is unquestionably a fact; requests don't achieve very much. Some patriotic people do their best to live up to every request, other people who wave the flag just as boldly take advantage of the laxity of these conditions to get more than their due share. It is easily done and cannot be prevented by the grocer. If the situation in regard to sugar is serious enough to warrant a request that the monthly per capita consumption be 2 pounds, and we know it is, it is serious enough to warrant an order making that request an obligation, otherwise it simply means that the conscientious folks are going to do the saving for the others.

Current Events in Photograph

THE END OF A RAIDER

The popularity of the air raid on England has been rapidly waning among the German raiders. There is always the possibility, that is becoming more and more a probability, that the raid will end in England. Note the illustration of all that remains of a German dirigible. Small wonder that the raiding sport is now at a discount.



ADVERTISING DOES NOT INCREASE COST

(Continued from page 24)

If, then, this line of argument is logically correct, and it does not appear to admit of contradiction, it is evident that the man who advertises his goods is in reality spending less in proportion to secure sales than the man who does not advertise but who relies upon the commercial traveller to effect sales of his product, and the statement that the consumer has to bear the cost of the advertising, or rather has to pay a higher price than he would otherwise pay because of the advertising, will not hold water. On the contrary, the manufacturer who advertises is practising economy in his sales methods and therefore the chances are that he will be able to sell his article at a lower price than could the manufacturer of a similar article who does not advertise.

There is another condition also which is a powerful factor in enabling the advertiser to sell his goods at a lower price than can the non-advertiser, and that is the volume of sales.

In this connection two points will be admitted without dispute. First, that by advertising judiciously sales can be largely increased, and second, that increased output reduces the cost of manufacture. Taking these two statements together then it is clear that the advertising manufacturer's costs will be less than those of the non-advertiser and he can therefore afford to sell at a lower price and yet secure the same margin of profit.

Retailer's Good Will Also Essential

Let it not be supposed that anything here said is intended to imply that ad-

vertising alone is more powerful in securing sales than are the good offices of the retailer. The latter, as every manufacturer knows, or should know, exercises a powerful influence with his customers and his aid must be enlisted to make any advertising campaign a real success. But this very fact renders it all the more imperative for the manufacturer to neglect no possible means of making his product known to the retailer and thereby securing his good will. It would be practically an impossibility for him to do this every week or every month by means of personal calls through travellers. The cost would be prohibitive, but he can do it at comparatively little cost by means of advertisements in the trade papers.

Trade paper advertising only has been considered as that is the side of the question which affects the retail merchant, for whom this article is written. Similar arguments, however, can be applied to consumer advertising, that is advertising designed to make a product known to and to create a demand for it on the part of the public.

Let, then, every retail merchant who has ever used the argument in question or anyone who may ever feel tempted to use a similar course of reasoning—let him remember that advertising does not increase the cost of an article, that the consumer does not pay extra on account of the advertising, but that, on the contrary, advertising being the cheapest form of creating a demand and thus effecting sales, and the large advertiser being able to produce more cheaply owing to increased output, the probabilities are that value for value the advertised article will probably be cheaper than the one not advertised.

BOARD OF TRADE OF GREATER WINNIPEG ELECTS DIRECTORS

The following gentlemen have recently been elected to the board of directors of the Greater Winnipeg Board of Trade, names being given in alphabetical order: J. H. Ashdown, W. J. Bulman, W. H. Carter, A. L. Crossin, J. W. Daffoe, A. K. Godfrey, John Galt, A. B. Hudson, Grant Hall, George N. Jackson, Robert McKay, A. W. McLimont, Geo. W. Markle, Sir A. M. Nanton, Isaac Pitblado, R. J. Riley, H. M. Tucker and S. R. Tarr.

TORONTO MILK WILL COST MORE

Toronto Milk Producers Increase Price
30c a Gallon—Means an Extra
Cent a Quart to the Consumer

As the result of the decision arrived at at the annual meeting of the Toronto Milk and Cream Producers' Association in the Foresters' Hall, Saturday afternoon, the price of milk is to be advanced to 8¼ cents per quart, or \$2.80 per eight-gallon can, delivered to the dairies, to take effect from October 1 until January 1, when the matter will be reopened. The present price is \$2.50 a can, so the increase represents another 30 cents per can to the dealer and practically one cent extra per quart to the consumer. A great many wanted the price to be advanced to \$3 a can, but as it was agreed that there was no shortage in the supply but on the contrary the supply exceeded the demand, the association felt that it should go to the limit demanded by the increased cost of production. In the past it has been the custom to fix the price for six months ahead, but objection was raised to this, and in consequence

EGG-O BAKING POWDER COMPANY GIVES LUNCHEON

OTTAWA, Sept. 10.—The Egg-O Baking Powder Co. of Hamilton, Ont., was the host at a very enjoyable luncheon held here on the 2nd at the Chateau Laurier, the guests being the local wholesalers and jobbers. E. G. Willard, president of the company, was present and gave an interesting and educative talk on co-operation and the importance of the personal touch in selling.

Mr. H. W. Chamberlain, president of the F. J. Castle Company, occupied the chair, among the others present being M. R. Freedman, A. McIntosh, district manager; Lee Tennahill, company's chemist; James Kyd, A. A. Alexander, A. Singer, T. E. Burrard, Joseph J. Adthud, W. H. Smith, E. L. Goodall, A. Perras, manager S. J. Major, Limited; E. J. Benoit, R. M. Cochrane, W. J. Jarvis, J. T. Leblanc, J. F. Farry, J. R. Keith, J. W. M. Wilson, A. Beauparlant, J. A. Vachon, J. D. MacLachlan, G. J. Latremouille, A. H. Mallet, C. A. M. Quevillon, S. Goldberg, Louis Charette.

Mr. Willard said that to-day the manufacturers had to get in touch with the men handling their goods more than ever before. The war had changed things and manufacturers were realizing that they must have the personal touch with the men who distributed their wares. His company, he said, was well off for a supply of raw material. It had always been his policy to book up with one concern that could be relied upon. At first, he stated, there were only 38 jobbers handling Egg-O, while to-day the number was 162. Mr. Willard announced that the company was now ready to introduce its product into the province of Quebec.

In connection with the conservation of tin plate, he said an agitation had already begun for the elimination of the small tins. He spoke of the co-operation that should exist between the manufacturer and the jobber and declared that every bit of stock of his company was owned in Canada. He asked them to see that Canada's money was spent at home.

H. W. Chamberlain thanked Mr Willard for his kindness in tendering the luncheon, and before the gathering broke up there was a brief discussion on the marketing of the Egg-O product.

IT PAYS TO ADVERTISE

An outlay of \$50,000 a few years ago expanded Honolulu's pineapple canning industry from a business of less than \$6,000 yearly to an ever increasing sum, which this season will return over \$8,000,000, according to Rayman Sharp, Special Deputy Collector of Customs of Hawaii, who was in San Francisco recently. Pineapple exports are now second in Hawaii's industries. The United States Government has contracted for one-half of the output and more than 48,000,000 tons will comprise the year's production. All this resulted, said Mr. Sharp, from one year's advertising.

ONTARIO FALL FAIRS

The following list of Fall Fairs has been issued by the agricultural societies branch of the Ontario Department of Agriculture, Toronto:

Aberfoyle	Oct. 1
Abingdon	Oct. 11-12
Acton	Sept. 24-25
Agincourt (Scarboro)	Sept. 24-25
Ailsa Craig	Sept. 19-20
Alexandria	Sept. 10-11
Alfred	Sept. 24
Alliston	Oct. 3-4
Alvinston	Oct. 8-9
Amsterburg	Sept. 30-Oct. 1
Ancaster	Sept. 24-25
Arnprior	Sept. 17-19
Arthur	Sept. 24-25
Ashworth	Sept. 24-25
Atwood	Sept. 17-18
Avonmore	Sept. 17-18
Aylmer	Sept. 26-27
Ayton	Sept. 18-19
Bancroft	Sept. 26-27
Barrie	Sept. 16-18
Bayfield	Oct. 1-2
Baysville	Oct. 3
Beachburg	Sept. 23-25
Beamsville	Sept. 20-21
Beeton	Oct. 8-9
Belleville	Sept. 2-3
Berwick	Sept. 16-17
Binbrook	Oct. 7-8
Blackstock	Sept. 24-25
Blenheim	Oct. 3-4
Blyth	Sept. 23-24
Bobcaygeon	Sept. 25-26
Bolton	Sept. 30-Oct. 1
Bothwell's Corners	Sept. 19-20
Bowmanville	Sept. 17-18
Bradford	Oct. 10-11
Bracebridge	Sept. 26-27
Brampton	Sept. 20-21
Brigden	Oct. 1
Brighton	Sept. 12-13
Brinsley	Oct. 8
Bruce Mines	Sept. 25
Brussels	Sept. 17-18
Burk's Falls	Sept. 26-27
Burford	Oct. 1-2
Burlington	Thanksgiving Day
Caledon	Sept. 27-28
Caledonia	Oct. 10-11
Campbellford	Sept. 24-25
Carp	Oct. 24-25
Castleton	Oct. 1-2
Cayuga	Sept. 24-25
Centerville	Sept. 14
Charlton	Sept. 17-18
Chatham	Sept. 17-19
Chatsworth	Sept. 12-13
Chesley	Sept. 17-18
Clarence Creek	Sept. 19
Clarksburg	Sept. 17-18
Cobden	Sept. 26-27
Cobourg	Oct. 1-2
Cochrane	Sept. 26-27
Colborne	Sept. 16-17
Coldwater	Sept. 24-25
Collingwood	Sept. 18-19
Comber	Sept. 27-28
Cookstown	Oct. 1-2
Cooksville	Oct. 2
Cornwall	Sept. 5-7
Courtland	Oct. 3
Delaware	Oct. 9
Delta	Sept. 16-18
Demorestville	Sept. 28
Desboro	Sept. 19-20
Dorchester Station	Oct. 2
Drayton	Oct. 1-2
Dresden	Sept. 26-27
Drumbo	Sept. 24-25
Dryden	Sept. 26
Dunchurch	Oct. 4
Dundalk	Oct. 2-3
Dungannon	Oct. 3-4
Dunnville	Sept. 19-20
Durham	Sept. 24-25
Elmira	Sept. 20-21
Elmvale	Sept. 24-25
Embro	Oct. 3
Emo	Sept. 19-20
Emsdale	Sept. 24-25
Englehart	Sept. 19-20
Erin	Oct. 9-10
Essex	Sept. 17-19
Fairground	Oct. 1
Fenelon Falls	Sept. 13-14
Fenwick	Sept. 24-25
Fergus	Sept. 26-27
Feversham	Oct. 1-2
Flesherton	Sept. 26-27
Florence	Oct. 3-4
Fordwich	Oct. 5
Forest	Sept. 26-27
Fort Erie	Sept. 25-26
Fort William	Sept. 17-19
Frankford	Sept. 19-20
Frankville	Sept. 19-20

Freelton	Thanksgiving Day
Galetta	Sept. 25-26
Georgetown	Oct. 2-3
Glencoe	Sept. 24-25
Goderich	Sept. 25-27
Gooderham	Oct. 3
Gordon Lake	Sept. 27
Gore Bay	Oct. 2-3
Grand Valley	Sept. 19-20
Gravenhurst	Sept. 19-20
Haliburton	Sept. 26
Hanover	Sept. 26-27
Harriston	Sept. 26-27
Harrow	Oct. 8-9
Harrowsmith	Sept. 19-20
Hepworth	Sept. 17-18
Highgate	Oct. 11-12
Holstein	Sept. 24-25
Huntsville	Sept. 24-25
Hymers	Sept. 24
Ilderton	Sept. 27
Ingersoll	Sept. 30-Oct. 1
Inverary	Sept. 11
Ivon Bridge	Oct. 5
Jarvis	Oct. 3
Kagawong	Oct. 4
Keene	Oct. 2
Kemble	Sept. 26-27
Kemptville	Sept. 5-6
Kenora	Sept. 5-6
Kilsyth	Oct. 3-4
Kingston	Sept. 24-27
Kinmouth	Sept. 12-13
Kirkton	Oct. 3-4
Lakefield	Sept. 17-18
Lakeside	Sept. 26
Lambeth	Sept. 25
Lanark	Sept. 10-11
Langton	Oct. 12
Lansdowne	Sept. 15-16
Leamington	Oct. 2-4
Lindsay	Sept. 19-21
Lion's Head	Oct. 3-4
Listowel	Sept. 19-20
Lombardy	Sept. 7
London (Western Fair)	Sept. 6-14
Mayberry	Sept. 25
Madoc	Oct. 1-2
Magnetawan	Sept. 24-25
Manitowaning	Sept. 26-27
Markdale	Oct. 8-9
Markham	Oct. 3-5
Marmora	Oct. 1
Marshville	Sept. 8-9
Massey	Oct. 2-3
Matheson	Sept. 24-25
Mattawa	Sept. 25-26
Maxville	Sept. 26-27
McDonald's Corners	Sept. 27
Meaford	Sept. 26-27
Melbourne	Oct. 11
Merlin	Sept. 19-20
Merrickville	Sept. 17-18
Metcalfe	Sept. 17-18
Middleville	Oct. 4
Mildmay	Sept. 16-17
Millbrook	Oct. 3-4
Milton	Oct. 8-9
Milverton	Sept. 26-27
Minden	Sept. 27
Mount Brydges	Oct. 4

AN INTERESTING EXPERIMENT

An interesting experiment is being tried by a Vancouver fruit firm. They are cold storing three thousand crates of raspberries for a firm in Baltimore, Md. It will be interesting to note the success of this experiment.

The purchasing firm is the Southern Packing Company and delivery will be made when the cold weather comes on, probably in December.

Freezing raspberries is an innovation here, but the scheme has been carefully considered. The firm supplying the berries received an order for 1,000 crates, and after investigation discovered that they could supply an additional 2,000 crates. An exchange of wires was all that was necessary to close the deal. Other lines of berries will also be frozen for southeastern shipment, it is understood.

CURRENT NEWS OF THE WEEK

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

Quebec

Alivor Lemieux, grocer, Quebec City, has sold his assets.

Geo. Polcalk, Quebec, has sold his assets.

J. A. J. Tremblay, Quebec, has sold his assets.

J. E. Dugas and N. J. Roy, St. Anne des Monts, have sold their assets.

Jos. Laporte of Laporte, Martin, Ltd., wholesale grocers, Montreal, is indisposed this week.

J. A. Marshall, manager of the Western Canada Flour Mills Co., Ltd., Montreal, is in Ottawa this week.

Fred W. Macdonald, formerly representative for the Province of Quebec for White Swan Mills, Ltd., has been transferred to Peterboro, which place will be his future headquarters.

T. J. Kavanagh of the Kavanagh Provision Co., Montreal, spent several days in New York and returned with information regarding changes his firm contemplates making in connection with their retail store here on Bleury.

A. G. Urquhart, manager of the Montreal office of the Vancouver Milling and Grain Co., Ltd., was in Ottawa this week.

Ontario

J. Fulton, Hamilton, Ont., is retiring from business.

William Dixon, Toronto, has sold to M. P. O'Connor.

F. B. Utting, grocer, Toronto, has sold to G. R. Stacey.

A. W. Balbeck, produce dealer of Hamilton, has sold out.

The assets of the estate of A. A. Brunet, general store, Fauquier, Ont., have been advertised for sale.

Fire completely destroyed the plant of the St. Thomas Pure Milk Co., St. Thomas, Ont. The loss will be about \$30,000. It is thought that a sterilizing boiler exploded and caused the fire.

J. Kaplan and I. Freeman have purchased the entire stock of the general store formerly operated by O. R. Keeler, Drayton. The store will in future be conducted under the firm name of Kaplan and Freeman.

Western

H. A. Webb, Winnipeg, has sold to A. Westman.

J. G. Smith, butcher, Elrose, Sask., has discontinued business.

E. Harvey, Racetown, Sask., has been succeeded by Schlwtgs Ltd.

H. Hoy, general store, Yellow Grass, Sask., has sold to E. Harvey.

M. A. Faurer, Reston, Man., has purchased the stock of J. H. Delong.

Norman Bucker, general store, Benito, Man., has sold to Harris and Simonvitch.



Corporal D. Fish was admitted to the Casualty Clearing Station Hospital about the end of July, suffering from wounds in side, arm and leg. Corporal Fish was in the employ of Hollonquist Bros.' grocery when in Weyburn, Sask., and went overseas with the 152nd.

Pte. William S. Weatherson, Toronto, Ont., died from wounds received August 26, and from the effects of shell gas. He voluntarily enlisted and went overseas last March. In England he was promoted to the rank of a sergeant. Before enlisting Pte. Weatherson, who was 42 years of age, was manager of the Canadian Flour Mills Company.

S. Szesztopalko & Co., grocers and butchers, Winnipeg, have discontinued business.

B. Baert, Vimy, Alta., has sold out. The Palace Grocery Store, conducted for the past year at the corner of Central and Chaplin streets, Swift Current, Sask., by Law & MacKay, recently was amalgamated with the parent store of the firm at 72 Central Ave. John MacKay, of the staff at the Palace, will remove shortly to Victoria with his family, where he will travel for the Blue Ribbon tea.

POPULAR PRODUCE BUYER DIES

Sidney C. Cocken, a prominent young Toronto man, passed away in Calgary in his 25th year after a brief illness. He was well known in sporting circles in Toronto, having played baseball with several teams here. He was a member of the Eaton baseball team, also of the Beaches team in the Semi-Pro. League during the last few years. He was the youngest son of Mrs. E. M. Cocken, and was employed as buyer for the Wm. Davies Company. The stock yards both in Calgary and Toronto closed during the time of the funeral.

LONDON, ONT., OUT OF CANDY

The sugar situation was responsible recently for a pronounced stringency in the candy trade in London. Many of the largest local stores had to admit that they were out of supplies and could not immediately replace them. The situa-

tion was only local and of short duration, but it illustrates the effect of the sugar shortage on a trade that is dependent upon the product.

TRAGIC FIRE IN WESTERN TOWN

In a disastrous fire that visited Mikado, Sask., recently, the store and dwelling of J. J. Meloff, general merchant, were completely destroyed, with a financial loss of \$35,000, while the infant daughter of Mr. Meloff, and two clerks and a neighbor, who made an effort to rescue the baby, died in the flames. The cause of the fire is unknown.

QUEBEC MERCHANTS VISIT TORONTO

G. Dubuc, manager of the grocery department of The Paquet Company, Limited, and Alp. Chasse of J. B. Renaud & Co., wholesale grocers, Quebec city, were visitors at the Toronto office of CANADIAN GROCER during the past week. These two gentlemen visited Toronto as the representatives of their firm, to visit the Canadian National Exhibition and the larger stores of the city, in search of new ideas. They expressed themselves as greatly pleased with their visit; they also thought that great benefits would be derived if others of the merchants of that province would take advantage of this opportunity to observe business conditions farther west while the resulting closer intercourse would unquestionably result in a better understanding between the merchants of the two provinces.

WEYBURN, SASK., GROCER SUFFERS LOSS BY FIRE

A building known as the Lowes Block, Weyburn, Sask., was recently completely gutted by fire. The building, which is of cement block construction, is owned by Lowes Bros., and the rear of the building is used by S. Lowe, one of the brothers, as a bakery. The front of the building was occupied by Mundy's grocery.

Prompt work of the fire department, assisted by the citizens, made it possible to salvage a considerable part of the regular stock and equipment.

In the reserve stocks in the basement, however, Mr. Mundy suffered heavily, as he had about \$3,000 worth of stock stored there, and while it was not damaged by fire it suffered seriously from its drenching by water. Both Lowe Brothers and Mr. Murray had their building and stock partially covered by insurance and are now awaiting the adjustment by the underwriters.

Both the bakery and grocery were again doing business a day or so after the fire.

HOW MUCH IS TWO POUNDS OF SUGAR?

The suggested standard of a monthly per capita consumption of two pounds of sugar is something that few people can picture to themselves. This is the way it works out, and this will possibly make it plain:

Monthly rations = 2 pounds.
30-31 days = 2 pounds.

Approximate Daily Ration*

- 1 day, 1 ounce; or
- 1 day, 2½ level tablespoons; or
- 1 day, 1 round tablespoon; or
- 1 day, 6* level teaspoons; 3 level tea-

poons for beverages, 3 level teaspoons in cooked food; or
1 day, 6 half lumps (1 by 9-16 by ¾ inches), one-half lump three times a day in beverages; one-half lump equivalent to the sweet in food at each meal.

Teaspoons Per Pound

- 96 level teaspoons** = 1 pound.
- 48 rounded teaspoons = 1 pound.
- 32 heaping teaspoons = 1 pound.

*Using average household teaspoon.
**Average household teaspoon.

NAME APPEARED 481 TIMES

Gunns Limited put on a novel guessing contest in connection with their display in the Dairy Building at the C. N. E. Visitors were asked to guess the num-

ber of times the name "Gunns" appeared in the display. The judges have found the correct count to be 481.

**New Goods
Department**

RAT EMBALMER

"Egyptian Rat Embalmer" is a new line being placed on the Canadian market by Albert Hugli, Toronto. The manufacturer claims this is an odorless killer on account of the fact that after eating it the rat dries up like an Egyptian mummy without the usual odor.

Enquiry Department

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

COLLECTING AND SELLING

Is it legal to sell butter and eggs to retail grocers in town or out of town, each grocer having a retailer's license, and to buy these from the farmer on cash or trade conditions?—W. T. Blackburn, Stayner, Ont.

Answer.—In the case of a general storekeeper who is under license this is perfectly permissible, as his license covers such trading as this. In the case, however, where a party is engaged in collecting from the farmer and selling to the retailer as a business distinct from any other business, he will be required to have a produce collector's license. The fee for this license is \$2.00 for the first \$20,000 business and an additional \$2.00 for every additional \$20,000.

PRODUCER MAY SELL TRUCK

Does a producer require a license to dispose of his products, garden truck and fruit?—W. H. Stodgill, Sutton West.

Answer.—No, the producer does not

require a license to sell anything that he may produce.

FEEED HAY IN BALES

I read with interest each week your enquiry department. You know nearly everything, so please let me know where I can buy good feed hay in bales by the car load.—A. Kirkpatrick, Lefroy, Ont.

Answer.—L. S. Muir, 1212 Dundas Street West, Toronto; G. T. Harrington, Board of Trade Building, Toronto; John Moffat, Dominion Bank Building, Toronto.

MONTREAL FIRMS HANDLING HAY

Kindly give me the names of Montreal firms handling hay.—A. N. Mack, Mill Village, N.S.

Answer.—Quintal and Lynch, 59 St. Peter Street; James Scott & Co., 651 St. James St.; W. Lamarre & Co., 630 Atwater; W. L. Hogg, 1573 Notre Dame East, all of Montreal.

BUYERS OF POSTAGE STAMPS

Would you please give me the name

of some firm from whom I could get a carload of hay. Also are cancelled postage stamps of any use; if so would you please give me the name of firms to whom they may be sold.—Denis Nyatte, Grand Desert, N.S.

Answer.—For answer to enquiry re hay, see answers above.

2. Some cancelled postage stamps are of value. It depends on the stamp. Consult the Century Stamp Co., Beaverhall Hill, Montreal, or the Marks Stamp Company, 462 Spadina Ave., Toronto.

POTATO PROSPECTS

I wish you would advise me on the outlook of the potato market. You hit the market alright other years in your forecasts, so hope you will take the time to give me a brief outline of the situation.—Leo J. Lane, Bayfield, N.B.

Answer.—It is a little early yet to be able to get any reliable information regarding the crop. This matter will be dealt with in our columns within the next two or three weeks.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:

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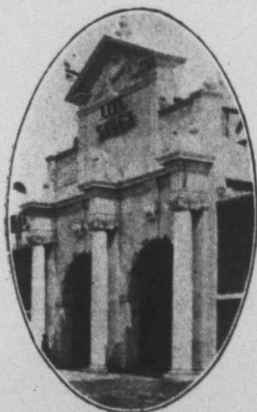
Name

Address



The Government Building and Western Entrance to the Exhibition.

CANADIAN NATIONAL EXHIBITION AN INDICATION OF PROSPERITY



LOOKED at from every standpoint the Canadian National Exhibition this year was one of the very finest of the long line of successful fairs held in Toronto. In spite of four wet days, three of them most unpleasant and disagreeable, the attendance climbed up to 946,400, the second largest turnout in the history of the fair. Had the weather man been kind there is no question that this year's crowds would have smashed all past records. As far as the Exhibition itself was concerned it was a record-breaker. There never were more numerous exhibits. They were truly national in that they represented the best products of the best firms from coast to coast. Thousands of Canada's best manufacturers this year surpassed all their previous efforts and made exhibits at the big exhibition that were studied with the keenest interest and real profit by the visitors. One feature of the huge fair that was particularly gratifying to the management was the very large number of new exhibitors. While some of the older firms which have been showing for years felt that owing to war conditions they were not justified in making their usual displays, there was no vacant space. On the contrary, every inch of available

exhibiting space was taken and so great was the demand in some lines that the directors may have to provide additional accommodation.

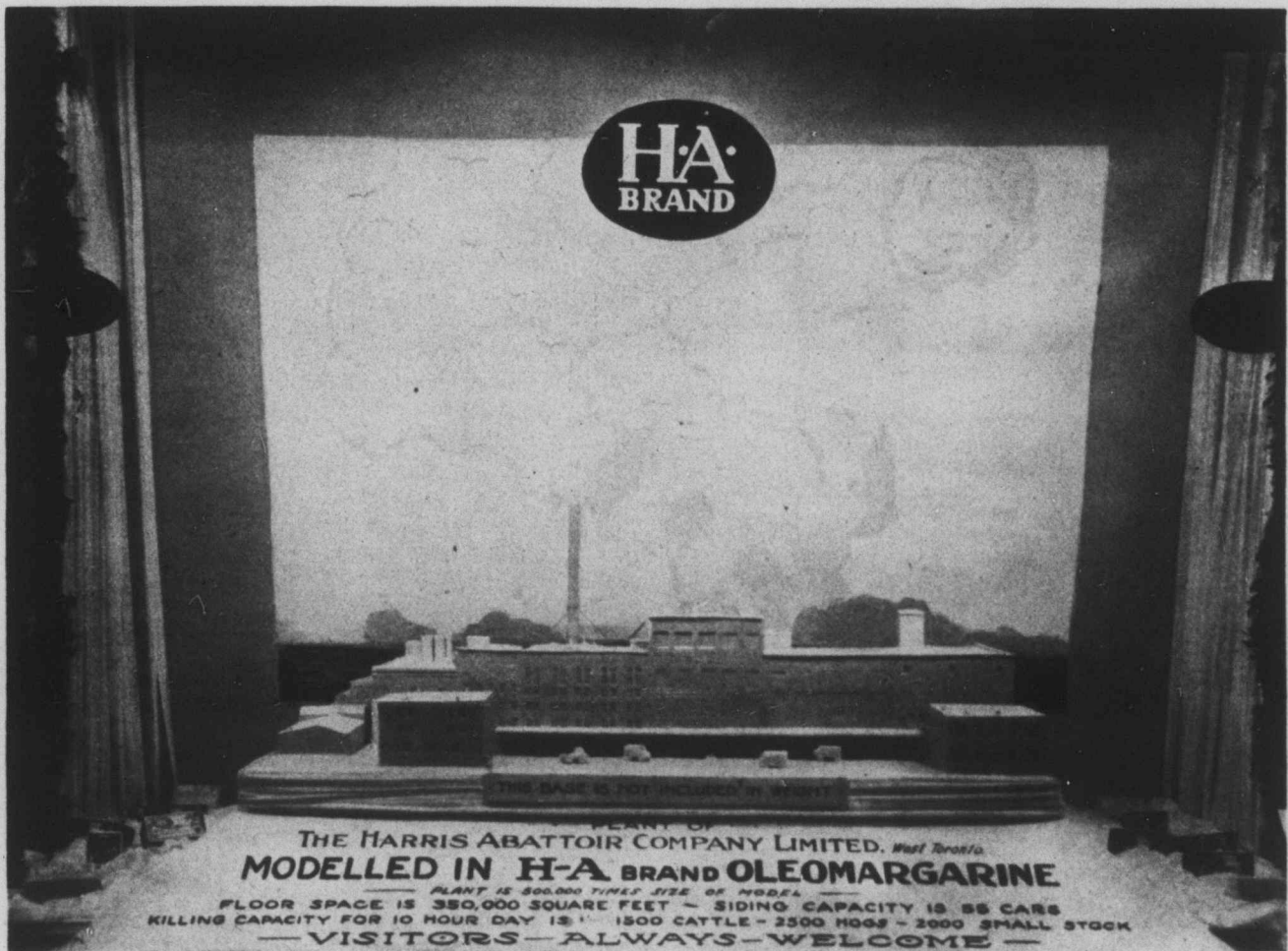
Splendid Results

The results of the Exhibition were most gratifying not only to the exhibitors but also to the thousands of visitors. There is no place where the manufacturers can come into such close personal touch with the masses of the people as at a fair. There is no place where the public can see all that is latest and best, improvements that have been made, new lines that are being manufactured and new ways of doing things as at a fair. This is of mutual advantage and profit to both the manufacturers and the public and at Canada's greatest fair this highly desirable condition reaches its maximum. Visitors to the fair saw demonstrations of new equipment, investigated all kinds of new goods and got into personal touch with the firms making them and will undoubtedly buy millions of dollars' worth of goods as a result. They will tell their friends and they will want them, too, and this means further opportunities for business. The manufacturers who spent no little time and money this year in presenting attractive displays of their products were amply repaid by the splendid results they obtained and freely admitted it. They found a full measure of encouragement for the efforts they had put forth and one of the most important results is the foundation laid for future business. The effects to be gained by showing

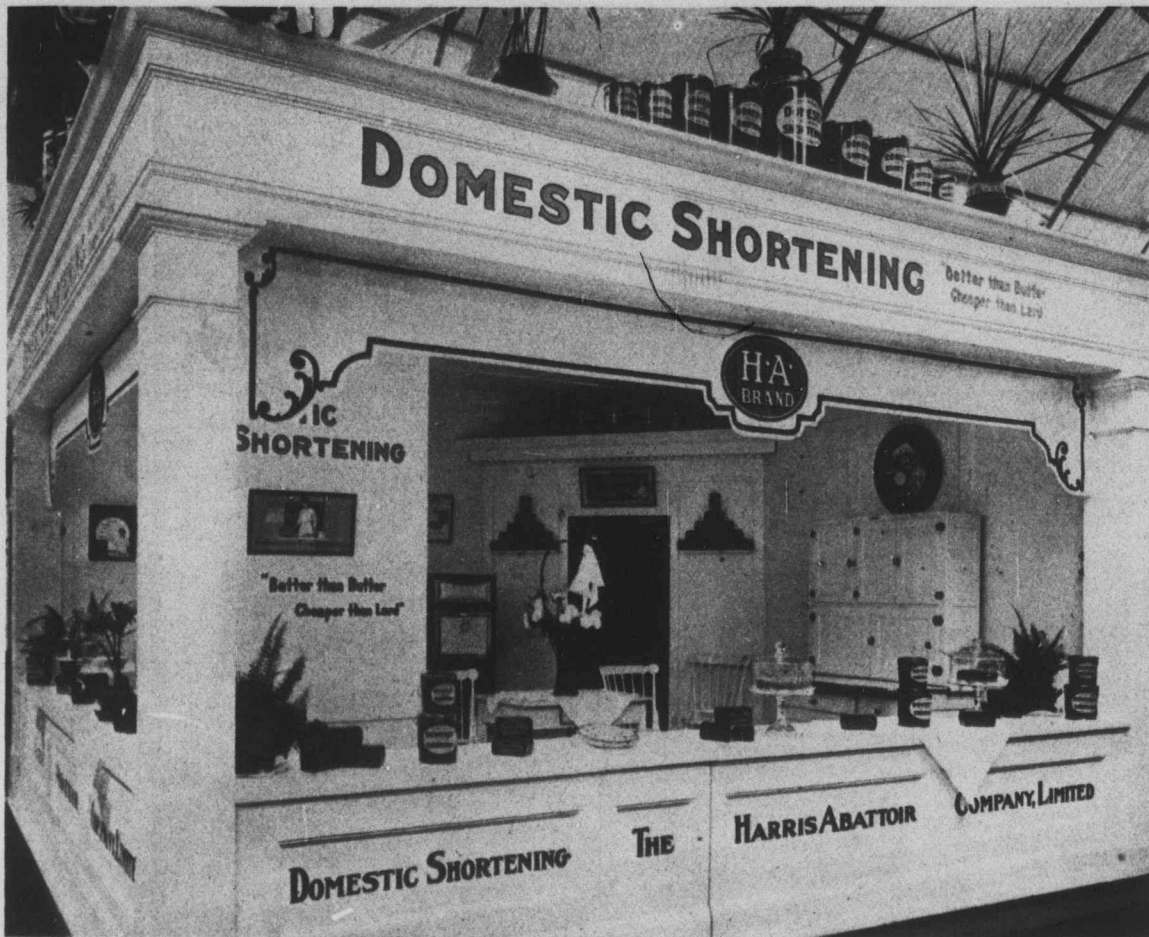
(Continued on page 56)



The life-like cow and sheep in this H.A. Exhibit was a feature of the Dairy Building displays.



Fac-simile of the new H.A. Oleomargarine plant. It was made entirely of H.A. Brand Oleomargarine.



The inviting display of Domestic Shortening in the Manufacturers' Building.

THE H. A. BRAND EXHIBITS

THE exhibit of the Harris Abattoir Company, Limited, in the Dairy and Inspected Meats Building, was one of the most attractive and interesting displays ever made at the Canadian National Exhibition.

We realize that many of our readers throughout the country were unable to visit Toronto, and for this reason we publish in this issue a few photographs of this exhibit. These cannot of course do justice to the display, but they will give some idea of the effort made to interest the consuming public in "H.A." brand and "York" brand products.

The display in the corner window consisted of a background of the choicest steer beef, and in front of this was a steer and two lambs dressed in a very life-like manner; arranged in a semi-circle in front of this was a very appropriate display of war food products, viz., beef tongues, beef livers, beef hearts, beef brains, beef tripe, calves' heads, calves' feet, calves' breads, etc. A card explained to the public how the eating of one pound of such products releases 1½ pounds of beef for the boys overseas.

These products were very well demonstrated in the Patriotic Food Building by one of New York's most famous chefs, Leon Derouet, who made numerous tasty dishes, and who explained fully his methods of cooking. Every meat product used in this demonstration was produced under Government inspection in the plant of the Harris Abattoir Company.

In the main exhibit "H.A." brand oleomargarine held the centre place in the

front windows, the display consisting of a model of the plant of the Harris Abattoir Company, Limited, West Toronto. This was carved in "H.A." brand oleomargarine in exact proportion to the actual plant as it will appear when present building operations are completed. The plant is actually 500,000 times the size of the model, which occupied the whole of one window.

To add to the attraction of this model a guessing contest was carried on by which everyone guessing within 15 pounds of the weight of oleomargarine used in the model received a prize. The prizes were:

Guess exact weight 10 pounds "Domestic Shortening"; guess exact weight 10 pounds "H.A." brand oleomargarine; guess within 5 pounds 5 pounds "H.A." brand oleomargarine; guess within 6 to 10 pounds 3 pounds "H.A." brand oleomargarine; guess within 11 to 15 pounds 2 pounds "H.A." brand oleomargarine.

Many thousands of guesses were handed in and at the time of going to press the winners had not been determined. The actual amount of the "H.A." brand oleomargarine used was 329 pounds, as weighed on Monday after the close of the Exhibition.

In the window to the left of the oleomargarine was a display of "H.A." smoked meats, sausage and cooked meats while on the other side was a similar display of "York" brand products. These display brought out very clearly the superiority in trim and appearance of the Harris Abattoir Company products. You could hardly wait for an opportunity to

try some "H.A." or "York" brand bacon, ham, or sausages. They were certainly attractive.

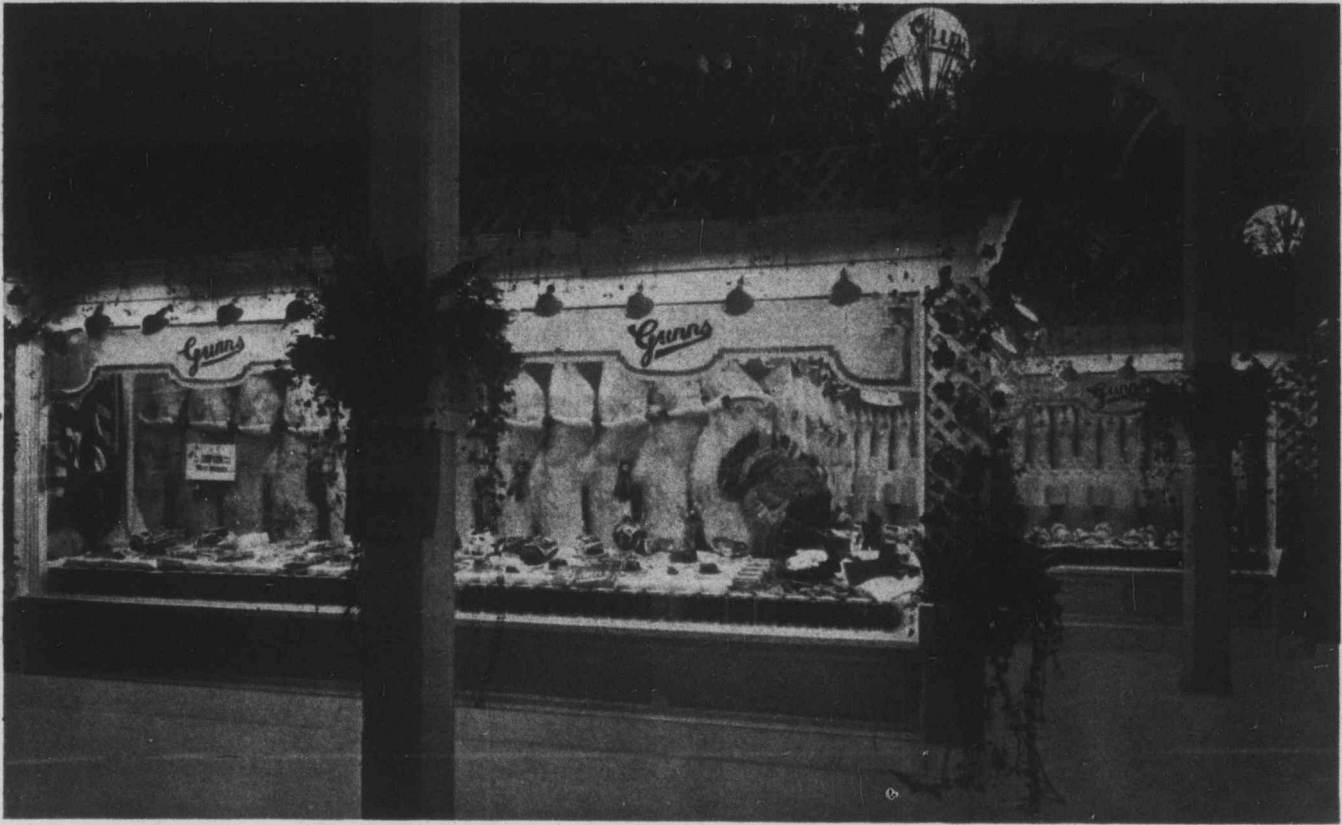
The window to the extreme right displayed very attractively "H.A." brand poultry, butter, eggs and other produce. The "H.A." brand eggs in cartons brought out very clearly the advantage of selection in eggs—every egg in a carton was selected as to quality and size. They are all guaranteed when sold.

In the Manufacturers' Building was a very attractive booth for demonstrating the virtues of "Domestic Shortening" (see illustration). Every householder had an opportunity of here placing an order for "Domestic Shortening" to be delivered through her dealer. Naturally very many such orders were received.

In the Patriotic Food Building this company had two booths used for demonstrating in a practical way "H.A." brand oleomargarine and "Domestic Shortening"; as in the Manufacturers' Building orders were taken here from householders to be delivered through dealers specified.

In the Process Building in conjunction with the W. A. Freeman Company refrigerator exhibit, the Harris Abattoir Company again brought to the public's attention their line of cooked meats, sausages and "H.A." brand war foods—beef tongues, hearts, livers, tripe, etc.

Altogether we would say that the Harris Abattoir Company could not have done much more to bring to the attention of the householders of Canada the superb quality of their "H.A." brand and "York" brand food products.



The Attractive Display of Gunns Limited in the Dairy Building.

GUNN'S QUALITY PRODUCTS A CENTRE OF INTEREST

THE quality of the products manufactured by Gunns Limited, Toronto, is universally recognized. It has been established to the satisfaction of a multitude of merchants, who have found it a means of building a lasting business in provision lines with their customers.

Gunns Limited display at the Canadian National Exhibition provided a fine showing of the lines on which the firm enjoys such a justly high reputation. The outer setting of the display, boxed flowers, ferns, and trailing vines, with clumps of ferns deftly arranged on pillars and posts, added much to its attractiveness.

In the corner of the display case was a monster fur feathered turkey, startling in its lifelikeness. In front were two rustic baskets tied with bows of brightest crimson, and filled with the

largest, finest eggs that one could wish to see. To one side of this group was displayed a large exhibit of butter and cheese, with some fancy dressed fowl forming the foreground.

In another section were to be found samples of the cooked meats prepared by the firm, ox tongue, ham and tongue, pressed pork, jellied hock, all beautifully moulded, and the famous boiled ham manufactured by the company.

Further on there were small table displays of back and breakfast bacon, Maple Leaf Brand lard, and Easifirst shortening, while the whole display was backed by a showing of first prize beef to delight the butcher's heart.

There was the usual contest in connection with this display, a contest that was entered into heartily by the multi-

tude of people who visited the Dairy Building. Each person who discovered the number of times the word "Gunns" could be seen on the different products in the display was to receive a substantial prize from the company's products.

In the Manufacturers' Building there was another attractive display arranged by the firm for the demonstration of their well-known shortening, "Easifirst" Here demonstrators were constantly at work, not only explaining the merits of this economical, healthful shortening, but actually cooking with it under conditions that more or less paralleled the conditions to be found in any kitchen. The interested crowd that constantly thronged about this booth was the best possible evidence of the very real interest that was aroused regarding this product.



The attractive setting for Gunns Easifirst Shortening in the Manufacturers' Building.

GUNN'S EASIFIRST

Makes Many New Friends

NOT only was Gunns, Limited, booth in the Dairy Building a general centre of interest to those visiting the Exhibition, but most of those who saw this display found time to visit the second display in the Manufacturers' Building, where the shortening manufactured by the firm and marketed under the name "Easifirst" was demonstrated.

The booth was one of the most attractive in the building, bright colored flags and buntings, brilliantly lighted,

were softened by the presence of banks of ferns. In these attractive surroundings demonstrators were constantly engaged in pointing out the merits of Easifirst in the various activities of the kitchen. The booth itself was arranged in the form of a modern kitchen, and cakes and other dainties were actually cooked in the booth, giving evidence of what this economical, healthful shortening could do, while the appetizing looking cakes that were displayed would have satisfied anyone of the merits of Easifirst.

The practical nature of this exhibit was a point that appealed to almost every housewife, and a very real interest was evidenced in the display. Many, it is true, stopped because the exhibit was of an old and well tried friend, but there were others who were strangers to the product, who came and saw, and became enthused with its merits, and expressed themselves as determined to use it in the future.



The Hobart Manufacturing Co. display of the mechanical aids to the grocer, butcher, confectioner and others.

THE HOBART MANUFACTURING CO. EXHIBIT

THE display of the Hobart Manufacturing Company at the Canadian National Exhibition probably contains the most variegated lines of mechanical assistance for the grocers, confectioners and butchers of any booth on the grounds.

There are machines for every imaginable use all electrically operated and requiring only the screwing in of a switch plug to do away with the old toilsome hand grinding.

The centre of the display this year is occupied by the new cake mixer. It is in use by many of the most prominent confectioners, while government activities and public institutions generally have found it a wonderful time saver. It will not only stir cake, but will whip cream, beat eggs, mash potatoes, and do a dozen or more other things too numerous to mention. On one side of this

large machine is another somewhat similar though of a much smaller size; this is known as a "kitchen aid," and its name accurately presents its purposes. It will do almost anything in the kitchen that requires beating or kneading or stirring.

To the front again on the right is a combined Hobart coffee grinder and peanut butter maker, one of the machines that have jumped into instant favor with the grocery trade. There is a smaller sized machine for grinding and refining coffee, and a bewildering array of coffee grinders of every size.

Another new machine that has leaped into favor of late owing to the new programme of conservation is a wheat grinder for grinding whole wheat, rye, corn, rice and similar grains. This little machine has helped many grocers to build up a substantial and profitable

business in substitute flours, a business that will stand them in good stead for all time.

Then there is the equipment especially designed for the butcher trade. First of all the meat chopper, that eliminates the wastage in the store and makes easy a one time toilsome task. A bone grinder is another novel machine that also helps to make the wastage of the butcher shop provide a profit. Then there is additional equipment that can be attached to any of the larger machines, tool sharpeners, vegetable slicers, bread crumbers, these latter two being especial value in hotels and large public institutions, and last, but certainly not least, the Van Berkel meat slicer, distributed in Canada by the Hobart Mfg. Co., of Toronto, which has won a deserving reputation as the premier meat slicer of them all.



The ever popular booth of the Red Rose Tea Co.

“RED ROSE” SERVICE AGAIN A FEATURE AT EXHIBITION

IT is not always possible for pictures to convey the meaning that lies behind them. For that reason the picture of the booth of the Red Rose Tea Co. shown above falls far short of the mark in illustrating the feeling prevailing behind the scenes. The photograph is just a good illustration—back of it is a service which was in daily evidence and which was appreciated by the thousands of people who came to enjoy a cup of Red Rose tea.

The Red Rose standard of service has been reached after years of careful attendance on the wishes of the people and there was no departure from their usual method of conducting their booth—the service was of the best. Unquestionably the service was a big factor in the success of this exhibit—what did it constitute?

The tea was always freshly made—it was served in real dainty china cups—it was served by bright, cheerful young

ladies, whose one desire was to see that everyone was served as quickly as possible.

It must be remembered that there was a constant rush at all times of the day and night, that the necessarily limited capacity of the booth was taxed to take care of the crowds, yet each cup was immaculately clean and the quality of the tea never varied. It was prepared properly and carried that touch of distinction which is winning for Red Rose tea an ever-increasing following.

Many retailers visited the booth and took advantage of the opportunity provided for them to rest in the special room provided for their convenience. It is undoubtedly true that they were all favorably impressed with what the company were doing to bring the name Red Rose before the actual consumer. It spelled opportunity for many retailers to develop big tea sales in their own community and the answer will be shown

in their efforts to be distinguished as Red Rose tea headquarters.

There must be one factor which impressed the retailer as it did the crowds being served with tea, and that was the unquestioned honesty of the goods. Herein the merchant has an opportunity to develop trade of the kind which brings the customer back, and that is the only kind which counts. There are thousands who, during the Canadian National Exhibition, paid visits to this booth—some more than once—who are now more than ever impressed with the Red Rose quality. The service was a strong link in the chain to bind their loyalty to Red Rose.

The Red Rose tea booth demonstrated the quality of the goods and gave an expression of the service which this company considers paramount in its dealings with either merchant or consumer. Fairness and good goods were dealt out at this booth and explained to the persistent crowd in attendance there.



WHIPPED CREAM AT A MOMENT'S NOTICE

ALMOST every housewife has been through the trying experience of spending a solid half hour trying to whip cream that would not whip, and many housewives have given up using the delicious desserts that are prepared with whipped cream because of the toilsome process of whipping. With the newly-improved product "Sure Whip" manufactured by Bowron Bros., Limited, Hamilton, Ont., all the old toilsomeness is removed and delicious desserts can be made at a moment's notice. A half teaspoonful of "Sure Whip" added to a half pint of cream, and the task is done in a jiffy. There is no taste to announce the fact that it has been used; there is no injurious content, as the product merely assists a natural chemical process in neutralizing the acids in the cream and turning the butter fat into whipped cream. As a result the cream whips quicker and stays sweet longer than under the old arduous method. Moreover, there is no need to go to the expense and trouble of ordering whipping cream as the ordinary cream with its 20 per cent. of butter fat whips readily with assistance of "Sure Whip." Even the cream at the top of the milk bottle may be readily whipped as it contains 18 per cent. butter fat, and "Sure Whip" will work with as low a percentage of butter fat as 16 per cent., providing the cream is thoroughly chilled and is 24 hours old.

The product is a help to housewives, opening a long vista of attractive desserts and relishes that have hitherto been neglected because of their uncertainty. Write for booklets.

A WONDERFUL LITTLE TABLET TO LIGHTEN WORK

WASHING is the housekeeper's bugbear and anything that tends to make it easier is assured of a ready interest. Probably this is the reason why the Toro Tablet booth under the grandstand at the Canadian National Exhibition was such a centre of attraction for the women.

This product, manufactured by Bowron Bros., Limited, Hamilton, Ont., it is agreed by everyone who has used it, is a genuine boon to the tired housewife. The product has numerous points of advantage over many similar products on the market. To begin with it is harmless to the most delicate fabrics, and the finest, filmiest dress goods can be washed in it without fear. Moreover, the old toilsome task of rubbing the dirt out is entirely done away with. For fine fabrics the tablet is used alone.

For general washing Toro is dissolved in hot water, making a soft soap which keeps indefinitely without souring, and is ready for use at all times. It is placed in the boiler and the water brought to a boil. The cloth or woolen to be cleaned is left in the hot suds for a certain time, and is then merely rinsed in clear water and the task is completed. There is no blinding steam, no disagreeable odor, no toilsome task of soaking clothes overnight. Everything is simply and easily done. Even flannels and woollens, the bane of washday, are cleaned without shrinking and without labor. Is it any wonder that the manufacturers boast that the Toro Tablet is a boon to women?





Some Novel Lines Were Displayed in the Attractive Booth of Wagstaffe Limited in the Manufacturers' Building.

SOME NOVEL LINES OF WAGSTAFFE PRODUCTS

SO much of the public attention is directed toward the boys overseas that the exhibit of any line of goods that tended to add to their comfort and convenience found a ready audience. Possibly it was this that kept the Wagstaffe, Limited, booth so constantly before the public, for this enterprising Hamilton firm has adapted several of their foremost products for the use of the boys in the trenches. There is first of all the Christmas pudding, put up in one and two pound tins, that can be opened readily with an attached key. Of course, they can be used by anyone, anywhere, but they were especially de-

signed to meet the needs of people who are anxious to send a Christmas reminder to the boy in France. Then there are individual glass jars of jams and preserves and marmalade, small enough to find a place in the trench box, and large enough to be a delightful change from regular army fare.

But, while special attention was devoted to these lines the needs of the folks at home were not overlooked. There was a special display of bramble jelly and green fig and pineapple marmalade, some of the newer lines created by the firm.

But one of the most important items of the exhibit was the display of bulk and cut peels. In these days when Eng-

lish fruit peels are off the market, and American peels are practically unobtainable, it is well to have a Canadian source of supply, and these lines manufactured by this firm have to take second place to nothing for quality and appearance. This product was displayed in bulk and in one pound boxes of mixed peel, orange, lemon and citron peel, each in a separate compartment so that the housewife could use them mixed or individually as her taste dictates. Unquestionably these examples of newer products from the well known Wagstaffe lines will be in great demand on account of their opportune and seasonable nature, to say nothing of their established quality.



The Booth of the Nutrient Food Company in the Manufacturers' Building was always a centre of interest.

CHOCOLATTA

THE above photograph by no means does justice to the exhibit of this wonderful food-drink. Owing to the crowds which surrounded the booth from early morning until closing time the photograph had to be taken so early in the morning that the light was bad. One naturally wonders what there is to any product to get the grip on the consumer that this one is so rapidly obtaining.

Chocolatta is made from genuine liquor chocolate (not cocoa), milk and sugar in powdered form. The butter fats are removed and replaced by the fats naturally contained in the chocolate; each particle

of milk is thus surrounded by chocolate so that when the powder comes in contact with the acid juices of the stomach it does not form a hard, indigestible curd but remains in a liquid condition; consequently the digestive juices can get at every particle which produces that comfortable feeling so often mentioned by the users of Chocolatta. For the same reason convalescents, old people, nursing mothers and all those suffering from any digestive disturbance will find it a veritable boon. For the boys at the front "Chocolatta" is just the thing. Millions of cans have gone to them, and the most enthusiastic letters are the result. An of-

ficer in the Princess Pats writes: "Next to tobacco Chocolatta is the greatest and best of all." Try it as a "nightcap" and note how well you sleep. It is all nourishment, there is no sediment and all you have to provide is boiling water. The more powder you add the richer it is, but from two to three heaping teaspoonsful make a very fine teacup full. For lunch try a cup with bread and butter or a biscuit. You will be more than pleased with this excellent food-drink. It is made by the Nutrient Food Co., Toronto, and in the United States by Curtice Brothers Co., Rochester, N.Y., makers of the famous Blue Label food products.



The Attractive Home of the Kkovah Products in the Manufacturers' Building.

KKOVAH HEALTH SALTS A LEADING LINE AT EXHIBITION ENTIRELY NEW LINES

THE extremely attractive display of Kkovah Health Salts and other Kkovah products was one of the features of the various exhibits at the Canadian National Exhibition in Toronto during the past couple of weeks. The display was in charge of Mr. Harris and other travelers of Maclure and Langley, Limited, Toronto, the Canadian selling agents. The various lines were arranged neatly in pyramid fashion and the decorations forming the background were neat and emphasized Kkovah goods.

Kkovah Health Salts was the leading line on display. This product has been on the Canadian market for fifteen years. It was first manufactured in England about thirty years ago and has received many diplomas and gold medals for the excellence and purity of its ingredients.

Kkovah Health Salts has proved its value in more ways than one. During the early days of the war when the soldiers at the front were not always able to secure good drinking water, Kkovah

Health Salts meant health to many, and the taste acquired then for this preparation has been multiplied enormously. Kkovah Health Salts may be taken as a medicine solely, but when taken regularly as a beverage preclude the possibility of any need as a laxative. Increasingly large numbers are becoming adherents of this delightful drink.

And there are other Kkovah preparations. There is Kkovah Egg Substitute, which as the name implies is a real egg preparation minus the eggs. This has been manufactured to take the place of eggs in dry materials such as cakes or pastry, the results being as good or better than when eggs are used. This is a standardized product and there is no question of condition of each tin. It is always uniform and will yield uniformly good results.

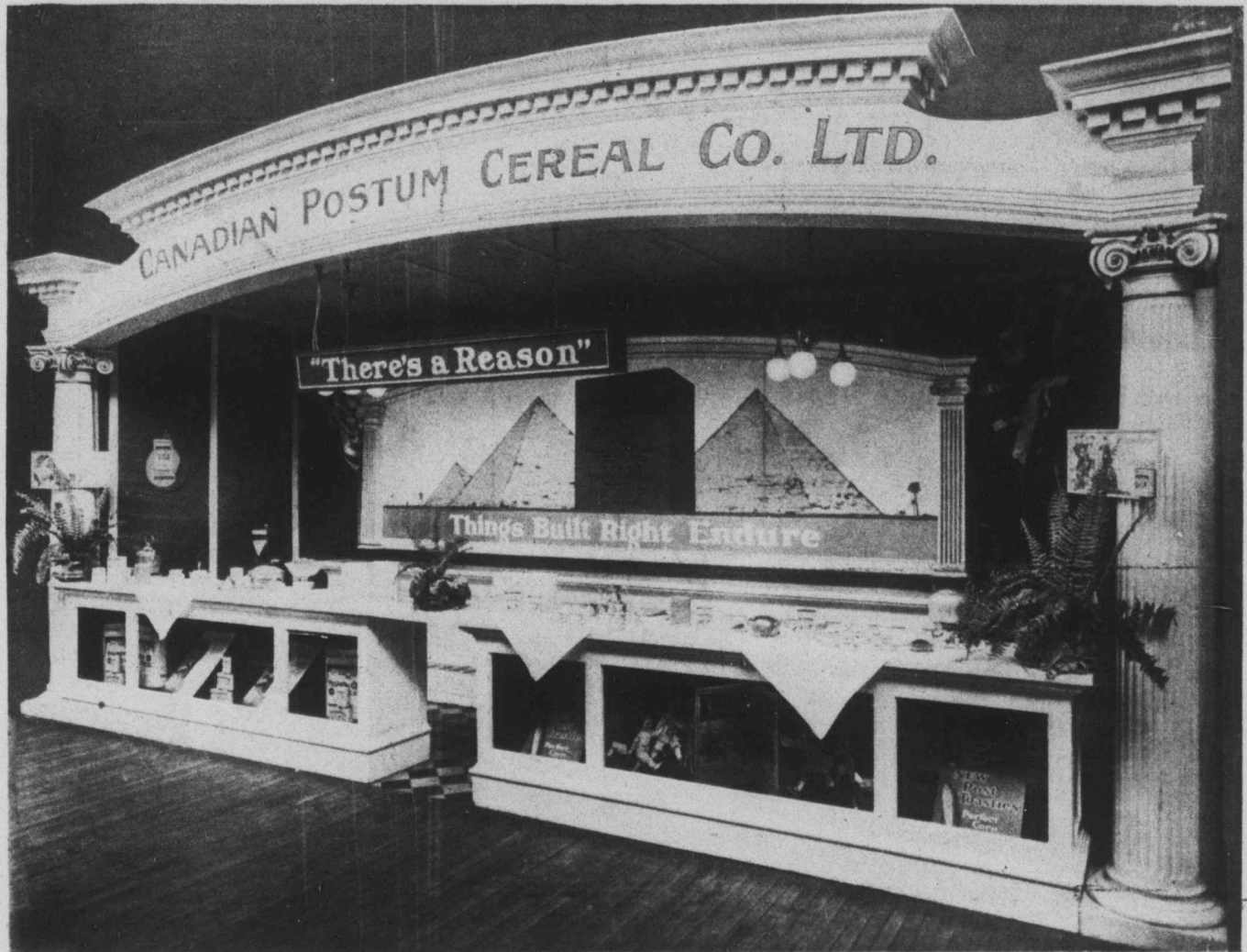
The fact that no eggs were required was also a feature of the display of Kkovah Custard. Substitutes were plainly in favor, and when the visitors found that here was "a perfect egg custard but no eggs required" they were quick to enquire into the merits of this

line. And the merits of this product are many, its uses are many, and to look at it poured out in the little custard cups was a sure means of encouraging the people's hunger.

Not only has the custard value from the fact that it is not necessary to use eggs to secure such a delightful dessert but the ease with which it is prepared is a big item in these days when time is such a vital factor.

"The lid is your measure." There is something which is a means towards universal success in the preparation of this line. The lid of the container holding the powder is an actual measure, one lid full of the powder making one pint of custard. One heaping lid full of the powder is sufficient for a delightful custard pie. Kkovah Custard is the only custard sold with a measure.

These lines have been manufactured by Sutcliffe & Bingham, Ltd., Manchester, England, for about thirty years, and are being distributed throughout Canada by Maclure & Langley, Limited, Toronto, Montreal and Winnipeg.



Postum Cereal Exhibit, one of the busiest in the Manufacturers' Building.

POSTUM PRODUCTS WIN NEW FRIENDS

THE exhibit of the Canadian Postum Cereal Company, Ltd., at the Canadian National Exhibition has always been a centre of interest, but this year the exhibit seemed to have grown in favor. Never before had so many people visited the exhibit, and never had they displayed such keen interest in the products of the company. There were constant demonstrations of Postum, Grape-Nuts and Post Toasties, with always an eager, interested crowd in attendance.

There was also a brisk sale of the products of the company. This was not a money making scheme for the com-

pany, as the sales were made in co-operation with the local trade, the profit from each sale going to the merchant with whom the company regularly dealt. In this way it was possible to introduce the products to the public without in any way undermining the local grocers' business.

Among the striking facts noted during the course of the exhibition was the growing popularity of Post Toasties. More orders were left by grocers than it was possible to fill immediately, and the purchasers all spoke of the growing popularity of the product among their customers.

Grape-nuts, too, proved more than usually popular and had a ready sale. As for Postum, the market maintains its heavy demand, much of this product now being shipped to the soldiers overseas.

Speaking generally the feeling generally expressed toward Postum, Instant Postum, Grape-Nuts and Post Toasties might well be summed up in the motto that underlines an attractive decorative panel at the booth, a panel representing the pyramids, "Things built right endure." It is unquestionably the fact that the high quality of these products has been maintained during the war period.



The home of the Checker Board Products in the Pure Food Building.

THE CHECKERBOARD A SIGN OF QUALITY

THERE was a note of distinction to the Chisholm Milling Company booth in the Pure Food Building. It was outlined in the checkerboard design that is familiar to all users of the company's products, and that has become synonymous with all that is best in milled products.

All the products manufactured by the company were tastefully arranged in a way to catch the attention of the passer-by. There was the Ralston Wheat Food. In their efforts to meet the demands of the Canada Food Board the composition of this food has been changed by the addition of 20 per cent. of barley. This

change, however, does not in any way impair the high esteem in which this product is held. The firm is also the manufacturer of Purina Whole Wheat Flour, a cereal especially prepared for infants and invalids, a food that is practically unequalled for its health-giving qualities. Co-operating with the Canada Food Board, the Chisholm Milling Company is making no effort to push these lines, but is devoting its attentions largely to the many lines of substitute flours, among these substitute products for which this firm was widely and favorably known before the new restrictions on the use of wheat products brought them so gener-

ally to the fore. Among these popular and well-established products, that have been perfected by years of careful investigation and experimentation might be noted Canuck Rolled Oats and Oat-meals. Gold Dust Cornmeal, fancy yellow cornflour, white cornflour, pearl hominy and hominy grits. All these products have come into wide use, and the checkerboard design which identifies the Ralston products of the company is a familiar sight in the progressive grocery stores in the land. Their quality is an established fact and under the new conditions they are becoming better known every day.



The Harry Home Booth, Home of the Well Known Double Cream Products.

DOUBLE CREAM LINES A CENTRE OF INTEREST

ONE of the most attractive booths in the Manufacturers' Building was that of the Harry Horn Company. At the rear of the booth was an attractive painting of a scene representing the serving of Double Cream products. Large electric globes threw this painting into sharp relief and gave prominence to the beautifully arranged display. During every hour of the day the booth was a centre of activity. Six demonstrators were in attendance showing the interested housewife the many unusually attractive ways in which the Double Cream Custard could be served. These demonstrations were

changed each day so that the visitors found always something new to interest them at this booth, and so enthusiastic were they that thousands of tins of the Double Cream Custard were sold. An introductory package of three of the Double Cream line was also very popular with the visitors to the booth.

This year, as formerly, the Harry Horn Company gave away basket carriers. They were to be seen in every part of the grounds, an effective bit of advertising and a service that was greatly appreciated by the public.

One of the interesting points

about the exhibit was the way the merchants from out of town as well as the city flocked around to gather from the display some suggestions to be used later on in their own stores. The display consisted of Double Cream Custard, Double Cream Egg Substitute, Double Cream Baking Powder and Double Cream Salad Dressing Powder. There was also a glass show case attractively displaying *Cocoalet* (a prepared cocoa) a new product that is just being put on the market by the company. The exhibit was managed by the Ontario representative, Mr. A. J. Smith.

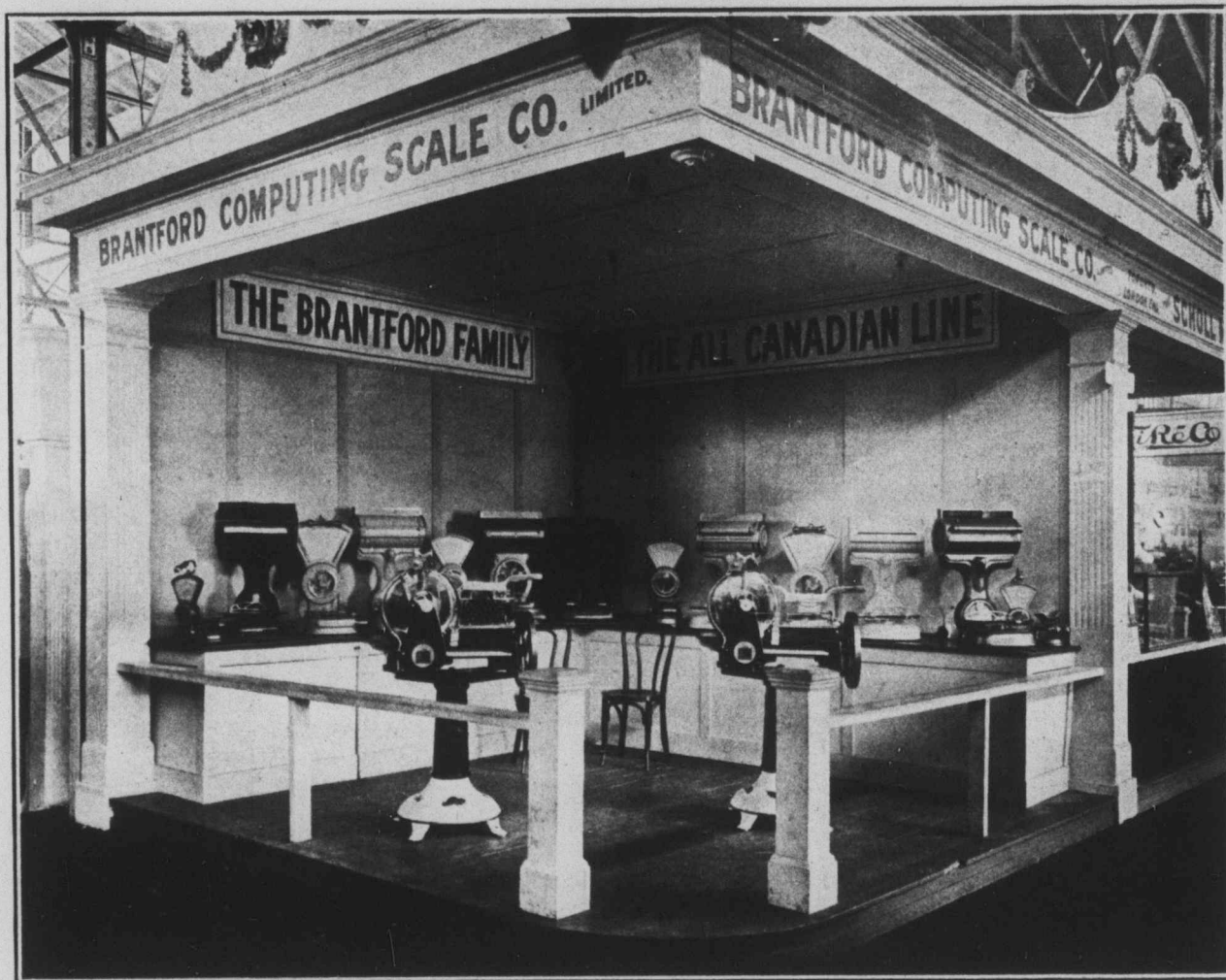


Exhibit of the Brantford Scale Co., which attracted many retail exhibitors.

BRANTFORD SCALES, MEAT SLICERS AND CHEESE CUTTERS

THE booth of the Brantford Scale Company is once again one of the interesting spots of the Exhibition, and the number of grocers who stop at the booth and mention the fact that they have used with satisfaction one or more of the company's machines, is an eloquent tribute that was paid to the goods manufactured by the company.

The Brantford Scale Company is an entirely Canadian concern and is proud of the fact. It is a fact, too, that Canadian citizens might well be proud of also. It is no mean achievement to enter the field, already served by manufacturers from across the line, and by the sheer merit of the product find a ready and extensive sale.

The product of the Brantford Scale

Company in the matter of general appearance did not have to take second place to any similar display on the grounds, while they are made in a variety of designs that will meet the requirements of any trade. More than that, for accuracy and dependability it is generally conceded by all who have had occasion to use them they could not be surpassed.

The new enclosed scale is one of the features of the exhibit. It is the last word in scale making. All the working parts are covered, and it is protected from any and all the dangers that can beset a scale.

The exhibit of scales, however, is only a part of the Brantford Scale Company's line. The company also shows a fine line of meat slicers and cheese cutters

that are the unquestioned equal of anything at present on the market.

The bright metals of the booth make a charming appearance against the variegated colors of the decorations, and have made this display one of the attractive spots in the Process Building.

But the fact that the machines are Canadian made is the point that seems to stick longest in the memory of the visitors to the booth.

It might be interesting to note that not only have these machines found favor with the Canadian merchants, but they are also being introduced to the American trade and are finding a ready market in the United States, the company now being represented in that field,



Purity Oats Featured in the Western Canada Flour Mills' Exhibit in the Manufacturers' Building.

WESTERN CANADA FLOUR MILLS COMPANY, LIMITED

PURITY Flour has become a household word and its good qualities pass without question. It is hardly necessary, therefore, to lay any particular stress on this point. The booth of the Western Canada Flour Mills Co., Ltd., in the Manufacturers' Building at the Canadian National Exhibition was in itself so attractive as to arrest the attention even of many who had become tired at gazing at so many interesting displays, and not only was it very attractive but of an educational nature as well.

This company has been co-operating to a considerable extent with the Canada Food Board to conserve wheat and wheat products as much as possible, and in this

year's exhibit the company has put forward oat products (**Purity Oats** and **Purity Oatmeal**) as the best substitutes for **Purity Wheat Flour**. In the glass showcase, which formed the front of the booth, was displayed a very appetizing array of home baking, demonstrating the possibilities of cooking with substitutes; and in the case of bread, twenty per cent. of oat products were successfully used. In discussing the methods of bread making with **Purity Oats**, the food experts in attendance stated that the best results were obtained by soaking the rolled oats in scalding water before adding them to the bread mixture.

In the Pure Food Building, there was another exhibit of **Purity** products, dis-

played under the auspices of the Canada Food Board. There again, of course, the emphasis was laid upon substitutes for wheat flour. At both of these exhibits, recipe booklets, dealing with the method of employing these substitutes, were given away to every visitor, while demonstrators (experts in their line) made doubly clear any points that might be in doubt. Unquestionably in this service the company provided an assistance that was greatly appreciated by everyone that visited the booth. Anyone interested in wheat substitutes can obtain a copy of the booklet the Western Canada Flour Mills Co. have prepared by mail by applying to their head office at Toronto.



The Thomas J. Lipton Tea Booth always thronged by eager crowds

DIRECT FROM THE TEA GARDEN TO THE TEA POT

INTEREST centred in the Thomas J. Lipton booth at the Canadian National Exhibition not from the mere fact that it is possible to secure a cup of tea, coffee or cocoa there, but people in increasing numbers are appreciative of the fact that tea served at this booth is "Direct from the tea garden to the teapot." In this way they are assured of a uniform blend, a standard of excellence from which there is no variation.

Lipton's is the only tea house in Canada which owns its own plantations, does its own blending and packing, and maintains its own selling organization. That is what enables Lipton's to give a higher quality tea at a lower cost than any other packing house in Canada. The Lipton plantations cover thousands of acres including many of the largest and most famous tea and cocoa estates in Ceylon, among which might be mention-

ed Bunyan, Ovoca, Eadella Lesmoir, Cairnhill, Mulkalana, Lowlands, etc., etc. It is small wonder then that crowds assemble at this booth to enjoy a cup of tea, cocoa or coffee, prepared by experts and served by young ladies whose interest centres in pleasing the individual.

A feature in the display this year was the showing of new cartons in which Lipton teas and cocoa are now packed. These cartons replace the former tin foil package and are very attractively prepared. That they will prove popular with the retailer is already in evidence, some dealers specifying clearly that they want their tea in cartons. As a shelf line the carton is undoubtedly a winner as the packages can be arranged so neatly with little danger of their tipping over.

Lipton coffee is proving a line on which the demand shows steady growth. Put up in sealed airtight tins, the arrange-

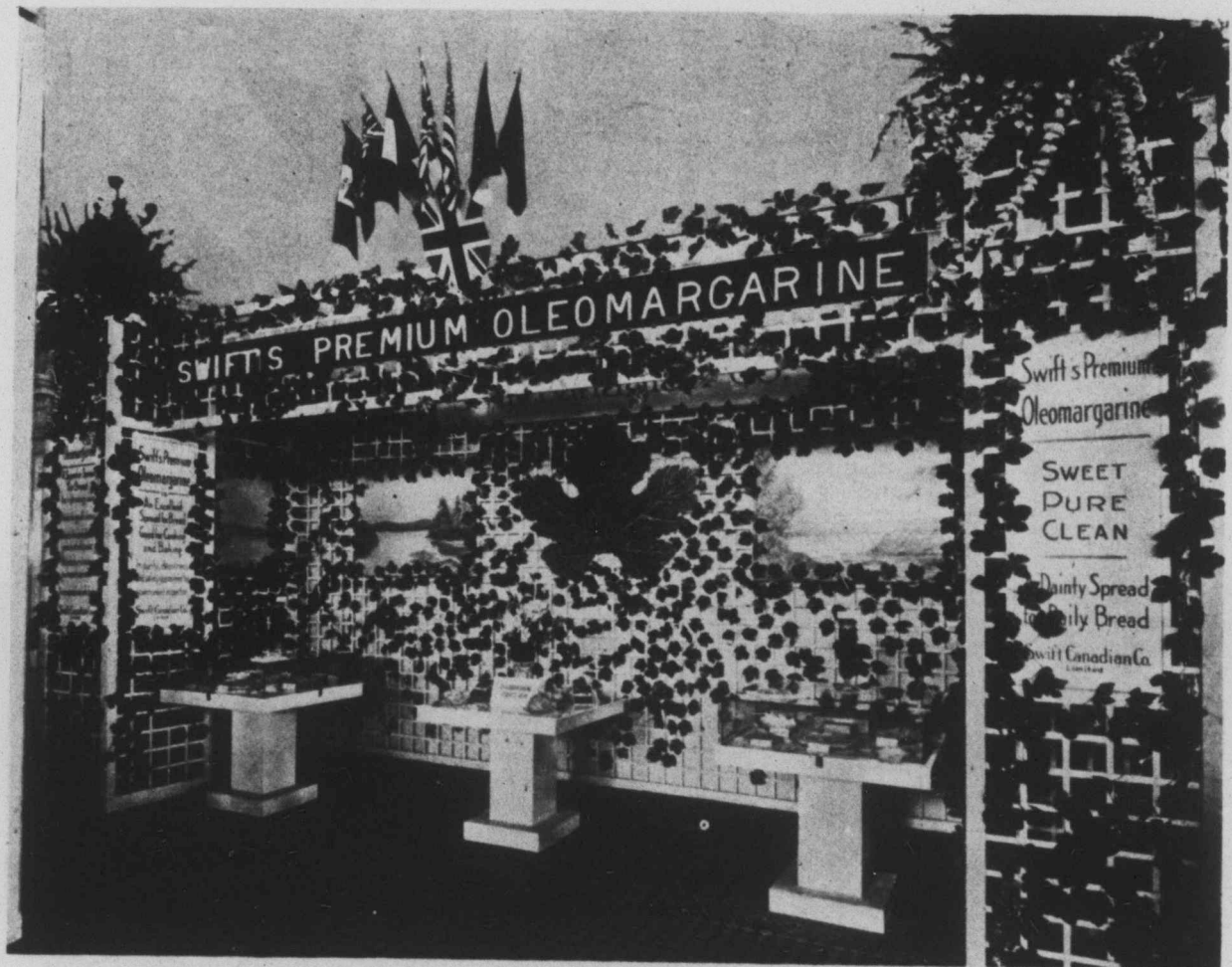
ment of the display was very attractive and many of the crowds thronging the booth testified to their preference in ordering coffee. There are two blends sold by Lipton which represent the finest grades of coffee obtainable.

The new carton is being used to pack Lipton Instant Cocoa in and a well-arranged exhibit of this line was shown. Lipton cocoa is pure, instant, soluble, and thoroughly economical. Approval of this product was expressed in numerous quarters, the fact that it does away with the boiling required by other cocoas being a decided factor in its favor.

The arrangement of the display as a whole was excellent. The various lines were arranged in pyramid style and the many forms of advertising were placed to form an attractive background. The booth was the centre of crowds both day and night eager to taste the beverage of their choice.



The realistic patriotic display of the Swift Canadian Co.



The attractively displayed exhibit of Swifts Premium Oleomargarine

SWIFT CANADIAN CO. EXHIBITS

THE Swift Canadian Co. had several exhibits in the various buildings, but the display in the Dairy Building had a particular appeal at this time on account of its war-time nature. In the foreground of their large spacious booth was a miniature reproduction of their Toronto plant, and stretching back from it a vista of the many military camps throughout the Dominion. It was a wonderfully ingenious display that was interesting to the youngsters as well as older folks. It was a living picture; trains travelled to various destinations, automobiles sped along the highways, soldiers marched past, and aeroplanes raced through travelling clouds, while warships and ocean liners entered and left the various seaports. The whole display gave a splendid idea of the way the great packing industry of Swift Canadian Co. is associated with the mighty war activities of the country.

In connection with this exhibit was a representation of a model camp, complete with tanks, aeroplanes, dug-outs, wire entanglements, etc., which also created considerable interest.

Another display of the company in the Dairy Building was of an entirely different nature. This featured Premium oleomargarine. Among spotlessly white surroundings the ingredients of this product were shown to the interested crowds and the demonstrators in charge were kept busy serving samples to visitors. It is questionable if any argument raised in favor of this economical spread for bread could have been more

eloquent than this practical demonstration to the Canadian housewife.

Besides the exhibit in the Dairy Building, Swift Canadian Co. had a booth in the Manufacturers' Building in the form of a model kitchen. In this ideal kitchen the demonstrators were busy making pies, cakes, biscuits, etc., and showed the interested visitors by actual demonstration how Cotosuet shortening met all cooking and baking requirements.

In the Pure Food Building, which was under the auspices of the Canada Food

Board, the company had three booths showing products which tend to replace exportable foods.

One artistic white booth had a display of Premium oleomargarine and here again the public were given the opportunity to sample this economical spread for bread. The Canada Food Board demonstrators used this product in their demonstrations and showed how Premium oleomargarine was also satisfactory for all cooking purposes as well as table use.

Another attractive booth was their show of Cotosuet shortening where this product was exhibited on glass covered marble tables, where the recipe booklets given were greatly in demand. On account of their dainty surroundings these displays always drew large crowds.

Probably one of the most interesting exhibits in this building was their show of miscellaneous fancy meats, such as calf brains, livers, kidneys, ox tails, pork snouts, etc. These products, whose substantial food value is just beginning to be appreciated, were shown in a glass refrigerator in their natural state, while in a glass covered case adjoining were displayed appetizing dishes of some of these fancy meats already prepared for the table. This exhibit was never without an interested crowd on account of the fact that the use of these miscellaneous fancy meats is advocated by the Canada Food Board. Many people were surprised that such dainty dishes could be made. This exhibit was in itself sufficient proof that these products are not only nutritious but make very appetizing and economical meals.

The recipe booklets showing how to prepare these various miscellaneous fancy meats were greatly in demand and their distribution should materially assist the increased sale of these products. The Swift Canadian Co. will furnish a supply of these booklets to dealers requesting same.



The Swift Canadian Company's booth in the Manufacturers' Building devoted to the demonstration of Cotosuet.



Showing the possibilities of many meat products often wasted. The Swift Canadian Company booth in the Pure Food Building.



The attractively arranged booth of the William Davies Co. in the Dairy Building.

A DAINILY ARRANGED DISPLAY

IT is not always the easiest thing to give a touch of novelty to an annual display, but in their exhibit in the Dairy Building of the Canadian National Exhibition, the William Davies Company have achieved something of a novelty in an unusual daintiness of arrangement. Massive carcasses of beef were there, of course, flawless specimens to delight the butcher's heart, but while they were an important factor of the display they did not monopolize the interest. Rustic boxes gay with flowers and trailing vines framed the display windows and in this attractive setting were arranged a number

of daintily-spread tables displaying the other products of this well known packing plant, including smoked and cooked meats, jellied meats, bologna, pure lard and "Peerless" shortening, with a fine display of butter and eggs. The attractive setting of these products gave them an unusually appetizing appearance, visualizing to the housewife the possibilities of these important additions to the household fare.

The centre of the exhibit was backed by an attractive painting of the Toronto plant and head offices of the company. In front of this was a section given over to one of

the features of the exhibit, viz., a contest of skill. In the centre was a large glass receptacle filled with white beans, and thousands put their judgment to the test in trying to estimate the number of these beans. Around this centre were grouped the various prizes. The two first prizes were two whole sides of the company's famous Wiltshire bacon. The second prize was a 20-pound pail of lard, the third four dozen tins of pork and beans and the fourth 10 pounds of "Peerless" Oleomargarine — prizes well worth an effort, so evidently thought the people who every day visited the display.



The William Davies Co. display shortenings, pickles and canned goods in the Manufacturers' Building.

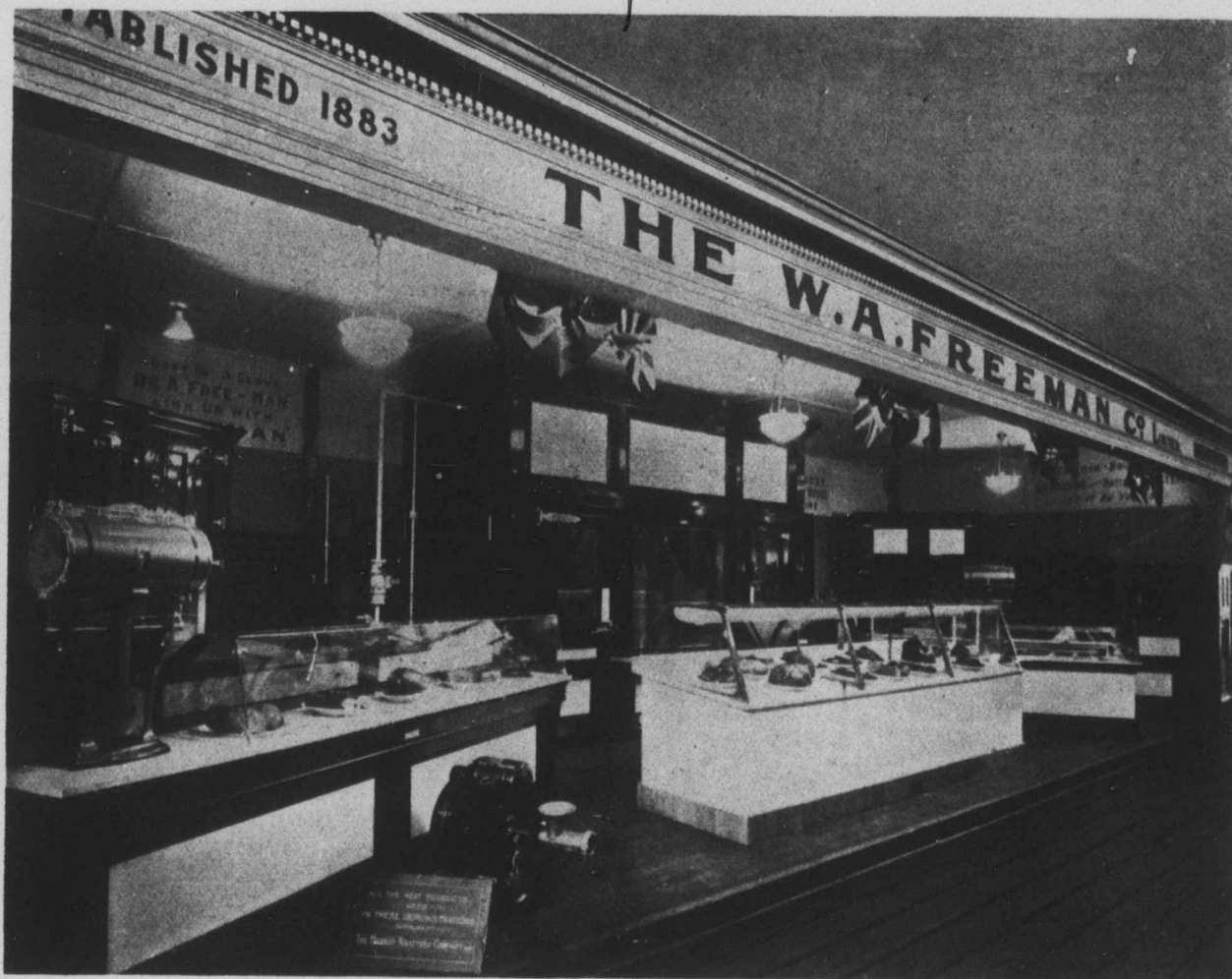
A DEMONSTRATION FOR THE MERCHANT

NOT only were the William Davies Company represented in the Dairy Building of the Canadian National Exhibition with a mammoth display, but in the Manufacturers' Building also there was another attractively arranged booth in which were brought before

the eyes of the multitude of visitors the various products manufactured by the company.

Backed by an effectively-arranged booth were two special size display cases in which were arranged, in a way that could not fail to appeal to the visitor, canned meats, pork and

beans, wrapped hams and bacon, "Peerless" shortening, pure lard and "Peerless" pickles. The display was a masterpiece of arrangement, and many a merchant made a mental note of the methods employed in order that he might make use of the suggestions in his own business.



The practical use of the W. A. Freeman counters and refrigerators was demonstrated to many at this Exhibit.

THE W. A. FREEMAN AND CO., LTD., EXHIBIT FEATURES

IT is not always possible to present to the patrons of the Canadian National Exhibition a display in which nothing exhibited has ever been displayed before. It is the fact that in this year's exhibit this company shows a line of refrigerators and counters that are entirely new in their arrangement, their equipment and their design that makes the display of such unusual interest.

Every piece of equipment in the booth is either entirely new or has some feature connected with it that places it in advance of its competitors.

One of the new designs that is of unusual interest is an ice refrigerated counter top for the small merchant who handles a line of cooked and smoked meats, but who cannot afford one of the more expensive counters, or whose store possibly is not large enough to accommodate one of the larger kind. This refrigerated enclosure is made to fit on top of any standard counter. It has plate glass front and top, the refrigerating units are small tanks that are in the rear of the counter, and are filled with ice and salt. With this counter an even temperature can be maintained for 24 hours with one filling.

Another ice counter of a more pretentious character has ice chests at each end with the top of these chests made in counter form, giving ample room for scales or meat cutter or for wrapping

purposes. The central chamber is plate glass fronted and topped for the display of goods that are at the same time under refrigeration. In this counter the cold air circulates under the slab and up through it, making the most complete and efficient circulation in a counter of its type yet devised. The meats were displayed for nine consecutive days and were in as fresh and wholesome a condition at the end of that period as when first exhibited.

In a new mechanical refrigerated counter a change has been made in the arrangement, the coils being at the top just under the top glass instead of in the rear as formerly. This leaves an added display space of approximately 10 inches, and leaves a full opening at the rear. The counter has a sloping front that gives the necessary perspective so necessary for the attractive display of goods and gives a full range of vision from both front and rear. There is not an inch of wood in the counter, it has a galvanized iron frame, with all the exposed parts of heavy cast bronze beautifully nicked. The front is of white "vitrolite" with marble base trim and the top of heavy glass. It is a counter especially designed for the heavy meat market trade, maintaining an even temperature of 40 to 45 degrees throughout the entire enclosure and for this reason is pre-eminently suited for butter display. It is indeed the ultimate in refrigerated counters. The fish counter

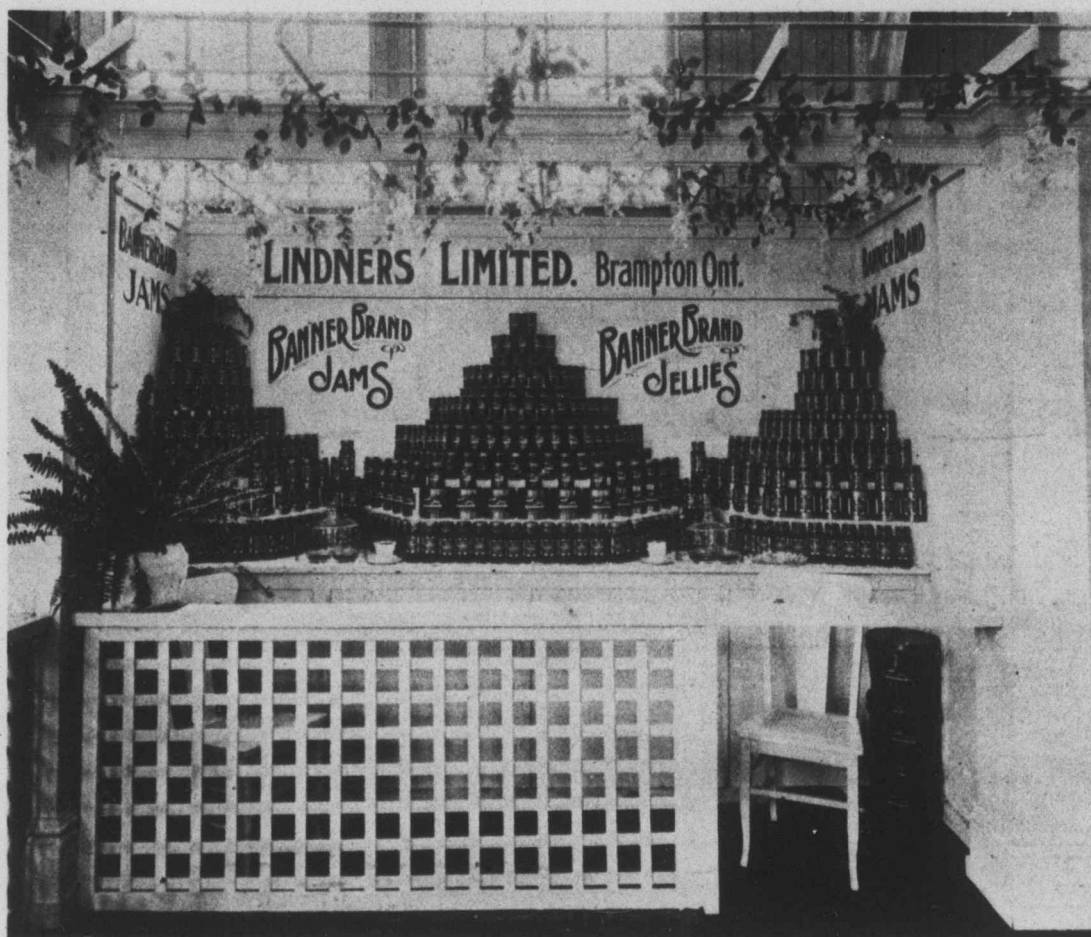
in the exhibit is an elaboration of the No. 20 counter manufactured by the company. It has two ice chambers 18 inches in depth for the ice which is so essential for the proper preservation of fish, together with the refrigerating coils in the rear. The ventilation is so perfect that there is absolutely no smell, and the counter can be installed anywhere in the store. It maintains an even temperature of 24 to 32 degrees. This counter has obtained the unqualified approval of the Canada Food Board.

In the storage refrigerator too there have been some changes. It has the usual Freeman patented features for removing the warm air, while its special lining of heavy papering plus a cork filling makes it possible to maintain an unusually even temperature. The newly improved, easily operated door latch is another feature that has been very favorably commented upon.

The ice machine is of the well known Freeman Brunswick design that needs no comment. It has been the means of helping the butcher and grocer to make a little more profit without increasing their costs for some years past, and will no doubt continue the good work.

There is also an interesting display of meat slicers, meat choppers, and small equipment of the well known manufacture of the company.

All meats shown in the display were of the famous H. A. brand, manufactured by the Harris Abattoir Co., Ltd., Toronto.



The Dainty home of the Banner Products of Lindners, Limited.

THE BANNER BRAND A SIGN OF QUALITY

A DAINTY booth gay with artificial flowers and bright with three mounting pyramids of bottled jams and marmalades displayed the products of Lindners, Limited, of Brampton. The display was fittingly located in the Pure Food Building, which is largely devoted to the Canada Food Board's campaign of conservation. Fittingly located, because in featuring their Banner Brand products, the company feel that they are putting on the market a jam that while delightfully appetizing and of the very highest food value, is generally conceded to be one of the cheapest foods on the market.

The products manufactured under the Banner Brand are fine blended

jams, these are by no means to be confused with compound jam that may contain many fillers and many substitutes. The Banner Brand contains, on the other hand, nothing but the finest pure fruit, pure cane sugar and pure apple juice. There is none of the pulp of the apple introduced, merely the pure juice. This addition takes nothing from the delightful quality of the jam, a fact that was borne out by the repeated complimentary comments made by those who stopped to sample the product. The addition does not alter the flavor, nor detract one iota from the food value, but it does enable this product, pure as the purest jam, to be sold at about half the price of the pure jam. Of course, the company

manufactures a strictly pure jam, that is marketed under the name, "Linders' Preserves," but in these days of high living costs, they are putting the stress on the cheaper product, knowing that for all practical purposes the public is securing in these Banner products something that is equal to the best.

Linders, Limited, started in a small way in Toronto. They occupied three different factories in Toronto which were outgrown one by one. Four years ago they moved to Brampton, and have now what they claim to be the most up-to-date sanitary jam factory in the country. It is in these favorable conditions that Linders' "Banner Brand" products are made.



The Spirit of Canada

The Plaza with the Horticultural and Transportation Buildings in the background and in the middle distance the beautiful electric fountain.



CANADIAN NATIONAL EXHIBITION

Continued from page 33.

at an exhibition like the Canadian National are far-reaching, and those who had exhibits at the fair this year never had that fact more strikingly impressed upon them. They came in contact with thousands of the best and most progressive merchants of the Dominion and with hundreds of thousands of the best people who compose the vast buying public. To many, especially the newcomers among the exhibitors, the results were a revelation of the potentialities for the stimulation of trade and they reaped a rich reward. They learned, also, the supreme importance of keeping closely in touch with the buying public and many of them plan to revise their activities, especially along advertising lines, with a view of strengthening and broadening the contact they have established with the buyers at large.

Women Big Buyers Now

Many firms are realizing that with nearly half a million of Canada's best men either overseas or in training for war service that there is a big new factor in merchandizing to-day and that is that the women of the country are now to be reckoned among the big buying

powers. That the women are alive and anxious to learn about all that is new and best was shown not only by the hundreds of thousands of those who attended the Canadian National Exhibition but by the keen interest they took in the displays and the many questions with which they plied the exhibitors. Most of these questions were of an eminently practical nature, the kind that the manufacturer likes to be asked because they give him an opportunity of showing just what his goods will do. It is unnecessary to state that the manufacturers or their demonstrators took full advantage of every opportunity of this kind and as a result not only obtained a great many good orders but entered in their books long lists of prospects which will be followed up and from which further business will result.

There were, of course, many merchants and thousands of people who for one reason or another were unable to come to the fair. These people will find much to interest them in the following pages and a close study of them is not only worth while but profitable. Merchants will find many invaluable suggestions for displays and for advertising and publicity campaigns. Buyers will find not only information but illustrations of all that is latest and best among the products of Canada's leading firms. Every page that follows is worthy of the closest perusal.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

CURRENTS for Canada are a possibility this year. A new order issued by the British Government gives free importation to the United Kingdom on condition that all currants arriving in England are delivered to the Food Control Board at fixed maximum prices, according to grade. Under this arrangement definite advice is given of one shipment of 2,500 tons, with further shipments of 7,000 tons expected to follow right away.

Quotations are being made for new crop in expectation of shipping opportunity on about a relative basis to Canada. Prices will be high and may prove prohibitive here, as lowest grade will have to retail for at least 30c per pound.

Latest advices from the Allied Purchasing Board are to the effect that purchase of salmon commandeered for the British Government would not be more than usual percentage, estimated at 75 per cent. of pack. It is also intimated that it is not the intention of the Board to commandeer full quantities of the higher grades, which means there will be some available for the Canadian market. However, in respect to sockeye, owing to the short pack, there is a possibility that they will take over full pack of that grade.

MONTREAL—It is evident that there will be a good brisk trade in all circles within a very short time. Jobbers have been securing all the available supplies that they can requisition, and even then there will be a decided shortage of some goods. New apricots have been received here, and raisins, too. There was one jobber reporting a shipment of special goods from France, these taking a month in transit. Price changes include advances on several lines, but the most important is an increase in the price of the St. Lawrence Sugar Refining Co.'s sugars, and also on their line of cane syrups. In the matter of sugar the advance is 40c per 100 pounds right through. Other refiners' prices are firm, but no changes have been made.

Barcelona filberts advanced in New York, and the importers here raised their prices one cent. Cotton wrapping twines are up 8c per pound. Jams and olives are revised to higher levels. New pack pea prices are named, and these are somewhat lower. Temporary prices are out on tomatoes, but it will be a week or two before the definite basis is announced. Other changes include advances for baking powder, cocoanut and olives. Some new currants have been re-

ceived, and raisins and apricots also. Indications point to a somewhat lower price basis for rice, but these will be of a temporary nature, it is expected.

New flour prices are expected to be out at once and the news will be awaited with interest. An advance of price is probable, as also for wheat feeds. The outlook for business is encouraging.

TORONTO—Salmon largely overshadows other items in the market locally, but the outlook on all lines except sockeye seems better than had been expected. In view of existing high prices it is possible supplies retained for domestic trade will be sufficient for the demand.

Spices in practically all instances rule, with a firm undertone. Peppers are in better demand and with wide export demand in sight for United States importers, the market there, which might otherwise have proved wobbly, tends towards stability. Cloves are scarce and high; allspice in active demand in a rising market, and whereas nutmegs are quiet, stocks in first hands are small and poorly assorted. Seeds and herbs show greater activity in many grades, with spot supplies on many lines none too heavy.

The sugar situation is no easier, and only by strict adherence to present regulations will distribution be effected to best advantage. Maritime refiners may be in this market a little more liberally after removal of prohibited freight rates on Thursday of this week. Their entry may ease off the situation to some extent.

Flour has advanced 40c per barrel, and bran and shorts are also up \$2 per ton, higher freight rates being largely responsible for these new figures.

WINNIPEG—Laundry soaps are very firm in price and advances of from 15c to 25c per case have been made by some manufacturers.

All lines of candy are hard to get owing to restrictions on candy manufacturers, supposed to be lifted September 1, being continued until the first of the year.

Manitoba is now facing a distinct sugar shortage. The scarcity will, it is thought, continue for some time on account of heavy demand for preserving purposes. Prices are very firm, and some sugar coming to hand is very high in price.

Coffee prices are holding very firm, and a scarcity exists. Wholesalers look for an advance in price in the near future.

QUEBEC MARKETS

MONTREAL, September 11. — There are not a great many changes this week but those made indicate advances for various lines with one exception. There is a fair volume of business, and this is of course somewhat smaller than would obtain were there a more complete range of goods to meet the trade needs.

Cotton Twines, Jams And Olives Higher

Montreal.
TWINES, JAMS, OLIVES.—Among other advances this week are new high prices for cotton twines. The increase is equal to 8c per pound by one jobber and his quotations now are 73-74 cents per pound for 4-ply and 69-70 cents for 3-ply. Upton's jams are also up. This increase applies to the 30-pound pails and the increase is one cent per pound to 16c on these; 2c per tin on the 4-lb. tins, which now are 67c each, and 5c per dozen on the 12-oz. jams which now are \$2 per dozen.

Libby's olives are higher about 5 to 7½ per cent., this increase being attributable to the higher cost of packing and material. Manzanilla grade are quoted at \$3.15 for 16-oz. jars; \$2 for 8-oz., and for Queen in similar sizes the prices are \$2.30 and \$3.65.

Advance in Cocoanut; Baking Powder Up

Montreal.
COCOANUT, BAKING POWDER.—Advances are announced for cocoanut in all sizes and shapes, the increase being 2c a pound. The 1 lb. packages are now selling on the basis of 35½ to 37c per pound. Dally's baking powder is on a new basis and the new prices indicate an increase and are as follows: 4 oz. size, \$1.15 per doz.; 6-oz., \$1.60; 8 oz., \$2.15, and 16 oz., \$3.80. The old prices were, respectively, \$1.05; \$1.50; \$2.00 and \$3.25 per dozen.

Sugar Advances Forty Cents

Montreal.
SUGARS.—The feature of the week is an advance in the price of the St. Lawrence Sugar Refineries Ltd.'s sugars. The same is effective as from 5 p.m. September 10 and applies to granulated and yellow and other sugars of their make. This indicates the rising costs with which refiners are confronted, and is doubtless necessitated by the shorter runs of the refineries which makes producing costs increase, and also because of the advanced costs of laying raw sugar down. What other refineries are likely to do is uncertain but there is reason to anticipate advances by them in the immediate future.

The situation is no better, supplies being limited, and particularly in view of the present heavy needs of householders and canners with the preserving season

at its height. The outlook indicates an advancing market.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	9 10
Acadia Sugar Refinery, extra granulated	9 10
St. Lawrence Sugar Refinery	9 50
Canada Sugar Refinery	8 75
D-minion Sugar Co., Ltd., crystal granulated	9 10
Special icing, barrels	9 30-9 40
Icing (25-lb. boxes)	9 60-9 80
Icing (50-lb. boxes)	9 50-9 60
Diamond icing	9 10
Yellow, No. 1	8 90-9 20
Yellow, No. 2 (Golden)	8 70-9 00
Yellow, No. 3	8 60-8 90
Powdered, barrels	9 20-9 30
Paris lumps, barrels	9 85-10 20
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	10 25
Crystal diamonds (boxes 100 lbs.)	10 50
Cut loaf (50-lb. boxes)	10 50-10 60
Cut loaf (25-lb. boxes)	10 70-10 80

NOTE.—Some are not refining icing or powdered sugars in view of Food Controller's wishes.

Cane Syrup Makes a Full Dollar Advance

Montreal.
SYRUPS AND MOLASSES.—The advance of a full dollar per hundred pounds in the price of cane syrup bears out the definite tendencies indicated in CANADIAN GROCER last week. This is a considerably higher advance than is usual at one time and becomes effective immediately. There is a heavy demand and the use of syrups by large and small bakers is increasing and accounts largely for the heavy business that the refiners are able to report. Molasses is still available but in restricted quantities; the undertone is firm and the market steady.

It is probable that there will still be a heavy sale for syrups as the shortage of cane sugar has resulted in a request being sent out by the Food Controller to make use of more corn syrups and the like in various ways. Supplies of these are ample at present and dealers will probably be replenishing stocks now that the summer season is past.

Corn Syrup—	
Barrels, about 700 lbs.	0 07¼
Half bbls. or quarter bbls., ¼c per lb. over hblc	
Kegs	0 07¼
2-lb. tins, 2 doz. in case, case	4 80
5-lb. tins, 1 doz. in case, case	5 40
10-lb. tins, ½ doz. in case, case	5 10
20-lb. tins, ¼ doz. in case, case	8 05
2-gal. 25-lb. pails, each	2 25
3-gal. 38½-lb. pails, each	3 40
5-gal. 65-lb. pails, each	5 50

Cane Syrup (Crystal) Diamond—	
2-lb. tins, 2 doz. in case, per case	7 00
Barrels, per 100 lbs.	9 75
Half barrels, per 100 lbs.	10 00

	Prices for Island of Montreal
Barbadoes Molasses—	
Punchons	1 03
Barrels	1 06
Half barrels	1 07

For outside territories prices range about 3c lower.

Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Producers Slow To Market Honey

Montreal.
HONEY AND MAPLE PRODUCTS.
—The supply of maple syrup that exists

has found its way pretty generally into the hands of the special products makers and those selling it in a large way. Some small lots of sugar and syrup are in the retailers' hands but these are small and the prices obtaining are such as to make a definite price spread difficult. In the matter of honey producers in this part of the country are said to have very good stocks in some cases, but there is not much movement to the market in view of the high prices that are being asked by producers. Quotations are advanced somewhat by the jobbing trade here and the same will be seen below.

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 90	2 00
Syrup, 5-gal. tins, per gal.	1 85	1 85
8½-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 22	0 25
Honey, Clover—		
Comb (fancy)	0 28	
Comb (No. 1)	0 26	
In tins (60 lbs.)	0 25	
Honey—Buckwheat, tins or bb's.	0 23	

May Be Temporary Decline in Rice

Montreal.
RICE.—There is enough rice in the local market to meet all requirements. For this there has been a good steady demand, but it is probable that there will be a temporary decline in some quotations to cover the next few weeks. At the same time, in view of the conditions in Japan it is difficult to anticipate much lowering of quotations here. Said a large importer to CANADIAN GROCER this week: "The rice riots in Japan are an index of the scarcity of rice there. This may be taken to show the position at producing points and is fairly illustrative of what the markets are likely to be here. It does not suggest a lowering of prices, permanently at least."

Rice, fancy	9 75	10 25
Ice Drips—Japan	11 25	
Carolina	12 50	15 00
"Texas," per 100 lbs.	9 50	9 50
Siam, No. 2	9 50	9 75
Siam (fancy)	10 25	11 00
Rangoon "B"	9 50	9 75
Rangoon CC	9 25	9 50
Mandarin	10 00	
Special pickling	9 50	
Tapioca, per lb. (seed)	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Beans Will Move With Colder Weather

Montreal.
BEANS.—That there will be a better and even a splendid demand for beans in the coming weeks is undoubted. The coming of colder weather will facilitate movement considerably. In the meantime there is enough stock in jobbers hands to more than meet all requirements of the trade and the market condition is unchanged and prices hold also.

Beans—		
Canadian, hand-picked, bush	8 25	8 40
Ontario, new crop, 3 to 4 lbs.	8 50	9 00
British Columbia	9 00	9 00
Brown Beans	7 00	7 00
Canadian, 4-5 lb. pickers	7 75	8 00
Japanese	8 25	8 40
Yellow Eyes	8 00	8 50
Rangoon beans, per bushel ..	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel	4 50	5 00
Peas, split, new crop, bag 98 lbs.	9 50	10 50
Barley (pot), per bag 98 lbs.	6 50	6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

**In Primary Markets
Filberts Advance 4c**

Montreal.

NUTS.—This week there is a stronger undertone to the market on Barcelona filberts. As a matter of fact the advances in New York totaled four cents per pound and the importer's advance here to the jobbers was one cent. This presages a revision to the trade and this will probably be made during the week. All lines are selling well and the undertone is firm. One prominent importer bought six carloads of shelled nuts in New York a week or two ago and there is evidence of enough supply to meet the needs for immediate future as well as present trade.

Almonds (Tara), per lb.	0 24	0 30
Almonds (shelled)	0 50	0 55
Almonds (Jordan)		0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 22½	0 23½
Brazil nuts (new)	0 20	0 25
Brazil nuts (med.)	0 15	0 17
Liberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts (roasted)—		
Jumbo, per lb.	0 25	0 26
Fancys, per lb.	0 24	0 25
Extras, per lb.	0 19	0 20
Shelled, No. 1 Spanish	0 18½	0 19½
Shelled, No. 1 Virginia	0 19½	0 20½
Do., No. 2		0 14
Pecans (new Jumbo), per lb.	0 28	0 32
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large		
Jumbo		0 49
Pecans (shelled)		0 30
Walnuts (Grenoble)	0 20	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 76	0 82
Walnuts (Marbots), in bags	0 25	0 28

**Apricots Here;
Dried Fruits Move**

Montreal.

DRIED FRUITS.—There will be enough dried fruit, think the jobbers to meet the trade of the next few weeks. New crop apricots have been received and also raisins. It is likely that the United States government will absorb a great deal of the supplies and this will leave less for the trade needs of the country. All around the undertone of the markets is firm and advances are probable for various fruits as supplies decrease. It is very probable that early filling of trade wants will prevent disappointment later.

Apricots—

Choice	0 25
Slabs	0 23
Fancy	0 30
Apples (evaporated)	0 18 0 20
(fancy)—	
Faced	0 19
Choice	0 17
12 oz., per pkg.	0 16
Pears	0 16

Drained Peels (old)—

Citron		
Lemon	0 27½	0 32
Orange	0 28½	0 34
Drained Peels (new)—		
Lemon	0 40	0 41
Orange	0 42	0 43
Citron	0 47	0 48

Raisins—

Malaga, table box of 22 lbs., 3-crown cluster, \$3.25-\$4.00; 4-crown cluster, \$5.00; 5-crown cluster, \$6.00.		
Muscatis, loose, 2-crown	0 10½	0 11
Muscatis, loose, 3-crown, lb.		0 12
Muscatis, 4-crown, lb.		0 12½
Cal. seedless, 16 oz.		0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.		0 13

Choice seeded, 16 oz. pkgs.	0 12½
Valencias, selected	0 10½
Valencias, 4-crown layers	0 11½
Currants, old	0 24 0 29
Do., new	0 32
Dates, Excelsior, per case	6 84 7 02
Do., Dromedary	7 92
Figs (new), 100 to case	11 00
Figs (layer), 10-lb. boxes	1 90 2 75
Figs, Spanish (mats)	0 12
Figs, Portuguese (mats)	0 13
Figs, Fancy Cal. White (Choice)—	
Pkgs. 16 oz. (10 pkgs.)	1 75
Pkgs. 10 oz. (12 pkgs.)	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00 2 60
Pkgs. 6 oz. (50 pkgs.)	3 60 4 75
Pkgs. 4 oz. (70 pkgs.)	3 70 5 00
Prunes—	
30-40	0 19 0 19½
California, 40-50s	0 18
25-lb. cases, 50-60s	0 17
60-70s	0 15½ 0 16½
70-80s	0 13 0 15½
80-90s	0 11½ 0 14
90-100s	0 11 0 12½
Oregon, 30-40s	0 15½
40-50s	0 15½
50-60s	0 12½

**Pimentos Advance;
Cloves Scarcer**

Montreal.

SPICES.—The export trade in pepper is heavy and there is a good demand from many points. Locally there is enough supply and prices are firm but unchanged. Cloves are scarcer but the market on these is quiet. Mustard seed is high and range of prices here is from 35 to 40c. Pimentos are gradually advancing in primary points although there is no change here.

	5 and 10-lb. boxes
Allspice	0 20 0 22
Cassia (pure)	0 35 0 37
Cloves	0 75 0 77
Cream of tartar	0 95 1 00
Ginger	0 30 0 40
Ginger (Cochin or Jamaica)	0 30 0 30
Mace	0 30 1 00
Mixed spice	0 30 0 32
Nutmegs	0 45 0 50
Pepper, black	0 42 0 45
Pepper, white	0 48 0 50
Pepper (Cayenne)	0 35 0 37
Pickling spice	0 25 0 27
Paprika	0 45 0 50
Tumeric	0 21 0 23
Cardamon seed, per lb., bulk	2 00
Carraway, Dutch, nominal	0 75
Cinnamon, China, lb.	0 30
Cinnamon, per lb.	0 35
Mustard seed, bulk	0 35 0 40
Celery seed, bulk	0 46
Shredded cocoanut, in pails	0 31 0 33
Pimento, whole	0 15 0 20

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

**Java Tea 3c Higher
Owing to Exchange**

Montreal.

TEA.—The tea markets are always in the position of being subject to change without notice. This is something that has developed in the primary markets for some time past and this week cables indicate an advance in exchange rates alone which will mean a net advance of three cents for Java teas. Japans are coming along slowly and the prices are higher. Locally a large tea packer informed CANADIAN GROCER that good teas were not available in large quantities at all. Larger imports are looked for. It is generally expected that retail stocks will have been much reduced and that trading will soon assume normal proportions.

Jeylon and Indias—		
Pekoe, Souchong, per lb.	0 47	0 49
Pekoes, per lb.	0 49	0 52
Orange Pekoes	0 53	0 55
Japan Teas—		
Choice	0 65	0 70
Early picking	0 53	0 58
Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49
Inferior grades of broken teas may be had from jobbers on request at favorable prices.		

**Holding Coffee
For Higher Prices**

Montreal.

COFFEE.—There is an inclination upon the producers of the south to hold out for higher prices on their coffee holdings and interest centres around whether they will be able to bring buyers to see their viewpoint and pay the advanced prices. Here there is a steady feeling although it is suggested that there may be higher quotations. The position on cocoa is also unchanged.

Coffee, Roasted—

Bogotas, lb.	0 28½	0 32
Jamaica, lb.	0 24	0 28
Java, lb.	0 38	0 41
Maracaibo, lb.	0 27½	0 30
Mexican, lb.	0 24	0 28
Mocha, lb., types	0 33	0 37
Mochas (genuine)		
Rio, lb.	0 22	0 26
Santos, Bourbon, lb.	0 27	0 30
Santos, lb.	0 26	0 29

Cocoa—

Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)		0 25

**New Peas \$1.45;
Tomatoes Quoted \$1.80**

Montreal.

CANNED GOODS.—The anxiety of the trade is not stayed yet as regards the outlook for salmon. The probability is that there will be some supply of red fish and chums. It also is expected that a quantity of pinks will be available. The latest figures indicate that about 450,000 cases of red salmon will be taken by the Allied Purchasing Commission, and 300,000 of pinks. As the matter stands there is little promise of any stock for trade purposes excepting that of the poorer grades.

New pack peas are on a more favorable price basis, \$1.45 being quoted for the "standards." There will be a good deal of the new pack in jobbers' hands from now on. New pack tomatoes are coming to hand and for immediate purposes a price of \$1.80 has been named the jobbing trade by the packers. This is not to be taken as an opening price for it is really an accommodating quotation only to facilitate immediate trading.

Salmon Sockeye—

"Clover Leaf," ¼-lb. flats	2 45
Sovereign, 1-lb. flats	4 50
Do., ¼-lb. flats	2 30
1 lb. flats	4 62½
1 lb. talls, cases 4 doz., per doz.	4 50
½ flats, cases 8 doz., per doz.	1 50 2 00
Chums, 1-lb. talls	2 10
Pinks, 1-lb. talls	2 60
Cohoos, 1-lb. talls	3 40
Red Springs, 1-lb. talls	2 70
Red Springs, ½ lb.	2 10
Salmon, Gaspe, Niobe Brand	
(case of 4 doz.), per doz.	2 25
Canadian sardines (case)	6 75 7 00
Norwegian sardines, per case of 100 "¼s"	20 00
Lobsters, ½-lb. tins, doz.	3 60 3 65

Canned Vegetables and Fruits—

Asparagus (Amer.) mammoth green, doz.	4 00
Tomatoes, 1s	1 25
Tomatoes, 3s	2 50
Tomatoes, U.S. pack (2s).....	1 90
Tomatoes, 2 1/2s	2 40
Peas, standards	1 45
Peas, early June	1 57 1/2
Peas, extra fine, 2s	2 35
Do., fancy, 20 oz.	1 57 1/2
Peas, Morens Ex fine	2 25
Beans, golden wax	1 85
Beans, Refugees	1 85
Corn, 2s, doz.	2 85
Spinach (U.S.), 3s	3 00
Do., (U.S.), gallons	10 00
Corn (on cob, gal. cans), doz.	8 50
Red raspberries, 2s	4 00
Simcoes	2 75
Red cherries, 2s	2 60
Strawberries, 2s	3 00
Strawberries, 1918 pack (2s).....	4 00
Rhubarb, 2 1/2s	2 60
Blueberries, 2s, doz.	1 85
Blueberries, gallons	7 00
Pumpkins, 2 1/2s	1 60
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	6 00
Potatoes, Can. Sweet, 2 1/2-lb. tins	2 10
Potatoes, Cal. Sweet, 2-lb. tins	2 75
Carrots, sliced, 2s	1 45
Apples (gallons)	5 00
Peaches, 2s (heavy syrup)	2 00
Pears, 3s (heavy syrup)	2 45
Pineapples, 1 1/2s	2 25
Pineapples, 2s	3 10
Pineapples (grated), 2s	2 90
Greengage plums (light syrup)	1 90
Lombard plums (heavy syrup), 2s	1 70

New Flour Price May Be Fixed 40-50c Higher

Montreal.

FLOUR AND FEEDS.—The flour situation has given rise to many rumors, some of them being vague. At time of writing this report there was no definite decision as to what the price basis will be for the coming year. It is probable that announcement will be made at once covering this important point and indications would suggest that an increase may be made of from 40 to 50 cents per barrel. In addition to the fixing of this price millers hope to ascertain the basis on which wheat will be allotted them by the Food Controller. Once these points are settled mills will start to grind flour for their plants are about ready for the crop that awaits milling. In view of the higher basis that will have to be arranged for flour feeds also will be advanced somewhat. What the increases will be are not obtainable at this writing but from \$1.50 to \$2 per ton will probably be considered essential advances on wheat feeds. In the meantime there is much expectancy on all sides till these questions are disposed of.

War Standard, Graham and Whole

Wheat Flours—	
Car lots (on track)	10 95
Car lots (delivered), Bakers	11 05
Small lots (delivered)	11 15
Bran, per ton	35 00
Shorts	40 00
Crushed oats	61 00
Barley meal	67 00
Barley chop	67 00
Gluten feed (23% protein)—	
F.O.B. Cardinal	60 00
F.O.B. Ft. William	58 00
Feed oats, per bushel	1 10

Rye Flour Quoted \$6.75; Spot Rolled Oats Firmer

Montreal.

CEREALS.—The situation on rye flour has eased somewhat. This is the

result of decreased trading, for the short supply of wheat flours has caused a decrease in the amount of business available for substitute flours. There will be an early stimulus to trading when the new flours are milled, undoubtedly. Rolled oats are firmer for immediate offerings although there is an inclination to quote less for requirements some weeks ahead. Cornmeal too is steady and firm, the fluctuations of the Chicago market not being reflected here at present.

Cornmeal, Pure Gold	7 00
Cornmeal (Gold Dust) .. 6 25	6 60
Cornmeal (bolted)	4 25
Barley, pearl	7 50
Barley, pot, 98 lbs.	6 00
Barley flour, 98 lbs.	6 25
Buckwheat flour, 98 lbs.	7 25
Corn flour, 98 lbs.	5 80
Corn flour (standard)	5 45
Rice flour	8 75
Oat flour	6 00
Hominy grits, 98 lbs.	6 75
Hominy, pearl, 98 lbs.	7 50
Oatmeal (standard-granulated and fine)	6 50
Peas, Canadian, boiling, bush.	5 00
Split peas	9 50
Rolled oats, 90-lb. bags. .. 5 20	5 40
Rolled oats (family pack.), case	5 70
Rolled oats (small size), case.	2 05
Rolled wheat (100-lb. bbls.)	6 75
Rye flour (Can.), 98 lbs.	6 75
Do. (American), 98 lbs.	6 85
Self-raising flour—	
3-lb. pkgs., doz.	2 85
6-lb. pkgs., doz.	5 60

Potatoes Plentiful; Boats Buy Heavily

Montreal.

VEGETABLES.—The present markets are in nowise short of potatoes. As a matter of fact there are many offered and these are readily absorbed for the consumptive demand is steady and heavy. Many are finding their way into the stores of the large seagoing boats, and this accounts in part for the active trading. The bag price this week is down to \$1.50. Other items in the list are without change with the exception of head lettuce which is quoted at 75c per dozen. All around the vegetable demand is heavy and good prices are being obtained.

Beans, new string (20-lb. bag)	1 00
Beets, new, bag	1 00
Cauliflower (Montreal), doz.	0 75
Corn (sweet), doz.	0 15
Cabbage (Montreal), doz.	1 00
Carrots, bag	1 00
Carrot (new), doz.	0 30
Celery (Montreal), Doz.	0 75
Cucumbers (Montreal), doz.	0 25
Egg plant, doz.	0 75
Lettuce, curly (doz.)	0 30
Lettuce (Montreal), head	0 50
Leeks	1 00
Mint	0 20
Mushrooms, lb.	0 90
Onion, spring doz.	0 25
Onions, Can., bag (70 lbs.)	2 25
No. 1 Yellow (70 lbs.)	2 25
No. 1, Red (70 lbs.), crate.	2 50
Oyster Plant	0 50
Parsnips, new, bag	1 50
Parsnips, new (doz.)	0 25

Parsley (Canadian)	0 20
Potatoes, Montreal new (80-lb. bag)	1 60
Potatoes (New Brunswick), bag.	1 65
Pumpkins (doz.)	2 00
Romane	0 50
Rhubarb, doz.	0 25
Spinach, box	0 75
Squash (Huber), doz.	2 00
Turnips, new, per bag	1 25
Tomatoes (hothouse), lb.	0 15
Do., Red	0 50
Tomatoes, Montreal (box)	0 60
Do., Rose	0 75
Vegetable Marrow (doz.)	0 75
Watercress (Can.)	0 40

Advance of Season Brings Many Fruits

Montreal.

FRUITS.—The time has arrived when fruits are in freer supply and greater variety. It also is possible now to buy some of the staple fruits on a better price basis and this will be still more favorable. Peaches and pears are arriving in better supply this week and prices run from 75c to \$2.50 per basket according to quality and size. Tokay grapes are to hand also. Bartlett pears are selling in boxes at \$4.25 to \$4.50. Each week sees an increase in the variety of apples offered and Alexanders and Duchess are now selling on this market. There is a very active demand for all lines offered, and in a general way prices hold high.

Apples—

American Duchess or Yellow transparent	5 00
Do., (in bbls.), No. 1	4 50
Do., (in bbls.), No. 2	4 00
No. 1 Alexanders, bbl.	4 50
No. 2 Alexanders, bbl.	4 00
Duchess No. 1	4 50
Duchess No. 2	3 50
Apricots (Cal.), box	3 00
Bananas (fancy large), bunch.	4 50
Blueberries, Saguenay (box of 18 quarts)	2 75
Canataloupes (45 size), crate	6 50
Do., (15 size), crate	3 00
Cocoanuts, sack	7 25
Grapes (California fancy), 4 basket	3 00
Grapes—	
Tokays	2 50
Malagas	2 50
Grape fruit (fancy Jamaicas) .. 3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96, 112	5 00
Grape fruit (fancy Porto Ricos) 54, 46	4 75
Lemons (fancy new Messina) ...	8 00
Lemons (choice)	7 00
Melons, Montreal, Musk (basket of 12)	14 00
Melons (musk), crate of 10-12	2 25
Do., basket	1 00
Lemons (California seedless)	8 00
Oranges, Valencia lates	10 50
Oranges, California navels	10 00
Oranges (bitter)	4 00
Plums (Cal.), crates	3 00
Do., basket	1 75
Do., 11-qt. baskets	1 25
Do., 6-qt. baskets	0 75
Do., 11-qt. Pears	1 25
Pineapples, Cuban (crate)	6 00
Pineapples, Florida	6 00
Pears, Cal., eating, small box.	4 50
Do., Bartlets	4 25
Peaches—	
No. 1, Canadian—	
11-qt. baskets	1 25
6-qt. baskets	0 75
Crawfords	2 25
Elbertas	2 00

ONTARIO MARKETS

TORONTO, September 11.—An advance of 25c per case has been made in some lines of soap during the week. Waterglass is also higher and lines have been revised to higher levels.

Supplies of comb honey are considered light and clover has advanced in some quarters to narrow the range. Supplies of sugar show no improvement for the week.

Business generally is considered very good, though keeping track of restrictions and Government regulations entails additional bookkeeping, etc.

Sugar Supplies Show No Improvement; Firm Tone

Toronto.
SUGAR.—There have been no new developments in the sugar situation during the past week. Some supplies are coming forward, but these are by no means sufficient to take care of the present demand. For the immediate future no relief is looked for, but it is intimated that strict adherence to the regulations now in force will result in a more equalized distribution.

A new price on refined sugar has been named in the States, but whether this will be reflected here is not certain as yet. It is understood that the new price allows refiners an advance of 15 cents per 100 pounds in the market between raws and refined. This increase is granted because the raw sugar shortage will mean increased refining costs per unit, and because of increased cost of labor, material and containers. It is further stated that the jobbers, wholesalers and retailers will not be allowed to sell their present stocks at the advanced price, but will only be entitled to their usual margin over cost.

Atlantic, extra granulated	9 39
St. Lawrence, extra granulated	9 39
Acadia Sugar Refinery, extra granulated ..	9 39
Can. Sugar Refinery, extra granulated ..	9 04
Dom. Sugar Refinery, extra granulated ..	9 09
Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb. gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic differentials: 20-lb. bags, 40c advance over 100 lb.; 10-lb. gunnies, 50c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 70c advance. Acadia sugar differentials: 20-lb. bags, 35c advance over 100 lbs.; 10-lb. gunnies, 45c advance; 5-lb. cartons, 45c advance; 2-lb. cartons, 50c advance. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 30 to 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.	

Soap Higher; Lamp Chimneys, Waterglass Up

Toronto.
SOAP, WATER GLASS.—New prices have been named on Gold, Lenox, and P. & G. White Naptha soap during the week. This provides for an advance of 25 cents per case, new prices ranging as follows: Gold, less than 5 boxes, \$7.50 per case; 5 boxes and upwards, assorted, \$7.45; 10 boxes and upwards, \$7.40; Lenox, less than 5 boxes, \$6.50 per case; five boxes and upwards, \$6.45; 10 boxes and upwards, \$6.40; P. & G. White Naptha, 7.25, \$7.20 and \$17.15 for similar quantities.

Water Glass has been revised in price and the new quotations which represent an advance are for 36/20 tins \$1.65 dozen. Guelph soap chips in barrels

have been advanced to 12 cents a pound; 50-pound boxes are being quoted at \$6.50 per box.

An advance in Lamp Chimneys has also been made, the A size in 8-dozen cases being quoted at \$8.90 per case, and in four-dozen cases \$5.00 per case. B size lamp chimneys in six-dozen are being quoted at \$7.75 per case, and in three dozen cases \$4.50 per case.

Olives, Mince Meat Register Advances

Toronto.
OLIVES, MINCEMEAT.—A new price on olives has been announced, Libby's Queen 24- No. 10 selling at \$2.30 per dozen, and the Manzanilla, 48- No. 5, \$1.15 per dozen; 48- No. 6, \$1.55; 24- No. 8, \$2.00; 24- No. 10, \$2.35; 24- No. 16, \$3.15, and 12 Royal jars, \$3.95. Gorman Eckert & Co. Queen Olives, 24- No. 10s are now \$2.40 per dozen; and their Manzanilla 48- No. 5 size \$1.10 per dozen; 48- No. 6 size at \$1.45.

Libby's mincemeat is being quoted at advanced prices, Kits 25-lbs. selling at 27¼c per pound; 12- Royal jars at \$6.25 per dozen; 36- No. 1 cartons at \$2.25 dozen. Stuart's marmalade is selling at \$3.00 dozen for 24- 16 oz.; \$3.80 for 12- 22 oz.; and 78c each for 12- 4-lb. tins. Aylmer red pitted cherries at \$3.15 dozen and Niagara Falls red pitted cherries at \$3.25 are also higher.

Syrups Moving Freely; Molasses Demand Better

Toronto.
SYRUPS, MOLASSES.—Manufacturers and jobbers report a splendid movement of corn syrup. The sugar shortage has undoubtedly been a factor in this strong movement, as the use of all available substitutes is being strongly urged by the Canada Food Board. Quotations have held firm and unchanged at the figures given below. Molasses are also selling quite freely and stocks generally reported pretty fair. Prices on the different grades are given below.

Corn Syrups—		
Barrels, per lb.	0 07¼	
Cases, 2-lb. tins, 2 doz. in case	4 80	5 30
Cases, 5-lb. tins, 1 doz. in case	5 40	5 90
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb.	9 08¾	0 09
Cases, 2-lb. tins, 2 doz. in case		6 50
Molasses—		
Fancy, Barbadoes, barrels	1 05	1 10
Choice Barbadoes, barrels	0 95	1 00
West India, ½ bbls., gal.		0 56
West India, No. 10, kegs.		6 50
West India, No. 5, kegs.		3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes		4 90
Tins, 3-lb. table grade, case 2 doz., Barbadoes		6 75
Tins, 5-lb., 1 doz. to case, Barbadoes		5 30
Tins, 10-lb., ½ doz. to case, Barbadoes		5 20
Tins, 2-lb., baking grade, case 2 doz.		3 50
Tins, 3-lb., baking grade, case of 2 doz.		4 60
Tins, 5-lb., baking grade, case of 1 doz.		3 90
Tins, 10-lb., baking grade, case of ½ doz.		3 75
West Indies, 1½, 48s.		6 80

Some Salmon May be Available; Sardines Up

Toronto.
CANNED GOODS.—It is understood that the Government will reserve 25 per cent. of pinks for the civilian trade in Canada and that the domestic requirements will be taken care of from that and from a few shipments of better grades which were made earlier in the season. Retailers have been buying all the salmon which they could secure with the result that jobbers' stocks have been reduced considerably. It is intimated that there is still a lot of salmon available and the result of the Government purchase of salmon will really not be reflected for a few months yet as far as the consumer is concerned.

Canning factories are busy putting up tomatoes, and operations on corn are expected to be in full swing before long. The outlook is that the tomato pack will be large and that corn which early in the season looked so doubtful may now be nearly normal. The growth and development of the corn during the past six weeks has been nothing short of remarkable, and present indications are that the pack will reach very satisfactory proportions.

King Fisher sardines, 100- ¼s, in oil, are being quoted at \$12.00 per case, or 12¼ per tin in broken lots, and Wide Awake sardines, 100- ¼s, in oil, at \$10.50 per case, or 11c per tin in smaller quantities.

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

Salmon—		
Socketeye, 1s, doz.	4 00	4 50
Socketeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoos, ½-lb. tins	1 85	1 95
Cohoos, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 65	3 95
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 25	3 40
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 55	1 95
Peas, early June	1 67½	2 25
Beans, golden wax, doz.	1 85	2 10
Asparagus tips, doz.	3 42½	3 45
Asparagus butts	2 00	2 02½
Corn, 2s, doz.	2 45	2 65
Pumpkins, 2½s	1 80	2 00
Spinach, 2s, doz.		1 90
Do., 2½s, doz.		2 52½
Do., 10s, doz.		7 55
Succotash, No. 1, doz.		2 00
Pineapples, sliced, 2s, doz.		3 20
Do., shredded, 2s, doz.		3 00
Rhubarb, preserved, 2s, doz.		2 07½
Do., preserved, 2½s, doz.		2 65
Do., standard, 10s, doz.		4 50
Cherries, 2s		2 75
Peaches, 2s		2 10
Pears, 2s		1 85
Plums, Lombard, 2s		1 75
Plums, Green Gage		1 80
Raspberries, 2s, H.S.		3 00
Blueberries, 2s		2 10
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.		3 40
Jams—		
Black currants, 16 oz., doz.		3 40
Do., 4s, each		0 95
Red currants, 16 oz., doz.		3 45
Raspberries, 16 oz., doz.		3 40
Do., 4s, each		0 98
Strawberries, 16 oz., doz.		3 90
Do., 4s, each		0 98

*More Prunes, Peaches,
etc., May be Taken*

Toronto.
DRIED FRUIT.—Latest advices from the United States indicate that the Government there in commandeering part of the crop of prunes, peaches and apricots did not take into consideration the additional levy of man-power as provided for in the new draft law. This being the case, it is possible that a further percentage of the crop may be taken for Government requirements and it looks as though supplies for civilians will be restricted to a very low level.

It is quite likely some Grecian currants will be available for the Canadian market though prices are very high and may prove a prohibitive factor.

Apples, evaporated, Ontario	0 19	
Do., da., Nova Scotia	0 17	
Apricots, unpitted	0 16 1/2	
Do., fancy, 25s	0 30	
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 43 1/2	
Orange	0 45 1/2	
Citron	0 53	
Currants—		
Grecian, per lb.	0 26	0 28
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.		
Malagas, lb.		
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	1 80	
Cal., 10 oz., 12s, case	1 40	
Prunes—		
30-40s, per lb., 25s, faced	0 18	
40-50s, per lb., 25s, faced	0 16 1/2	0 17 1/2
50-60s, per lb., 25s, faced	0 15	0 16 1/2
60-70s, per lb., 25s, faced	0 13 1/2	0 14
70-80s, per lb., 25s, faced	0 13 1/2	0 14
80-90s, per lb., 25s, unfaced	0 12	0 13 1/2
90-100s, per lb., 25s, faced	0 11	0 12
Peaches—		
Standard, 25-lb. box	0 15 1/2	0 17
Choice, 25-lb. boxes	0 13 1/2	0 19
Fancy, 25-lb. boxes	0 22	
Practically peeled, 25-lb. boxes	0 22	
Extra fancy	0 23	
Raisins—		
California bleached, lb.	0 15	
Valencia, Cal.	0 10 1/2	0 11
Valencia, Spanish		
Seeded, fancy, 1-lb. packets	0 12 1/2	0 13 1/2
Seedless, 12-oz. packets	0 12	0 12 1/2
Seedless, 16-oz. packets	0 14	0 15
Seedless, bakers, Thompsons, 50s	0 13 1/2	0 15 1/2

*Teas Holding Firm;
Better Demand Noticeable*

Toronto.
TEAS.—Teas are holding in a very stiff market at all primary points and although no changes have been made locally, higher prices may be expected when importers have to go into the market again. Fine teas are very scarce with the prices being held at a very firm level.

Ceylon and Indias—		
Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 56	0 58
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 48
Japans and Chinas—		
Early pickings, Japans	0 50	
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., seconds	0 50	0 55
Do., sifted	0 50	0 62

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

*Coffee Demand Fair;
Supplies Very Good; Firm*

Toronto.
COFFEE.—The situation shows little change. So far supplies have taken care of the demand but the restrictions holding importers down to 70 per cent. of last year's importations will very likely make coffee scarce in a few months' time. Relief may be looked for to some extent if negotiations now under way for the release of a boat for direct shipment are successful. In the meantime stocks are in fair shape and prices hold without change.

Coffee—		
Bogotas, lb.	0 33	0 36
Guatemala, lb.	0 29	0 31
Maracaibo, lb.	0 30	0 35
Mexican, lb.	0 32	0 36
Jamaica, lb.	0 31	0 36
Blue Mountain Jamaica	0 46	
Mocha, Arabian, lb.		
Rio, lb.	0 24	0 29
Santos, Bourbon, lb.	0 30	0 32
Chicory, lb.		0 25
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

*All Lines Are Firm;
Demand Improving*

Toronto.
SPICES.—A special price issued on peppers last week has been withdrawn and quotations on black range from 44 to 46c and white 50 to 55c per pound. The market on these is fairly well stabilized just now and no immediate change is looked for. Further details as to the markets are given elsewhere in this issue. Business generally shows some improvement and is expected to be better for some time to come.

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35
Cloves	0 75	0 85
Ginger	0 30	0 45
Herbs—sage, thyme, parsley, mint, savory, marjoram	0 40	0 70
Pastry	0 28	0 40
Picking spice	0 22	0 30
Mace	0 90	1 10
Peppers, black	0 44	0 46
Peppers, white	0 50	0 55
Paprika, lb.	0 60	0 65
Nutmegs, selects, whole, 100s	0 45	0 50
Do., 80s		0 55
Do., 64s	0 60	0 65
Mustard seed, whole	0 38	0 45
Celery seed, whole	0 65	0 75
Coriander, whole	0 25	0 28
Caraway seed, whole	0 90	1 00
Cream of Tartar—		
French, pure	1 00	1 10
American high test		
2-oz. packages, doz.		2 00
4-oz. packages, doz.		3 50
8 oz. tins, doz.	6 75	6 85
Tartarine, barrels, lb.		0 21
Do., kegs, lb.		0 23
Do., pails, lb.		0 25
Do., 4 oz., doz.		0 90
Do., 8 oz., doz.		1 75
Do., 16 oz., doz.		3 25

*Nuts Holding Firm;
Demand Remains Good*

Toronto.
NUTS.—All lines are holding firm. A slight improvement in the demand for peanuts has been reported and the trade as a whole is quite satisfactory. Range of quotations to-day follows:

Almonds, Tarragonas, lb.	0 24	0 27
Walnuts, Bordeaux	0 25	0 27

Walnuts, Grenobles, lb.		
Walnuts, Manchurian, lb.		
Filberts, lb.	0 19	0 22
Pecans, lb.		0 27
Peanuts, Jumbo, roasted	0 24	0 27
Do., Fancy, roasted	0 24	0 25
Brazil nuts, lb.	0 15	0 17
Cocoanuts, 100s		7 50
Shelled—		
Almonds, lb.	0 50	0 55
Filberts, lb.	0 40	0 45
Walnuts, lb.	0 75	0 82
Peanuts, Spanish, lb.	0 19	0 23
Do., Chinese, 30-32 to oz.		0 18
Brazil nuts, lb.		0 75

*Bean Outlook Serious in
Some Respects; Crop Good*

Toronto.
BEANS.—Stocks of beans are very heavy throughout the country and unless some means of utilizing these is found it is thought there will be considerable waste. New crops look to be in very good shape and are expected to be very good quality.

Ontario, 1-lb. to 2-lb. pickers, bu.	6 50	6 75
Do., hand-picked		8 00
Can. White Kidney Beans, bush.		9 00
Japanese Kotosashi, per bush.		8 00
Rangoons, per bush.	6 50	6 75
Limas, per pound	0 19	0 20

*Good Demand Continues
For Various Rices*

Toronto.
RICES.—The movement of rices continues along very satisfactory lines. Prices hold without change and indications are that jobbers' supplies are equal to present demands. The range of quotations follows:

Texas, fancy, per 100 lbs.	12 50	13 00
Blue Rose Texas, per 100 lbs.	12 75	13 50
Honduras, fancy, per 100 lbs.	13 00	13 50
Siam, fancy, per 100 lbs.	10 50	11 50
Siam, second, per 100 lbs.	10 00	11 00
Japans, fancy, per 100 lbs.	11 00	12 00
Japans, second, per 100 lbs.	10 00	11 00
Chinese XX, per 100 lbs.	9 50	10 50
Do., Simiu		13 00
Do., Mujin, No. 1		12 00
Do., Pakling		11 50
Tapioca, per lb.	0 14	0 15
White Sago	0 14 1/2	0 16

*Rolled Oats Selling
Freely; Other Lines Fair*

Toronto.
PACKAGE GOODS.—With the coming of cooler weather it is expected that the demand for rolled oats which has been so marked during the past month will continue along very satisfactory lines. Prices on new crop oats show comparatively little recession as yet, and unless marked declines become effective lower prices may not be looked for on rolled oats and oat meal. Quotations for the week have held firm and unchanged with similar conditions applying to other lines.

CULINARY STARCH		
Cornflakes, per case	4 00	4 25
Rolled oats, round, family size, 20s	5 60	5 80
Rolled oats, round, regular 18s, case	2 05	2 12 1/2
Rolled oats, square, 20s	5 60	5 80
Shredded wheat, case		4 25
Cornstarch, No 1, pound cartons		0 11 1/2
Do., No. 2, pound cartons		0 10 1/2
Laundry starch, in 1-lb. cartons	0 10 1/2	0 11 1/2
Do., in 6-lb. tins		0 13 1/2
Do., in 6-lb. boxes		0 13 1/2
Do., in 100-lb. kegs		0 11 1/2

**Range Honey Prices
Narrows; Comb Scarce**

Toronto.

HONEY, MAPLE SYRUP.—Indications are that comb honey is scarce. Very good supplies of clover honey are coming to hand, and a narrowing of the range of prices is noted in an advance registered in some quarters during the week. A splendid demand is reported from practically all sources and the retailers are showing a disposition to sort up their stock, which had become rather badly depleted.

Maple syrup is moving in usual quantities and no change in price has been recorded.

Honey—		
Clover, 5 and 10-lb. tins	0 26	0 30
60-lb. tins	0 25	0 28
Buckwheat, 60-lb. tins		
Comb, No. 1, fancy, doz.	3 75	4 25
Do., No. 2, doz.		3 00
Jars, 7-oz., doz.		
Do., 10-oz., doz.		
Do., 12-oz., doz.		
Do., 16-oz., doz.		
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case	15 10	
No. 2, 5-lb. tins, 12 to case	17 10	
No. 3, 2½-lb. tins, 24 to case	18 50	
No. 3, 32-oz. bottles, 24 to case	16 70	
Gallon tins, Imperial, per gal.	2 25	
5-gallon tins, Imperial, per tin	10 50	
Barrels, 25 or 40 Imp. gals., gal	2 00	

**Peach Supply Better;
Crop Short**

Toronto.

FRUIT.—Peach supplies show no improvement during the week but indications are that the peach crop is short. Prices show little change for the week, 11-quart baskets ranging from \$1.25 to \$1.40 each. Some Colorado peaches in bushel baskets are coming along and these are said to be very good quality. Apples from the State of Washington are expected soon, and it is understood some B. C. Wealthies are now on the road. B. C. McIntoshes should be available up to next week. Supplies of grapes are none too plentiful although a decline has been made during the week. Oranges are slightly higher at primary points, but quotations locally remain about the same. Jamaican grape fruit has arrived on the local market with sizes 64s, 80s, and 96s selling at \$6.00 per case.

Apples—		
Early, 6-qt. basket	0 20	0 25
Do., 11-qt. basket	0 30	0 50
Do., bbls.	3 00	4 00
Do., Cal. Gravensteins, case		3 50
Do., B.C. Crab, box		2 50
Bananas, per lb.	0 06	0 06½
Blueberries, per 11-qt. basket	1 75	2 50
Grapes, Cal., Malagas, crate	2 50	2 75
Do., Cal., Tokays, crate	3 25	3 50
Grapefruit—		
Jamaican, 64s, 80s, 96s		6 00
Oranges—		
Valencias—		
126s		9 00
150s, 176s		10 00
200s, 216s, 250s	10 00	10 50
288s, 300s	10 00	10 50
324s, 360s	7 50	8 00
Jamaicas—		
176s, 200s, 216s		7 50
Lemons, Cal., case	8 00	8 50
Do., Verdilla	8 00	9 00
Pineapples—		
Floridas, 30s, 36s, case	5 50	6 00
Peaches, Can., 6-qt. basket	0 85	0 90
Do., 11-qt. basket	1 25	1 40
Do., Cal., Elbertas, box		2 00
Do., Colorado, fancy, bushels		4 50

Do., Colorado, fancy, boxes	2 15	2 25
Pears, Cal., Bartlett	3 50	3 75
Do., early Can., 11-qt. basket	0 60	0 85
Plums, early, Can., 6-qt. basket	0 40	0 60
Can., 11-qt. basket	0 85	1 00
Do., California, box	2 75	3 00

**Vegetable Supplies Good;
Onions Easier; Canteloupes**

Toronto.

VEGETABLES.—Onions are in very good demand and the trade report conditions generally satisfactory. Prices are lower, from \$3.25 to \$3.50 per 100-pound bag being asked and the quality is very fine. Cabbage is none too plentiful and no change in price has been made. Potatoes are holding high, about \$2.10 per bag being usual quotation. Local canteloupes are in good supply and good demand. The salmon flesh are selling

at \$1.25 to \$1.50 per 16-quart basket. The demand in all lines is considered good and supplies are coming through quite freely for the majority of lines. Range of quotations follows:

Beets, Can., doz.	0 15	0 25
Cabbage, Can., crate	1 25	1 35
Do., do., doz.	0 75	0 90
Cantaloupes—		
Do., Can., 11-qt. basket	0 50	0 75
Do., Can., Salmon Flesh, 16-qt. basket	1 25	1 50
Carrots, doz. bdles.	0 20	0 30
Corn, doz.	0 12½	0 17
Cucumbers, Can., basket	0 35	0 40
Egg Plant, basket	0 40	0 50
Gherkins, 6-qt. basket	0 35	0 65
Do., 11-qt. basket	0 75	1 50
Onions, Can. Yellow, 100-lb. bag	3 25	3 50
Do., 75-lb. bag		2 75
Do., Pickling, 11-qt. basket	1 50	2 25
Parsley, basket	0 40	0 50
Peppers, green, basket	0 40	0 60
Potatoes, Canadian, bag		2 10
Tomatoes, basket	0 35	0 60
Turnips, basket		0 30

MANITOBA MARKETS

WINNIPEG, September 11.—The wholesale trade has not, as yet, heard anything with regard to the embargo on the salmon business. It is, however, believed that small quantities of red salmon will be released to the trade. A shipment was sent the day before the embargo to this city and the jobbers are trying to distribute the small quantity proportionately. There was very little change in the wholesale trade throughout the week.

**Sugar is Scarce;
Prices Very Firm**

Winnipeg.

SUGAR.—Manitoba is now facing a sugar shortage. Prices are very firm on this commodity and are expected to remain such. Refineries at Halifax and St. John are now turning out quantities and a shipment is expected soon. A little B.C. sugar is now being shipped at the high price of \$11.60 per granulated 100. Montreal refineries are in no better shape and are unable to fill their orders. There is a great shortage in the city and it is likely to continue for some time on account of the heavy demand for preserving purposes.

**Nut Prices Steady;
Peanuts Cent Lower**

Winnipeg.

NUTS.—Prices have been very steady on nuts for the past two weeks. Peanuts have dropped a cent in price.

**All Lines of Candy
Are Hard to Get**

Winnipeg.

CANDY.—All lines of candy are hard to get owing to the restrictions on candy manufacturers supposed to be lifted on September 1 being continued until the first of the year.

**Coffee Prices Firm;
Advance is Expected**

Winnipeg.

COFFEE.—Coffee prices continued firm throughout the week and it is hard

to get. Wholesalers predict a rise in price in a very short time.

Green Coffee—

Rio, New York Grading No. 5, per lb.	0 20
Do., do., No. 7	0 19
Santos, fine old crop	0 23½
Bourbon	0 25
Mexican	0 30
Bogota A	0 30
Costa Rica	0 34

**Laundry Soaps Take
a Jump in Price**

Winnipeg.

SOAPS.—Laundry soaps are very firm in price and advances of 25 and 15 cents were made on some lines throughout the week. Gold Soap and P. G. Naptha advanced 25 cents and Lenox rose 15 cents. Jobbers expect a rise of price in other lines.

U. S. INCREASES TIN IMPORTS

Statistics just compiled by the United States Bureau of Foreign and Domestic Commerce show that the fiscal year ending June 30 last, was a record one so far as our imports of tin are concerned. The total imports of metallic tin were 69,731 long tons as compared with 67,529 tons in the fiscal year 1916—the previous high-record year, and 44,722 long tons in the fiscal year 1914—the last pre-war year. Interesting to note is the fact that while in 1914 our importations of tin from the United Kingdom and from the Straits Settlements formed 90 per cent. of the total, in 1918 they amounted to only 55 per cent. of the total. The loss was compensated for by heavier shipments from Bolivia, Australia, and the Dutch East Indies.

The growth of our infant tin-smelting industry is shown by the fact that approximately 13 per cent. of our 1918 imports came to us in the form of ores, mostly from Bolivia. A comparison of the figures for the last six months of the fiscal year, as compared with the first six months, shows a surprising decrease in shipments from the United Kingdom and the Dutch East Indies, with increases from the Straits Settlements, Hong Kong, China, South America, and Australia.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, September 10.—Latest restrictions on sugar are being viewed in their relation to the apple situation. Producers and handlers are acting on expectation that demand for apples this season will be heavy as they require little sugar in cooking and none eaten as raw dessert. Lard generally is firm, but compound has slumped and is quoted at from 26c to 26½c per pound. Butter is steady; New Zealand butter is again on market for the first time since shortly after war. Margarine has dropped to 32½c per pound. Fresh eggs are holding at 68 cents a dozen. Cheese is steady at 26½c. Oranges are firm but lemons have dropped to \$8.50 per case.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 85 10 95
Rice, Siam, No. 1, per ton	1 85 1 90
Do., Siam, No. 2	1 90 1 95
Rice, China, 44 lb. mats, No. 1.	1 75 1 89
Do., No. 2	2 10 2 15
Do., Japanese	0 09 0 15
Beans, Japanese, per lb.	0 14½ 0 15
Beans, B.C., white	33 00
Potatoes, per ton	0 02½
Do., new, per lb.	0 32½
Lard, pure, in 400-lb. tierces, lb.	0 26 0 26½
Lard compound	0 52
Butter, fresh made creamery, lb.	0 26½
Cheese, Canadian	0 32½
Margarine	0 68
Eggs, new-laid, in cartons, doz.	9 50
Oranges, box	8 50
Lemons	
Salmon—	
Sockeye, halves, flat case	16 50
Tall, case	14 00
Pinks, case	8 25 10 25
Cohoos	11 00 13 00
Chums	7 50 9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, September 10.—Rolled oats has advanced 25c. Gold and White Naphtha soap 25c per case, Lenox 15c. New pack tomatoes are now here and are selling at \$4.10 in some quarters. Sago and tapioca are both 14c. Quotations on new pack California fruits, Delmonte 2½'s; peaches are \$9.90; pears \$10.50; apricots \$9.30; cherries \$12.50. Small lots of sockeye salmon 1's are offering at \$17.75; ½'s at \$18.25. Local potatoes are down to \$37 per ton. Lemons are also easier at \$11. Local mills expect to be grinding wheat in about ten

days. Eggs are higher at \$13.50 to \$14.

CALGARY:

Beans, small, lb.	0 09 0 11
Flour, 98s, per bbl.	10 35
Rye flour, 49s, per bbl.	12 20
Cornmeal, 24s, per bbl.	12 30
Molasses, extra fancy, gal.	1 15
Rolled oats, 80s	5 25
Rice, Siam, cwt.	10 00 11 00
Rice, Japan	11 00 12 00
Rice, China, per mat, No. 1.	5 10
Do., No. 2	4 70
Tapioca, lb.	0 14
Sago, lb.	0 14
Sugar, pure cane, granulated, cwt.	10 92
Cheese, No. 1, Ontario, large.	0 26
Butter, creamery, lb.	0 49
Do., dairy, lb.	0 35 0 40
Lard, pure, 3s, per case	18 30
Eggs, new-laid, case	13 50 14 00
Candied peel, lemon, lb.	0 36
Tomatoes, 2½s, stand. case, spot	4 10
Do., to arrive	4 10 4 50
Corn, 2s, standard case	5 50
Do., new	3 35 3 60
Peas, 2s, standard case	3 60
Apples, gals., Ontario, case.	2 20 2 85
Strawberries, 2s, Ontario, case.	7 50 8 10
Do., new pack	8 50
Raspberries, 2s, Ontario, case.	8 50 8 75
Do., new pack	6 40
Cherries, 2s, red, pitted	0 21
Apples, evaporated, 50s, lb.	0 29
Apricots, evaporated, lb.	0 16 0 19
Peaches, evaporated, lb.	4 75
Peaches, 2s, Ontario, case	9 00 10 25
Salmon, pink, tall, case	17 75
Salmon, Sockeye, tall, case	18 25
Do., halves	37 00
Potatoes, per ton	9 75
Oranges, Valencias, case	11 00
Lemons, case	

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, September 10.—Eggs are becoming scarcer and price is going up, to-day's quotations ranging from 40 to 45c per dozen. New prices have been named on canned goods; tomatoes at \$4.75 to \$5.00 and corn at \$4.85 are lower. Gallon apples at \$2.40 to \$2.75 are also lower, but pineapples at \$6, strawberries at \$8.50 and raspberries at \$8.70, are all higher. Sugar is now \$10.94. Tapioca is quoted at 14c. Coconut shows an advance of three cents pound. Proctor and Gamble's soaps, Gold and White Naphtha, are up 25 cents case, Lenox 15c case.

REGINA—

Beans, small white Japans, bu.	7 50
Beans, Lima, per lb.	0 75
Flour, standard, 98s	0 75
Molasses, New Orleans, gal.	4 85
Rolled oats, bails	9 25
Rice, Siam, cwt.	0 14
Sago and tapioca, lb.	10 94
Sugar, pure cane, gran., cwt.	0 26 0 27
Cheese, No. 1 Ontario, large.	0 50
Butter, creamery	18 00
Lard, pure, 3s, per case	0 47½
Bacon, lb.	0 40 0 45
Eggs, new-laid	5 75
Pineapples, case	4 75 5 00
Tomatoes, 3s, standard case.	4 85
Corn, 2s, standard case	3 60 5 20
Peas, 2s, standard case	

Apples, gal., Ontario	2 40 2 75
Apples, evaporated, per lb.	0 19½
Strawberries, 2s, Ont., case.	8 50
Raspberries, 2s, Ont., case.	8 70
Peaches, 2s, Ontario, case	4 65
Plums, 2s, case	3 40
Salmon, finest Sockeye, tall, case	18 00
Salmon, pink, tall, case	9 25
Pork, American clear, per bbl.	40 75 41 00

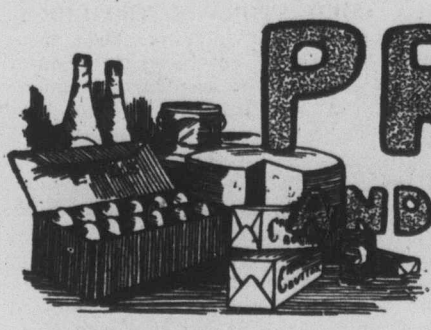
New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., September 10.—Flour shows a general increase this week to \$12.35. Molasses finally touches dollar mark, being quoted at 96c to \$1. White beans are easier at \$8.25 to \$8.50. Eggs, hennerly, 50c to 55c, case 47 to 48c. Butter higher, creamery selling at 44c to 47c, dairy 38c to 42c, tub 37c to 40c. American pork advances but with wider range, \$56 to \$66. Potatoes are lower at \$2.75 to \$3. Onions, Canadian, are lower, 100 lb. bag selling at \$2.85 to \$3. Nova Scotia apples are now offering \$2.50 to \$4.50.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	12 35
Cornmeal, gran., bags	7 00
Cornmeal, ordinary, bags	3 90 3 95
Corn flour, 98 lbs.	4 00
Rye meal, 98 lb. bag	8 00
Rye flour, 98 lbs.	9 00
Rice flour, per pound	0 11
Potato flour, per pound	0 18
Oatmeal standard, per bbl.	12 75
Molasses, extra fancy, gal.	0 96 1 00
Rolled oats, bbl.	12 00
Beans, yellow-eyed	9 25 9 30
Beans, Canadian, white	8 25 8 50
Rice, Siam, cwt.	10 25 10 35
Sago and tapioca, lb.	0 18 0 19
Sugar—	
Standard, granulated	9 45 9 50
No. 1, yellow	8 95 9 00
Cheese, N.B., twins	0 24½ 0 25
Eggs, fresh, doz.	0 65
Eggs, case	0 47 0 48
Breakfast bacon	0 35 0 38
Butter, creamery, per lb.	0 44 0 47
Butter, dairy, per lb.	0 38 0 42
Butter, tub	0 37 0 40
Margarine	0 30 0 32
Lard, pure, lb.	0 32 0 32½
Lard, compound	0 27 0 27½
American clear pork	56 00 66 00
Beef, corned, 1s	4 90
Tomatoes, 3s, standard, case	5 40
Raspberries, 2s, Ont. case	6 30
Peaches, 2s, standard case	4 40
Corn, 2s, standard case	5 90
Peas, standard case	3 30
Apples, gal., N.B., doz.	4 40
Strawberries, 2s, Ont., case.	6 20
Salmon, Red, spring, cases	15 00
Pinks	11 00
Cohoos	14 00
Chums	8 50
Evaporated apples, per lb.	0 18 0 19
Peaches, per lb.	0 22 0 23
Potatoes—	
Natives, per bbl.	2 75 3 00
Onions, Can., 100-lb. bags	2 85 3 00
Lemons, Cal., Messina,	9 00 10 00
Oranges, Cal., case	10 00 12 00
Grapefruit, case	7 50
Bananas, per lb.	0 07½ 0 08
Plums, Cal., crate	3 00 4 00
Peaches, Cal., crate	2 25 2 50



PRODUCE AND PROVISIONS

Making Produce Business Profitable

Problems in the Provision Business of the Merchant in the Small Town and Village—
How This Business Can be Made Profitable

THE stocking of the provision department with butter and eggs presents a problem that is of vital importance to the merchant. Moreover, this problem is not only one for the city store, it is indeed rather one that has to be solved by the small town and village. The larger cities are well served by the large provision houses. The merchant in the small town, however, is cut off from this way of assuring himself of a regular supply of even quality because the merchant in these towns must deal with a number of customers a goodly percentage of whom are actual producers of these goods. He must get his supply from his own customers, and at the same time get it so that he may be able to make a small profit in the transaction, and satisfy the balance of his trade.

The Dangers of the Exchange System

This is a problem that faces a very large proportion of the merchants. Here is the customer who has butter and eggs

to sell. The storekeeper is the natural buyer, the middleman between the producer and the provision house, and the producer naturally expects the merchant to take his products. If he doesn't they will take their produce and their trade elsewhere. It is this close connection between the farmers' produce and the farmers' trade that makes the produce business for the small town merchant such a complicated affair. If the butter or eggs are not of the quality he desires how can he avoid taking them without losing the trade of the customer?

There is, of course, no infallible rule. The merchant used to be at the mercy of the farmer, and used to accept blindly anything that he brought in. These products were in turn shipped to the produce man, and because of their poor quality sold at a small figure. The merchant was the loser instead of the producer.

Of recent days, however, there has been a tendency to be more independent.

One thing that has helped toward this end is the fact that many merchants are now paying for their produce with cash rather than with merchandise. This makes it look more like a real deal to both parties. Moreover, cash is an incentive to the farmer.

Having Egg Days

One merchant also obtained good results by designating certain days as egg days and on these days he paid a small premium for deliveries. It enabled him to handle this business at times when he was not usually rushed and it also assured a regular delivery of eggs, and in this way did away with one of the chief difficulties in handling this business.

Moreover, merchants as a rule at present are coming to a better understanding with their customers. Many merchants are charging back losses in candling, a thing unheard of a few years ago. They have convinced the producer



A well arranged fish department in a provision store, that of Henry Gatehouse, Montreal.

that it is good business for both of them to ship a good product. The market pays better for them, and it is a futile business paying express rates on rotten eggs, and under the new regulations the produce man cannot show more than a very limited amount of wastage, so it behooves the merchant to be more and more careful in handling this business.

It is a business that certainly requires attention, but there are many merchants who are making this handling of butter and eggs one of the large sources of income in their business.

There are other merchants who are depending on their own trade to dispose of the produce that is brought to them. Naturally they are able to handle only a very limited supply, and from that on must refuse to receive further supplies. In many instances that simply means that the farmers' trade will go elsewhere. This business of handling produce is one of the most profitable produce is one the grocer of the small town can engage, but he must, to ensure himself this profit, also assure himself that this business is being conducted in a business-like way.

OYSTERS TO BE HIGH

In speaking this week with one of the largest Montreal importers of oysters CANADIAN GROCER was informed that oysters will be high this fall and winter.

He said:—"Already the prices have opened high and another advance has just been made of 25 cents per gallon."

"What are the reasons for this?" was asked.

"The labor problem and the cost of this is a big factor. Then there is a certain amount of disorganization at the

producing points and a third reason for high prices is that of new transportation costs. It is very probable that prices to be reached will set new high records and this will place oysters in the luxury list and retard their sale, in all probability."

LIQUID OSTRICH EGGS PROVE SATISFACTORY

"A small consignment of liquid ostrich eggs was recently sent from South Africa for examination at the Imperial Institute, London, with a view to ascertaining the value as a substitute for liquid hens' eggs in confectionery. The material proved to be similar in composition to the commercial liquid hens' and ducks' eggs. The opinions of confectioners were favorable, and another consignment of the eggs is being obtained from the Union for further trials."

VETERANS WILL OPERATE CANNING PLANT IN B. C.

Negotiations are under way in Vancouver looking toward the establishment of a co-operative salmon cannery on the Pacific Coast to be owned and operated by returned soldiers. A. H. Sherman, of the Defiance Packing Co., has agreed to finance the undertaking and will retain for his work of managing the concern one-half of the stock in a company which would be known as the Veterans' Co-operative Canning Co., the capital of which would be \$150,000. All employees of the company would be returned soldiers who would hold all the stock not held by Sherman, who agrees to give the soldiers an opportunity of purchasing his shares at a fair price at a time to be decided upon.

A COLD STORAGE TRAILER

The problem of moving fresh meat from the "Yards" to the branch houses has been solved by one large Chicago packer. A cold-storage car has been made into a trailer for a motor truck and is thus hauled through the streets of the city like any commercial trailer.

The trailer is 23 feet, 11 inches long, and 7 feet 6 inches wide. The roof is 11 feet 3 inches from the ground. The conveyance will carry 12 tons in addition to its own weight. It is built of wood and steel and has a 4-inch layer of cork on the roof, bottom and ends, with a 3-inch layer on the sides.

The refrigeration system comprises a series of pipes, running the length of the car along the sides and ceiling. On these pipes the meat is hung. The cooling is done by the dense air system and requires neither brine, ice nor liquid of any kind. An even temperature can be maintained at all times.

Three trailers are used to one truck. One is being filled, one emptied and one transported at the same time, thus saving hours of labor and relieving freight congestion. The new refrigerator car is proving of great service in the meat-packing industry.—Illustrated World.

MERGER IN B. C. SALMON PACKING CIRCLES

Eight salmon canning companies in British Columbia recently consolidated under the name of the Northern B. C. Fisheries, Limited, capitalized at \$2,000,000. The concerns that have been merged are the Draney Fisheries, Limited, Namu; Kimsquit Fisheries, Limited, Kimsquit; Tallheo Fisheries, Limited, Bella Coola; Skeena River Commercial Co., Limited, Port Essington; Port Edward Fisheries, Limited, Port Edward; Kincolith Fisheries, Limited, Mill Bay; Portland Fisheries, Limited, Kumeon; the Namu Box Co., Namu.

The officers of the new company are: R. V. Winch, president; Henry Doyle, R. F. Winch, F. A. Fitcher, F. J. Coulthard, vice-presidents; R. E. Walker, secretary. The head office of the company will be in Vancouver, B.C.

The purpose of this amalgamation is to stabilize the earnings of the various companies involved. It frequently happens that a cannery at one spot has a very lean season, and a cannery at another spot equally strategically situated has a very profitable season. By those interested in the constituent companies pooling their interests they are reasonably assured of constant dividends, provided a poor season does not obtain throughout the entire northern district. The amalgamation will further have the advantage to the constituent companies of one set of books, one office, one purchasing department, one selling agency, thus cutting down overhead charges.

W. L. Irish, grocer and confectioner, Winnipeg, has sold to Mrs. Sarah Bjalín. The Selkirk Trading Co., general store, Grande Prairie, Alta., has sold to Owens & Johnson.

Poultry Receipts Lighter Than Normal

Demand From Unexpected Sources Resulted in the Sale of Immature Birds, and as Result Full Grown Stock Are Somewhat Limited

WITH the Thanksgiving date set and so more definitely fixed in the public attention the question of available supplies of poultry to meet the demand of this season is of some importance to the dealers.

Judging by present indications the stocks will be unusually light. While with the advancing season the receipts are beginning to show some slight improvement, they are yet considerably below the normal for this time of year.

One reason for this condition has been the activity of American buyers on this market in the early part of the season. These buyers made heavy purchases of immature turkeys and ducks, the farmers selling readily enough owing to scarcity of feeds and shortage of help. This fact has resulted in an actual scarcity of feeds at the present time. Turkeys especially are very limited and

there is not much doubt but that they will be unusually high priced.

At this time of year there is usually some movement of turkeys into storage for the Christmas trade. This year, however, this movement has been practically negligible as compared with other years.

Chickens, too, are in very light supply. The fact is that there were only very limited stocks carried over from the previous year, and that for some months past the present year's stocks which would normally have been going into storage to meet the demands of the winter months have been going into consumption to meet the immediate needs.

The same conditions apply to ducks and geese. Light present supplies with limited or exhausted reserves indicate that there is every likelihood of unusually high prices in these lines also.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

BUTTER tendencies, which showed a firmer feeling last week, have developed into an advance of about two cents per pound. Supplies are rather light, though requirements of the trade are being met.

Eggs are also on the upward trend, quotations showing an advance of from one to two cents per dozen. The quality of present arrivals is much better, and the demand being good, offerings are quickly absorbed.

Declines in buying prices for ducklings, hens and spring chickens have been made, and selling prices on chickens are also down somewhat. Where the supply shows some improvement, the demand keeps up at good levels and takes care of practically all arrivals.

Lard shows a stiff advance in some quarters, and shortening also firmed up somewhat during the week. Supplies are light but equal to present demands. A very strong market on both products seems probable, though some prices favoring the buyer are available this week on shortening.

Steak cod has gone up another cent per pound. Fresh halibut is in very light supply for a few days, and dealers have had to resort to frozen stock to take care of orders. Steak cod and mackerel, frozen, are also selling. The first ciscoes are being offered this week, and oysters are also available in fair quantities at high prices. The season's outlook is that present basis of selling will show little, if any, recession in price.

This is due to more favorable weather conditions, and the coming season will undoubtedly see a large sale among the retail trade. Prices are firm but without change. With butter high and likely to rule so, there is likelihood of prices firming.

Margarine—

Prints, according to quality, lb.	0 31½	0 32
Bulk, according to quality, lb.	0 30½	0 31

Creamery Butter Up 1c; Receipts Still Large

Montreal.

BUTTER.—The firm position still obtaining on butter is shown this week by an advance of one cent per pound for creamery. Dairy butter remains unchanged. The bidding at the auction sale last week was positively responsible for the advance in creamery although the active absorption of stock continues from week to week. Receipts for the season have been large and show that more than 55,000 packages above the receipts of 1917 have arrived here.

Butter—

Creamery prints (fresh made)	0 47
Creamery solids (fresh made)	0 46
Dairy prints, choice	0 38
Dairy, in tubs, choice	0 37

Cheese Buying Prices Firmer; Fair Movement

Montreal.

CHEESE.—Among bidders in the country there has been considerable activity and as a consequence prices paid by them advanced one-eighth cent. As far as local trading is concerned this is fair and the market is unchanged. Although movement is active receipts are less to date than those for 1917, the decrease exceeding 20,700 boxes.

Cheese—

Large, per lb.	0 23½
Twins, per lb.	0 24
Triplets, per lb.	0 24
Stilton, per lb.	0 27
Fancy, old cheese, per lb.	0 28

Select and No. 1 Eggs Advanced One Cent

Montreal.

EGGs.—Following upon recent firming tendencies the market recorded an advance of one cent per dozen on selects and number ones. There is still a heavy consumptive demand and the prices in Western Canada are strong and high. It would seem that the continued demand is likely to hold prices on a continued high basis. Receipts for 1918 to date have been 194,068 cases against 211,809 for the same period of 1917.

Eggs—

Selects	0 52	0 53
New-laid	0 48	0 49
No. 2		0 45

Farmers Too Busy to Market Poultry

Montreal.

POUULTY.—Produce travellers from the country report that farmers are so

Smoked Meats Selling; Pork Movement Light

Montreal.

PROVISIONS.—There was not a great deal of change during the week in the hog markets. As a matter of fact the position of the dressed hog market is such that the abattoir men do not anticipate a great deal of change in the matter of price, for the immediate future at least. If there was to be an improvement in delivery, the market would not absorb a great deal of the increase, but heavier delivery is not looked for. Prices are holding without material change although the range is from \$29 to \$29.50 for medium dressed hogs this week. Smoked meats are steady and quite firm, but no changes have been made.

Hogs, Dressed—

Abattoir killed, small	29 00	29 50
Do., heavy, 225-275 lbs.	26 50	27 00
Hogs, live	20 00	20 25

Hams—

Medium, smoked, per lb.—		
(Weights) 16-25 lbs.	0 35	0 36
Large, per lb. (wgh.) 25-35 lbs.	0 32	0 33

Bacon—

Plain	0 43	0 44
Boneless, per lb.	0 46	0 47

Bacon—

Breakfast, per lb.	0 43½	0 44
Roll, per lb.	0 33½	0 34½

Dry Salt Meats—

Long clear bacon, ton lots.	0 29	0 29½
Long clear bacon, small lots.	0 29½	0 30
Fat backs, lb.	0 29½	0 30

Cooked Meats—

Hams, boiled, per lb.	0 53	0 54
Hams, roast, per lb.		0 54
Shoulders, boiled, per lb.		0 46
Shoulders, roast, per lb.		0 48

Barrel Pork—

Canadian short cut (bbl.)	\$58 00
Clear fat backs (bbl.)	60 00

Short cut clear pork (bbl.) ..	58 00
Heavy mess pork (bbl.)	55 00
Bean pork (bbl.)	54 00

Lard Steady and Firm Under Improved Demand

Montreal.

LARD.—Under an improved demand there is a firmer feeling for lard and an advance within the week will not be surprising. The better movement of this line has been looked for and the cooler weather will bring this about. There is a fair amount of stock and prices are steady without change.

Lard, pure—

Tierces, 400 lbs., per lb.	0 31
Tubs, 60 lbs.	0 31½
Pails	0 31¾
Bricks, 1 lb., per lb.	0 33

Shortening Higher; Advance One Quarter Cent

Montreal.

SHORTENING.—There is a firmer feeling in the shortening market and this is borne out in an increase of a quarter of a cent per pound. There is some demand and will be more from now on. The greater freedom of import is not expected to affect the position here appreciably as there is no change with regard to the import of cottonseed oil.

Shortening—

Tierces, 400 lbs., per lb.	0 26
Tubs, 50 lbs.	0 26½
Pails, 20 lbs., per lb.	0 26¾
Bricks, 1 lb., per lb.	0 27¾

Steadier Market Now for Margarine; Unchanged

Montreal.

MARGARINE.—Indications point to a generally better market for margarine.

occupied with threshing and other necessary work at present that they are not attending to any extensive marketing of their poultry. Receipts are short of requirements still and it is hardly expected that there will be much improvement for some time. New specially milk-fed broilers are available in limited quantities.

	Live	Dressed
Young ducks, lb.	0 45-	0 50
Old ducks (fat)	0 25	
Broilers, 3 to 4 lbs. pair	0 30	0 40-0 43
Broilers (milk fed spec'l) 0 31-0 32		
Turkeys (old toms), lb.	0 28	0 38-0 38
Turkeys (young)		0 40
Geese		0 30
Old fowls	0 27-0 28	0 35-0 36

Oysters Will be Higher; Fish Supply Lighter

Montreal.

FISH.—Submarine activity is again responsible for decreased supply of East Coast fish. The same condition obtains with regard to shipment from Pacific Coast points. In addition to these shortages supplies from the Great Lakes have declined to below normal, with the single exception of whitefish. Sales of pickerel and salt fish are improving but high prices for these is limiting sales. With Fall "Ember" days on next week demand will again improve. Oysters are up 25c per gallon and will continue to be high owing to labor shortage, transportation, etc.

SMOKED FISH.

Haddies (fresh cured)	0 15	0 16
Haddies, "flet"	0 18	0 20
Smoked herrings med.) per box	0 23	0 24
Smoked cod	0 15	0 15
Bloaters, per box 60/100.....	1 50	2 25
Kippers, per box 40/50.....	2 25	2 50

SALTED AND PICKLED FISH

Haddock (per bbl.), 200 lbs.	16 00	
Herring (Labrador), per bbl.	14 00	15 00
Herring (Labrador), 1/2 bbls.	7 00	7 50
Herrings, No. 1 lake (100-lb. keg)	6 00	
Salmon (Labrador) per bbl.	27 00	28 00
Do., tierces	37 00	
Salmon (B.C. Red)	28 00	
Sea Trout, red and pale, per bbl.	20 00	22 00
Sea Trout (1/2 bbls.)	10 50	12 00
Green Cod, No. 1, per bbl. (med.)	20 00	
Green Cod (large bbl.)	21 00	
Mackerel, No. 1, per bbl.	32 00	
Mackerel (1/2 bbl.)	16 50	
Codfish (skinless), 100-lb. box	16 00	
Codfish, 2-lb. blocks (24-lb. case)	0 18	
Codfish (skinless), blks. "Ivory" Brand, lb.	0 16	
Codfish, boneless, lb. (according to package)	0 16	0 20
Codfish, chredd'd, 12-lb. box	0 25	
Eels, salted	0 11	0 12
Pickled turbot, new, bbls.	15 00	16 00
Do., half barrels	7 50	8 50
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	0 18	
Cod, dry (bundles)	14 00	

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 50	
Prawns, lb.	0 30	
Shrimps, lb.	0 30	
Scallops, per gallon	4 00	
Oysters—		
Ordinary, gal.	2 75	
Cape Cod shell oysters, bbl.	15 00	
5 gal. (wine) cans	12 50	
1 gal. (wine) cans	2 75	
Oyster pails (pints), 100	1 50	
Oyster pails (quarts), 100	2 10	
Clams, med., bbl.	9 00	

FRESH FROZEN SEA FISH

Herring, large sea, lb.	0 09	0 10
Herring, frozen, lake, lb.	0 08	0 09
Halibut	0 22	0 23
Halibut (medium)	0 24	
Haddock	0 07 1/2	0 09
Mackerel	0 14	0 15
Cod—Toms, bbl.	4 00	
Cod Steak, fancy, lb.	0 10	0 11

Salmon, red	0 21	0 22
Salmon, pale	0 15	0 16
Salmon, Gaspe	0 26	0 28
Swordfish	0 21	0 22

FRESH FROZEN LAKE FISH

Pike, lb.	0 11	0 12
Perch	0 12 1/2	0 13
Whitefish, lb.	0 15	0 16
Whitefish (small)	0 09 1/2	0 12 1/2
Lake trout	0 19	0 20
Eels, lb.	0 12	
Doree	0 13	0 14

FRESH FISH

Haddock	0 09	0 10
Steak cod	0 11	0 12
Market cod	0 07	0 08
Carp	0 09	0 10
Dore	0 18	0 20
Lake trout	0 19	0 20
Brook trout	0 45	
Pike	0 11	0 13
B.C. Salmon	0 28	0 30
Salmon (Gaspe)	0 26	0 28
Gaspereaux, lb.	0 06	
Western Halibut	0 24	0 25
Eastern Halibut (chicken)	0 23	
Eastern Halibut (med.)	0 25	
Flounders	0 07	0 10
Perch	0 09	
Bullheads	0 15	0 15
Whitefish	0 19	0 20
Whitefish (small)	0 09 1/2	0 12
Eels	0 15	
Mackerel, lb.	0 14	0 15
Smelts, No. 1	0 19	0 20
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	0 24	
Shad	0 15	0 16
Swordfish	0 22	

Meats Are Firm; Live Hogs Same

Toronto.

PROVISIONS.—All lines of dressed meats have held firm during the week and no changes have been recorded. The supplies are equal to present demands, which it is said show a steady improvement.

There is nothing new to say about live hogs. The price of \$19.50 per cwt., fed and watered, is still ruling and buyers intimate this price will likely hold throughout the week.

Range of prices on various lines is given herewith:

Hams—		
Medium	0 38	0 39
Large, per lb.	0 34	0 35
Backs—		
Plain	0 44	0 46
Trimmed, with rib in	0 47	
Boneless, per lb.	0 48	0 50 1/2
Bacon—		
Breakfast, per lb.	0 39	0 44
Roll, per lb.	0 34	0 34 1/2
Wiltshire (smoked sides), lb.	0 37	0 41 1/2
Dry Salt Meats—		
Long, clear bacon, av. 50-70, lb.	0 31	0 32
Do., aver. 70-100, lb.	0 28 1/2	0 29
Fat backs	0 32 1/2	0 34
Cooked Meats—		
Hams, boiled, per lb.	0 53	0 55
Hams, roast, without dressing, per lb.	0 52 1/2	0 54 1/2
Shoulders, roast, without dressing, per lb.	0 47	0 49
Barrel Pork—		
Mess pork, 200 lbs.	52 00	56 00
Short cut backs, bbl., 100 lbs.	60 00	62 00
Pickled rolls, bbl., 200 lbs.	56 00	59 50
Hogs—		
Dressed, 70-100 lbs. weight	28 00	29 00
Live, off cars	19 75	
Live, fed and watered	19 50	
Live, f.o.b.	18 75	

Lard Goes Higher; Demand Being Met

Toronto.

LARD.—The firm tendencies outlined in CANADIAN GROCER last week and previous weeks have developed into a sharp advance in some quarters, 31 1/2c

per pound, tierce basis, being reached. Quotations now range from 30 1/2 to 31 1/2c per pound and the feeling prevails that lower figures are not likely in view of comparatively light supplies. Present demands are being met and sales show improvement right along.

Lard, pure, tierces, 400 lbs., lb. 0 30 1/2 0 31 1/2
In 60-lb. tubs, 1/4-1/2c higher than tierces; pails 1/2-3/4c higher than tierces, and 1-lb. prints, 1 1/2-1 3/4c higher than tierces.

Shortening Stiffens; Demand Very Good

Toronto.

SHORTENING.—Higher prices have been reached in some quarters on shortening, 26 to 26 1/2c per pound, tierce basis, being quoted, while 25 1/2c is lowest market figure. It is intimated that some recession from the lower figure is also being made, buyers benefiting to the extent of 1/2c to 1c per pound. Supplies are in fair shape and the demand shows improvement.

Shortening, tierces, 400 lbs., lb. 0 25 1/2 0 26 1/2
In 60-lb. tubs, 1/4-1/2c per lb. higher than tierces; pails, 1/2-3/4c higher than tierces, and 1-lb. prints, 1 1/2-1 3/4c higher than tierces.

Margarine Holding At Unchanged Levels

Toronto.

MARGARINE.—There are no new developments to record in regard to this market. The demand seems to be very good and prices have held without change. Supplies are equal to calls being made upon them.

Margarine—

1-lb. prints, No. 1	\$0 32	\$0 33
Do., No. 2	0 30	0 31
Do., No. 3	0 27
Solids, 1c per lb. less than prints.		

Butter Records Advance; Supplies Rather Light

Toronto.

BUTTER.—The firmer tendencies noted in butter last week have developed into an advance in price. Quotations are up from one to two cents per pound all the way around, the light supply being a factor in bringing this about. Fresh creamery prints are being quoted at 47 to 48 cents per pound and fresh separator dairy prints at 43 to 45 cents per pound. The range of quotations follows:

Creamery prints, fresh made	0 47	0 48
Creamery solids, fresh made	0 46	0 47
Dairy prints, fresh separator, lb.	0 43	0 45
Dairy prints, No. 1, lb.	0 39	0 41

Eggs Go Higher; Good Demand Apparent

Toronto.

EGGS.—Supplies show some improvement during the week and most certainly the quality of the eggs arriving to-day is very much better than a month ago. Prices have stiffened and extras to-day are being quoted at 52 to 54 cents per dozen, an advance of 2 cents. The other grades advance in proportion, the range

being given below. The demand continues very good.

Eggs—		
New-laid, in cartons, doz....	0 56	0 58
Do., extras, doz.	0 52	0 54
Do., No. 1, doz.	0 48	0 50
Do., splits and No. 2, doz....		0 40

Sales Cheese Good; Supplies Satisfactory

Toronto. CHEESE.—A very good sale of cheese is reported. Supplies are reaching the market in ample quantities. There is no change in the situation as far as the markets are concerned.

Cheese—		
New, large	0 23½	0 24
Stilton (new)	0 26	0 27
Twins, ¼c lb. higher than large cheese. Trip-lets ¼c lb. higher than large cheese.		

Ducklings, Hens, Chickens Go Lower; Demand Fine

Toronto. POULTRY.—Declines have been registered in the prices being paid on ducklings, hens, and spring chickens. Prices are down from 1 to 2 cents per pound, and the selling price on dressed spring chickens to the retail trade is also lower. The supply shows some improvement, but owing to the good demand there is little accumulation; as a matter of fact it is said that there are very few in for feeding. The range in quotations is given herewith:

Prices paid by commission men at Toronto:			
	Live	Dressed	
Ducks	\$0 16-5	\$.....
Duckling	0 23-
Turkeys	0 25- 0 28
Roosters	0 18
Hens, over 4½ lbs....	0 27- 0 28
Hens, under 4½ lbs....	0 23- 0 25
Chickens, Spring, 2 lbs. or over	0 30- 0 32
Squabs, dozen	4 50
Prices quoted to retail trade:			
Hens, light	0 33	0 35	
Do., heavy	0 35	0 37	
Chickens, Spring	0 45	0 48	
Ducklings	0 35	0 38	
Turkeys	0 36	0 40	

Cod Goes Higher; Ciscoes, Oysters Now on Market

Toronto. FISH.—Steak cod is somewhat firmer during the week and is being quoted at 11½ to 12 cents per pound. The first shipment of ciscoes arrived on the local market and is being quoted at 18 cents. The first shipment of oysters is also in and are being sold at \$3.10 per gallon. Although this price is fairly high, dealers do not look for any recession from this figure. Supplies are said to be none too plentiful; it is indicated that high prices will rule all season. Fresh halibut is off the market for the present week, and dealers are selling frozen stock. These are being quoted at from 20 to 21 cents per pound. Frozen mackerel is also selling, being quoted at 15 cents per pound. Supplies of herring are very scarce on account of the bad storms with which the fishermen have had to contend. To-day's prices range as follows:

FRESH SEA FISH			
Brills, dressed, lb.	0 10	0 11	
Cod Steak, lb.	0 11½	0 12	
Do., market, lb.	0 09½	0 10	
Flounders, lb.	0 10	0 11	
Flukes	0 15	0 16	
Halibut, medium, lb.	0 21	0 22	
Do., chicken, lb.	0 20	0 21	
Do., large	0 20	0 21	
Haddock, heads on, lb.	0 08	0 08½	
Do., dressed, lb.	0 09	0 10	
Mackerel, lb.	0 16	0 16	
Plaice, dressed, lb.	0 10	0 11	
Soles, dressed, lb.	0 09	0 11	
Salmon, B.C., fresh, headless, dressed, lb.	0 25		
FRESH LAKE FISH			
Herring, dressed, lb.	0 09½	0 10	
Trout, lb.	0 15	0 16	
Whitefish, lb.	0 15	0 16	
Frog's Legs, lb.	0 50		
SMOKED FISH			
Ciscoes, lb.	0 18		
Haddies, Chicken, lb.	0 12		
Do., Fillets, lb.	0 15	0 17	
Do., Finnan, lb.	0 12½	0 14	
Herring, Kippered, box	1 75	2 00	
FROZEN SEA FISH			
Cod, Steak, lb.	0 10		
Halibut, lb.	0 20	0 21	
Mackerel, lb.	0 15		
OYSTERS, per gallon	3 10		

Flour Advances 40c; Milling Soon General

Toronto. FLOUR.—An advance of 40c per barrel in government standard flour has been reached, due principally to increased freight rates. The present price is \$11.35, advancing from \$10.95. Milling operations will, it is expected, be general in another couple of weeks' time, supplies of new crop wheat now being marketed and quantities sufficient to carry along the mills should soon be available.

Bran And Shorts Up \$2 Ton; Heavy Demand

Toronto. MILL FEEDS.—New prices have been named on bran and shorts which provide for increases of \$2.00 per ton in each instance. Increased freight rates, recently effective are largely instrumental in this increase. Prices in carload lots are for bran, \$42, and shorts, \$37 per ton. A heavy demand is in evidence already and mills anticipate some difficulty in taking care of all business offering. Local dealers are also likely to have some difficulty in handling to advantage owing to minimum carload weight being raised. There will be little opportunity of having cars assorted with flour and feeds as they wish—feeds are too scarce and carload weight will have to be made up from half flour. The feeds being the quicker seller it is not hard to determine where the dealer comes in—his feeds gone and still lots of flour and no straight cars of feed likely.

Government Standard Corn Flour Now Selling

Toronto. CEREALS. — Government standard corn flour, composed of 75 per cent. yellow corn and 25 per cent. white corn flour is now being offered, the price being made at \$10.85 per bbl. Barley flour at \$6.75, white corn flour at \$6.75 and rye flour at \$7.75 per 98 lb. bag are

all up 25c in some quarters. Golden cornmeal is selling up to \$6.50 in 98's.

	Single Bag Lots	F.o.b. Toronto
Barley, pearl, 98s	7 00	8 00
Barley, pot, 98s	5 50	6 25
Barley Flour, 98s	6 50	6 75
Buckwheat Flour, 98s	6 50	7 00
Cornmeal, Golden, 98s	6 00	6 50
Do., fancy yellow, 98s.....		5 40
Corn flour, white, 98s	6 50	6 75
Graham flour, 98s	6 00	7 00
Hominy grits, 98s	6 25	6 60
Hominy, pearl, 98s	6 25	6 60
Rolled oats, 90s	5 25	5 50
Oatmeal, 98s	6 00	7 00
Rolled wheat, 100-lb. bbl.....	6 75	7 00
Rice Flour, per 100 lbs.	9 50	12 00
Rye Flour, 98s	7 50	7 75
Peas, yellow, split	10 00	10 50
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.

Hogs Now Selling at Nineteen Cents

Winnipeg. PRODUCE AND PROVISIONS.—The hog market stands now at 19 cents and the trade here considers the price in harmony with the eastern market. No change in price is expected. There has been very little change in provisions.

THE SUGAR SITUATION

America, which made exports of 140,000,000 bushels of wheat in the closing crop year, where less than 20,000,000 bushels surplus appeared, is called upon now to exercise like virtue with sugar. The burden of maintaining allied supplies falls on our resources. No sugar comes from central Europe, none from Java; from Hawaii and West Indies less than usual. French sugar territory is overrun by German armies; French sugar mills are taken and destroyed. Submarine sinkings and losses by battle have cost us great stores; labor shortage makes inroads on production. For England the allowance is 2 pounds of sugar a month; for France, 1 pound; for Italy, 1 pound. America seeks to share equally with all who sit at the common table, joined in the common defense.

This is the way the United States Government points the necessity of a radical curtailment in sugar consumption.

ENGLAND LIFTS RESTRICTION ON CONSUMPTION OF BACON

Exports of beef from the United States during the month of June totaled 92,173,000 pounds, of which 95 per cent. went to the United Kingdom, France, England, and Belgium. The monthly average of beef exports for the three years preceding the war was 1,066,000 pounds. Pork exports for June totaled 169,331,000 pounds, of which 83.5 per cent. went to the four Allies. The average monthly exportations of pork for the three years preceding the war were 41,531,567 pounds. The amount of pork products received in England has enabled that country to lift the restrictions on the consumption of bacon.

Win new customers
with this
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INDIAN CHIEF BRAND CLAMS

have that degree of super-excellence so much approved by discriminating people.

The rigid precautions taken in the process of packing and sealing preclude the slightest possibility of anything but tip-top quality in every can.

Indian Chief Brand Clams are sealed without solder or acid the very day they are taken from the beds.

At a time when fish foods are becoming increasingly popular, because of meat conservation, every good grocer should stock and push the sales of Indian Chief Brand Clams — the line of profit and customer satisfaction.

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Evidence is not wanting

to show that the real food value of quality Sea Foods is becoming more widely known and appreciated.



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BRUNSWICK BRAND SEA FOODS

the reliable, quick-selling line that is winning new friends daily throughout the Dominion.

Give Brunswick Brand a trial today and see for yourself what dependable lines they are.

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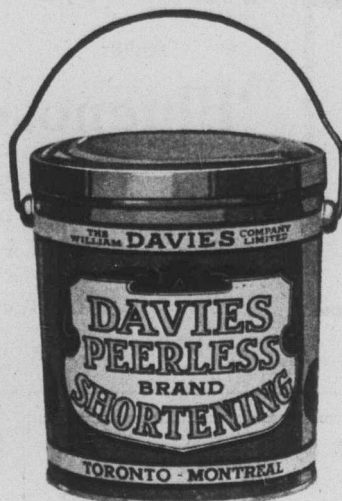
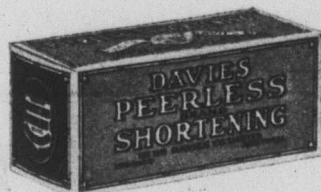
- ¼ Oil Sardines
- ¼ Mustard Sardines
- Finnan Haddies
(Oval and Round Tins)
- Kipped Herring
- Herring in Tomato Sauce
- Clams

Connors Bros.

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in Name
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***No trouble at all to sell a
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WE want you to share with us some of the success we are having in connection with "Peerless" Shortening.

Dealers who are handling this product tell us that their customers buy it again and again—because they know they can always pin their faith to it.

For cake and pastry making as a shortening — for frying foods—for every purpose for which a frying fat can be used "Peerless" Shortening gives the highest satisfaction.

Not only is it much cheaper than lard or butter—it is more economical in use and goes farther. That's a "worth-while" argument these days, isn't it?

The unusually attractive packages make a fine display, too, and are well worthy of the high grade product they contain. Why not order to-day—through our traveller—or by mail?

*In 1 lb. Sanitary Cartons and 3 lb., 5 lb.,
10 lb., 20 lb., 50 lb. Bright Red Tin Pails*

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it always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about it. Order from your grocer.

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Housewife's
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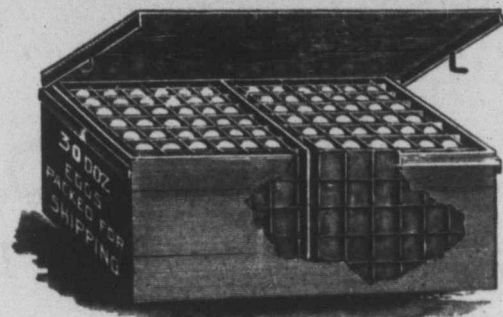
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extra large sizes for 12 and 30 dozen egg crates.

20-38 DOWD STREET, · MONTREAL, CANADA

CANNED SALMON

Notwithstanding the embargo placed by the Canadian Government on new pack canned salmon, we are in a position to supply your requirements for prompt shipment from our actual stock.

We offer the following grades:

Red Sockeye, tall
 Red Spring, tall
 Northern Pink, tall
 Chums, tall

We have also a nice assortment of
 Cohoes, Pinks, and Chums,
 $\frac{1}{2}$'s flat.

As usual, our prices are most reasonable.

CALIFORNIA DRIED EVAPORATED FRUITS

Shipments of evaporated peaches from the coast will be very small. We have a full assortment in stock, comprising:

Choice, 25 lbs. unfaced,
 Extra Choice, 25 lbs. unfaced,
 Fancy, 25 lbs. unfaced.

APRICOTS

A very large quantity of Apricots is to be taken by the American Government for shipment to France, and prices have been soaring of late. We carry a full assortment:

Standard, 25 lbs. unfaced,
 Slabs, 25 lbs. unfaced,
 Choice and Fancy, 25 lbs. unfaced.

CALIFORNIA FIGS

The market is absolutely bare of Figs. We offer a straight car of this year's pack, under "FEZ" Brand, for fall delivery, comprising:

White Adriatic, 10/16 oz. bricks.
 White Adriatic, 70/4 oz. bricks.
 White Adriatic, 20/8 oz. bricks.
 White Adriatic, Smyrna style, 10 lb. boxes.

Don't hesitate to place your order early. Mostly all lines of California Fruit and Raisins have been withdrawn by California packers. We have the finest assortment in stock, and large quantities rolling.

NEW JAPAN TEAS

SEASON'S BEST PICKINGS NOW IN STORE.

We have always secured our teas from the best shippers in Japan, and we are offering you the best values to-day under the market.

Our service is the best.

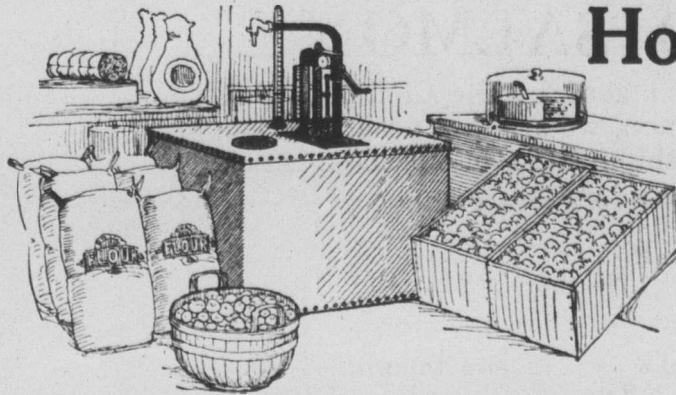
Our prices always attractive, and we carry the largest assortment to be found in any wholesale business.

PLACE YOUR ORDERS WITH A "RELIABLE" FIRM.

L. CHAPUT, FILS & CIE, LIMITÉE
 WHOLESALE GROCERS

2, 4, 6, 8, 12 and 15 DeBresoles Street, Montreal

Established in 1842



A Bowser System eliminates objectionable oil odors. It's a guarantee of security for your other stocks.

How I Sell More Oil

Is your service still handicapped by the old mussy barrel and measure system? Are your profits still eaten up by dripping, splashing and over-filled cans?

A moment's reflection will convince you that the only safe, accurate and profitable way to handle Oil is by the

BOWSER OIL STORAGE SYSTEM

There's no waste with the Bowser—no oil-soaked floors—no contaminated merchandise—no constant fire menace—no loss of time—no inconvenience.

The Bowser measures accurately and quickly, direct to the customer's can. It keeps the oil pure and clean and keeps it so indefinitely. This is what the Bowser has done for me.

PARTICULAR GROCER.

Wouldn't you like further information on this? Ask us. No obligation at all.

S. F. Bowser & Company, Inc. 66-68 Fraser Ave., Toronto

Sales Offices in all Centers

Representatives Everywhere

\$1 FOR A MAN

Perhaps you want a good man for your office, or store, or warehouse, or for the "road?" Would you pay \$1 to find a good man? Sure you would.

WHAT are you doing about it? We suggest that you advertise in CANADIAN GROCER—condensed advertisement, 2 cents a word. Make the advertisement brief as a telegram; but make it explicit. Tell all the other man wants to know—except your identity in the first instance. Use a box number to hide this.

Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you'll have to do some bidding.

This means—keep on repeating the insertion of your advertisement—"until forbid."

It's reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,300 places where men of the type you may want are likely to be found. We can't make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We're pretty much like the postman.

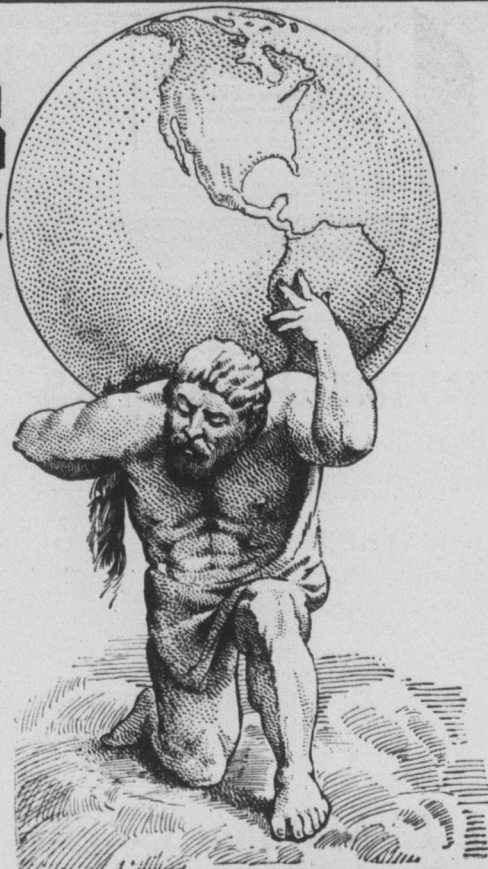
But we go to 5,300 and more likely places—remember that. No other single newspaper in the world gets into 5,000 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

CANADIAN GROCER WANT ADS.

153 UNIVERSITY AVENUE, TORONTO

CARRYING CAPACITY

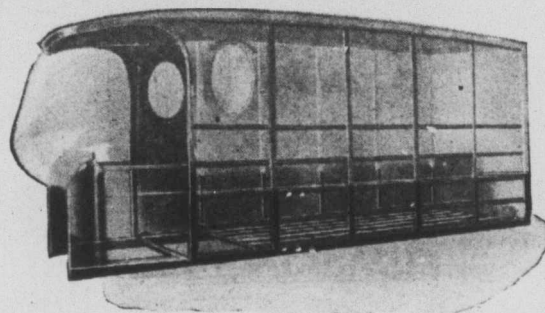
“The Babcock Carries the Largest Load”



Babcock Commercial Bodies

Four reasons for
BABCOCK SUPREMACY:

1. *Strength*
2. *Lightness*
3. *Durability*
4. *Beauty*



PATENTED CONSTRUCTION

The cut shows an “X-Ray” picture of the patented steel construction that is the foundation of all Babcock Bodies. This “steel skeleton” shows how the angles and bars form a rigid unbendable and unbreakable groundwork on which the other “interchangeable” styles are founded. By easy and quick transfer of standardized parts, any one of four styles of delivery bodies can be made upon one original basic body. The complete bodies are the most perfect ever made and the prices are most reasonable and attractive.

Send for 1918-1919 Style Folder and Prices and Terms

We make all styles of Bodies for every commercial purpose and for every line of business. Our New Folder gives good illustrations of the leading styles, and we shall be glad to supply you with prices and terms on the regular lines or to quote prices on special bodies made to order.

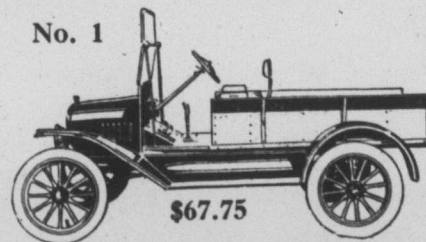
If there's no agent in your town we will supply you direct —Write Us.

If there is no agent in your town, write for direct quotations. If you know of a well established firm to act as agent, please call his attention to this opportunity.

CARRIAGE FACTORIES, Limited

Head Offices: Excelsior Life Building, TORONTO
Sales Offices: Montreal, Toronto, Winnipeg

No. 1



\$67.75

No. 2



\$105.25

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



Worth featuring at any time

MATHIEU'S NERVINE POWDERS

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with

MATHIEU'S NERVINE POWDERS

Free from harmful drugs, such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

J. L. Mathieu Co.
SHERBROOKE - QUEBEC

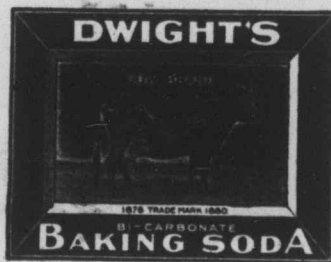
Y & S STICK LICORICE in 10c Cartons



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

Made in Canada by

National Licorice Company
MONTREAL



When the consumer's confidence in its goodness is so generally expressed it requires no long argument to point to the advantage of your constantly stocking Cow Brand Baking Soda.

Church & Dwight, Limited
MONTREAL

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



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

Whittemore's Shoe Polishes

Quality Variety



For a Big Seller

BOSTONIAN CREAM — The ideal cleaner for kid and calf. You'll need a good stock of brown for brown glazed kid and mahogany calf —also the cordo-tan for cordovan leather. Then there's the white BOSTONIAN for all colors of glazed Russia calf, vici or dongola kid or patent leather—also light and dark gray, and any other color or shade.



And Here's the Paste

NOBBY BROWN PASTE—For all shades of brown shoes. Once you put this paste in stock, you'll be like everybody else who has ordered it—you'll repeat on it.

For red or oxblood there's the same size package of **PEERLESS OXBLOOD PASTE**.



RUSSET—2 Sizes



BROWN—2 Sizes



WHITE—2 Sizes



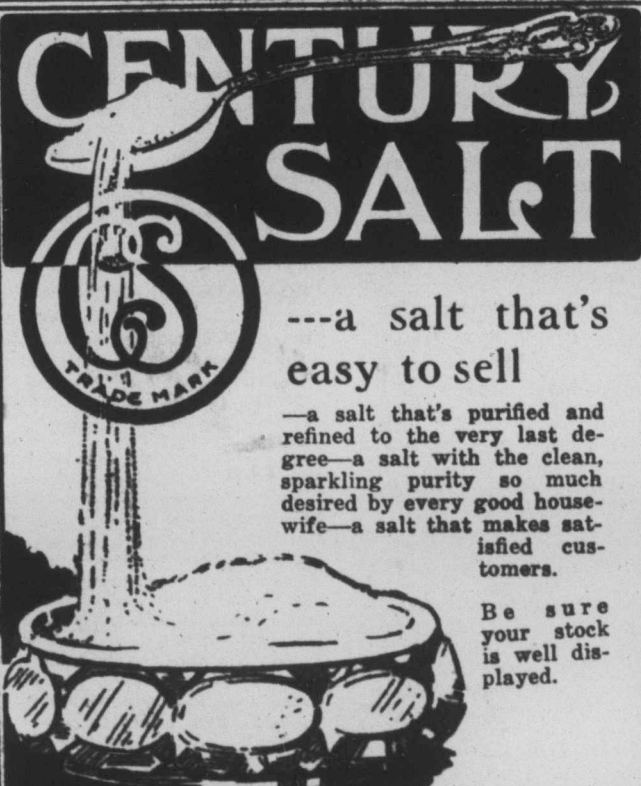
RED—2 Sizes



BLACK—2 Sizes

Ask your Jobber's Salesman for Complete Catalogue with Prices, or write us at Boston, Mass., U.S.A.

CENTURY SALT



---a salt that's easy to sell

—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.

Be sure your stock is well displayed.

THE DOMINION SALT CO LIMITED

SARNIA. ONT.



ABOUT YOUR BRUSH TRADE

Are you content with the profits from your brush counter?

There's big money waiting for you in

KEYSTONE HOUSEHOLD BRUSHES

Quick turnovers, moderate prices, good profits and satisfied customers all combine to make the Keystone line one of the most profitable lines you can handle. Write to-day for particulars and prices on Keystone Brushes and Nugget Brooms.

STEVENS-HEPNER CO., Limited

Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.



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

THE FRIENDS OF FRANCE
216 Poplar Plains Road, Toronto

August 20th, 1918.

Canadian Milk Products, Limited,
Toronto, Ont.

Gentlemen:—

Please accept our grateful thanks for your donation of 3 cases of Klim for French relief work. This generous gift will gladden many a heart in poor stricken France. "A true gift of providence" is how one writer expresses the value of Klim.

The other day we received a letter from one of the doctors who is working in the front line clearing station who says that Klim is absolutely invaluable especially for gassed men, and he says there is nothing we could send which is a greater help in their work. Klim is used in France for badly gassed and wounded soldiers, for babies, for the sick, and particularly for tubercular patients. Nearly every letter that comes to us from France whether from refugees, soldiers, doctors or surgeons in charge of hospitals bears testimony to the value of Klim and brings a request for more. We feel that such remarkable unanimity of opinion proves the worth of Klim beyond any doubt.

Faithfully yours,
THE FRIENDS OF FRANCE,
(Sgd.) Mrs. A. E. Wells.

"Canada Food Board License No. 14-242"

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

BAKING POWDER

ROYAL BAKING POWDER

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

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

JAMS

DOMINION CANNERS, LTD.

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

Screw Vac top Glass Jars, 16 oz. glass, 2 doz. case.	Per doz.
Blackberry	\$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
¼ Pts., Delhi Epicure	\$1 75
¼ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKED BEANS WITH PORK

Brands—Canada First, Simcoe, Quaker.

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	\$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass, Tall, Vacuum, 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 34
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb.	\$0 22
In cases 12—12 lb. boxes to case	0 21½

**COCOA AND CHOCOLATE
THE COWAN CO., LTD.**

COCOA—	
Empire Breakfast Cocoa, 2 doz. in box, per doz.	\$2 45
Perfection, ¼-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	0 95
Perfection, 5-lb. tins, per lb.	0 37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	0 36
Supreme Chocolate, 10c size, 2 doz. box, per doz.	0 90
Perfection chocolate, 10c size, 2 doz. in box, per doz.	0 90

SWEET CHOCOLATE—	
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6-lb. boxes	0 30
Diamond, ¼'s, 6-lb. boxes	0 30

CHOCOLATE CONFECTIONS—

	Per doz.
Milk medallions, 5-lb. boxes	\$0 39
Nonpareil wafers, 5-lb. boxes	0 28
Chocolate Beans, 5-lb. boxes, per lb.	0 35
Chocolate Emblems, 5-lb. boxes, per lb.	0 35
Chocolate ginger, 5-lb. boxes	0 45
Milk chocolate wafers, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Almond nut bars, 24 bars, per box	0 95
Maple Buds, 5c pkgs., 4 doz. in box, per doz.	1 30
Filbert Nut Bars, 24 in box, per box	0 90
Ginger Bars, 24 in box, per box	0 95
Pineapple Bars, 24 in box, per box	0 95
Regal Milk Chocolate Bars, 24 in box, per box	0 95
Puffed Rice Bars, 24 in box, per box	0 95
Queen's Dessert Bars, 24 in box, per box	0 95
Maple Leaf Bar, 24 in box, per box	0 95

**OCEAN
BLUE**

stands for all that is implied in the word "QUALITY." And quality too at a popular price. No Grocer has regretted stocking OCEAN BLUE since his customers came to know the 5c. "OCEAN" quality.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gony Building, 24-26, Wellington St., W., Toronto.





**EGYPTIAN RAT EMBALMER
WILL ABSOLUTELY RID YOU
OF YOUR RAT MENACE.**

The price is \$3.00 for the big one pound package, enough to destroy all the rats, however numerous, on 2,000 square feet of floor space—IN ONE NIGHT and WITHOUT ODOR.

When used in sufficient quantity, according to directions, we guarantee a thorough riddance.

Used with success by some of the largest wholesalers and manufacturers.

ALBERT HUGLI
Distributor

1070 BATHURST STREET, TORONTO

WANT ADS.

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

TRY IT OUT

**Canada's Crops
Will Reach the
Billion Mark**

One billion dollars will probably be the cash value to Canada of this season's crops East and West. In making this estimate for THE FINANCIAL POST OF CANADA, F. M. Chapman, editor of *The Farmers' Magazine*, bases his calculations on the closest possible observation by experts of conditions in every district. Miss Cora Hind's first figured estimate of the Western harvest puts the average yield for wheat at 18 bushels, indicates a yield of just under 150,000,000 bushels, and a value of \$527,000,000. The details are contained in THE POST of Sept. 7th, and form reassuring reading for Canadian business men. Other important contents of this issue of THE POST are indicated by these headlines:—

- Speculation at Ottawa as to Government Railway Board.
- Non-Taxable Victory Bonds Are Held Expedient.
- Washington Sets Dead-Line for Canadian Industry.
- Has Montreal Power Bought Public Service Corporation?
- Canada's Crops Estimated—(Two Keen-Edged Articles)
- Stream of Gold and Silver From Canada to the States.
- Decline of War Exports During the Present Year.
- Flour Mills Bare of Stocks—Puzzled Over Profits.
- Bank Clearings Again Ahead of Last Year's Total.
- Banks and Wheat Crop Financing.
- Where Are Canada's Increased Funds in Circulation?
- Protection From the Wily Forger—A Responsibility Case.
- Diplomat, Dishwasher and Diamond Merchant—(Biography).
- Clean-Up of Victory and Other Bond Markets.
- Remarkable Price Advance of Allied Bonds.
- Quebec's New Department Is Under Debate.
- League Formed to Stop Fires in Ontario.
- Building Costs in Montreal Are Near Prohibitive.
- Land Sales of Hudson's Bay Co. are a Record.
- Waste Salvaging a Profit-Winner of Conservation.

These are by no means all the interesting and important contents of THE FINANCIAL POST of Sept. 7th, but they will indicate to you the business worth of this thoroughly Canadian and constructive specialized newspaper. Send for a trial subscription and test this for yourself. The cost is only \$3.00 per year. Your business will profit by your regular reading of THE POST. Here is a convenient order form to fill in:

The MacLean Publishing Co.,
153 University Ave., Toronto.

Send me THE FINANCIAL POST each week till further ordered. I will pay subscription price \$3.00 per year on receipt of bill, or you may draw on me for this.

Name

Address

C.G. 7D

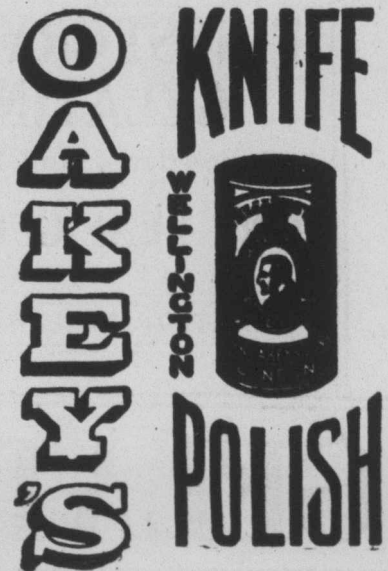
Foreign and Domestic
**FRUITS
AND
VEGETABLES**

**BUTTER
AND
EGGS**

For Fall Delivery

Get in touch with us to-day

Lemon Bros.
OWEN SOUND, ONT.



John Oakey & Sons, Limited
London, S.E. 1, England
AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 226
McDermid St., Winnipeg.

**WHEN WRITING TO ADVERTISERS
KINDLY MENTION THIS PAPER**

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

THE GROCER
handling
COPELAND'S



Diamond C Brands

Corn Flour and Corn Meal

has a product he can recommend with every confidence of having a satisfied customer.

Milled from the highest grade American Corn.

G. COPELAND & SONS

MIDLAND and PENETANG, ONT.

HEAD OFFICE, MIDLAND

Canada Food Board Licenses 123, 9-382, 3-874

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINE

OURY, MILLAR & CO.

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

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

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

YUBA BRAND

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

BORDEN MILK CO., LTD., CONDENSED MILK

- net 30 days.
Eagle Brand, each, 48 cans... \$9 00
Reindeer Brand, each 48 cans 8 70
Silver Cow, each 48 cans... 8 15
Gold Seal, Purity, each 48 cans 8 00
Milkflower Brand, each 48 cans 8 00
Challenge Clover Brand, each 48 cans 7 50

EVAPORATED MILK

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

CONDENSED COFFEE

- Reindeer Brand, Large, each 24 cans 6 00
Reindeer Brand, Small, each 48 cans 6 25
Regal Brand, each 24 cans... 5 65
Cocos, Reindeer Brand, large, each 24 cans 6 00
Reindeer Brand, small, 48 cans 6 25

CARNATION MILK PRODUCTS CO., LTD.

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

EVAPORATED MILK.

- Carnation, 16-oz. talls (48 cans per case) \$6 40
Carnation, 6-oz. baby (96 cans per case) 5 40
First, 16-oz. talls (48 cans per case) 6 25
Canada First, 6-oz. baby (48 cans per case) 2 60
Canada First, 12-oz. family (48 cans per case) 5 50
Canada First, 32-oz. hotel (24 cans per case) 6 18

W. CLARK, LIMITED, MONTREAL.

- Compressed Corn Beef—½s, \$2.90; 1s, \$4.45; 2s, \$9.25; 6s, \$34.75; 14s, \$80.
Lunch Ham—1s, \$6.45; 2s, \$13.50.
Ready Lunch Beef—1s, \$4.45; 2s \$9.45; 2s, \$9.90.
Boneless Pig's Feet—½s, \$2.90; 1s, \$4.95; 1s, \$9.90.
Ready Lunch Veal Leaf—½s, \$2.40; 1s, \$4.45.
Ready Lunch Beef-Ham Leaf—½s, \$2.40; 1s, \$4.45.
Ready Lunch Beef Leaf—½s, \$2.40; 1s, \$4.45.
Ready Lunch Asst. Leaves—½s, \$2.45; 1s, \$4.50.
Geneva Sausage—1s, \$4.95; 2s, \$9.45.
Roast Beef—½s, \$2.90; 1s, \$4.45; 2s, \$9.25; 6s, \$34.75.
Boiled Beef—1s, \$4.45; 2s, \$9.25; 6s, \$34.75.
Jellied Veal—½s, \$2.90; 1s, \$4.45; 2s, \$9.

- Cooked Tripe—1s, \$2.45; 2s, \$4.45.
Stewed Ox Tail—1s, \$2.45; 2s, \$4.45.
Stewed Kidney—1s, \$4.45; 2s, \$8.95.
Mince Collops—½s, \$1.95; 1s, \$3.75; 2s, \$6.95.

- Sausage Meat—1s, \$4; 2s, \$7.75.
Corn Beef Hash—½s, \$1.95; 1s, \$3.70; 2s, \$5.45.
Beef Steak and Onion—½s, \$2.90; 1s, \$4.45; 2s, \$8.45.

- Jellied Hocks—2s, \$9.95; 6s, \$29.80.
Irish Stew—1s, \$3.45; 2s, \$6.75.
Cambridge Sausage—1s, \$4.45; 2s, \$8.45.

- Boneless Chicken—½s, \$5.90; 1s, \$8.95.
Boneless Turkey — ½s, \$5.90; 1s, \$8.95.

- Ox Tongue—½s, \$3.85; 1s, \$7.95; 1½s, \$12.45; 2s, \$15.95; 2½s, \$17.50; 3½s, \$27; 6s, \$45.
Lunch Tongue—½s, \$3.45; 1s, \$6.75; 2s, \$15.50.

- Tongue Lunch—1s, \$6.75.
Beef Suet—1s, \$4.90; 2s, \$8.50.
Mince Meat (Tins)—1s, \$2.95; 2s, \$4.45; 5s, \$12.95.

- Mince Meat (Bulk)—5s, 23c; 10s, 22c; 25s, 21c; 50s, 20c; 85s, 20c.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., \$1.10; 1s, \$1.75; 2s, \$2.55; 3s, \$3.55.
With Plain Sauce—Ind., \$1; 1s, \$1.65; 2s, \$2.40; 3s, \$3.40.

- Chateau Brand Concentrated Soups—Celery, 1s, \$1.25; Consommé, 1s, \$1.25; Green Peas, 1s, \$1.25; Julienne, 1s, \$1.25; Mulligatawny, 1s, \$1.25; Mutton Broth, 1s, \$1.25; Ox Tail, 1s, \$1.25; Pea, 1s, \$1.25; Scotch Broth, 1s, \$1.25; Vegetable, 1s, \$1.25; Chicken, 1s, \$1.65; Mock Turtle, 1s, \$1.65; Tomato, 1s, \$1.65; Vermicelli Tomato, 1s, \$1.65; Assorted, 1s, \$1.35; Soups and Bouilli, 1s, \$12.50.

- Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, \$1.25; 1½s, \$1.90; 2s, \$2.80; 3s, \$3.45; 4s, \$4.35; 5s, \$5.25; 6s, \$6.15; 12s, \$12.

- Plain Sauce, Pink Label—Ind., 85c; 1s, \$1.15; 1½s, \$1.65; 2s, \$1.95; 3s (flats), \$2.50; 3s (talls), \$2.95; 6s, \$10; 12s, \$18.

- Chili Sauce (red and gold label)—Ind., 95c; 1s, \$1.25; 1½s, \$1.90; 2s, \$2.80; 3s (flat), \$3.95.

- Vegetarian Baked Beans and Tomato Sauce—2s, \$2.25.
Sliced Smoked Beef—½s, \$3.25; 1s, \$3.45; 4s, \$24.

- Canadian Boiled Dinner—1s, \$2.45; 2s, \$5.95.

- Army Rations—Beef and Vegetables, 1s, \$3.45; 2s, \$5.95.
Spaghetti with Tomato Sauce with Cheese—½s, \$1.85; 1s, \$3.50; 2s, \$4.80.

- Tongue, Ham and Veal Pates—½s, \$2.25.
Ham and Veal Pates—½s, \$2.25.
Smoked Vienna Style Sausage—½s, \$2.45.

- Pate DeFoie—¼s, 75c; ½s, \$1.40.
Plum Pudding—½s, \$2.45.
Potted Beef Ham—¼s, 75s; ½s, \$1.40.

- Beef—¼s, 75c; ½s, \$1.40.
Potted Tongue—¼s, 75c; ½s, \$1.40.
Potted Game (Venison)—¼s, 75c; ½s, \$1.40.

- Potted Veal—¼s, 75c; ½s, \$1.40.
Potted Meats (Assorted)—¼s, 80c; ½s, \$1.45.

- Devilled Beef Ham—¼s, 75c; ½s, \$1.40.
Beef—¼s, 75c; ½s, \$1.40.
Devilled Tongue—¼s, 75c; ½s, \$1.40.
Ven—¼s, 75c; ½s, \$1.40.
Devilled Meats (Assorted)—¼s, 80c; ½s, \$1.45.

In Glass Goods

- Fluid Beef Cordial—20 oz. bottle, \$10; 10 oz., \$5.
Ox Tongue — 1½s, \$14.50; 2s, \$17.50.

- Lunch Tongue—1s, \$9.95.
Sliced Smoked Beef—¼s, \$1.75; ½s, \$2.85; 1s, \$4.15.

- Mince Meat—1s, \$3.45.
Potted Chicken—¼s, \$2.35.
Ham—¼s, \$2.35.

- Tongue—¼s, \$2.35.
Venison—¼s, \$2.35.
Chicken Breast—½s, \$9.95.
Tomato Ketchup—8s, \$2.25; 12s, \$2.80; 16s, \$3.50.

- Peanut Butter—¼s, \$1.45; ½s, \$1.95; 1s, \$2.45; in pails, 5s, 23c; 12s, \$1c; 24s, 20c; 50s 30c.

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

Furnivall's

FINE
FRUIT
PURE JAM

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

1918 Pack Now Ready

These Jams are so excellent in quality that they sell readily to the most particular jam users.

Furthermore, there's a margin of profit on every sale that makes displays worth while.

FURNIVALL-NEW, Limited

Hamilton, Canada

We always have a few carloads of
2's and 2½'s

CANNING SHOOKS

ON HAND

Write or wire for prices.

W.C. Edwards & Co., Limited
OTTAWA, ONTARIO

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

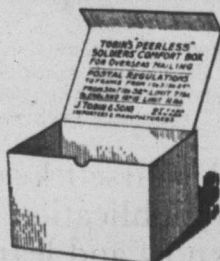
R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST. - - MONTREAL

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST



GET READY FOR CHRISTMAS TRADE

The increasing demand for TOBIN'S "PEERLESS" OVERSEAS BOXES is causing us some unrest, for we are forcibly reminded that raw materials are going up, and the supply nothing near the demand.

So grocers of wisdom get in your orders at once—or the other fellow who has stock will coin the money you should have. The three sizes are the embodiment of strength, lightness and convenience in packing for France and England.

All prices will be withdrawn on the 15th Sept. That's the situation to-day. Now get busy if you want stock, while it's here. Prices mailed on application.

J. TOBIN & SONS

OTTAWA, ONT.

FIRST AID IN THE KITCHEN +



Tell your customers about Vol-Peek. Tell them how easy the mending of leaky pots, pans, etc., becomes when Vol-Peek is used. No tools necessary. And the mended vessel is ready for use in two minutes or less. Vol-Peek is put up in very attractive display cartons. Your wholesaler can supply you.

H. NAGLE & CO., BOX 2024, MONTREAL.

VOL-PEEK

Have you read page

88? It will interest

you.



"McCASKEY"

Account Systems

For Every Business.

Send for booklet—

"A Credit Plan that Works."

McCaskey Systems

Limited

245 Carlaw Ave., - Toronto

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., Maclean Publishing Co.
TORONTO

272 Pages
Bound in Cloth

Success and Your Associates

ALWAYS associate with men who are earning more money than you are. Such is the advice given by a man whose name is known the world over for his own success and the business which he created. It is good advice of a certainty, but we are not urging that it is the best advice. At the same time it is wise to associate with better or bigger men than you are yourself, because you are likely to be lifted up to their levels.

Most of us would probably like to be the intimates of J. P. Morgan, or of John D., or of Charlie Schwab, or Canny Andrew. If we had a speaking acquaintance with John Wanamaker, or Lord Beaverbrook, or Lord Shaughnessy, and with other distinguished and successful men, we would take comfort from the fact.

And most of us would feel rather small and uncomfortable if we were placed beside President Woodrow Wilson at a dinner table, or beside Sir Robert Borden, Sir Herbert Holt or Sir Wm. Mackenzie. And the reason would probably be that we know so little of the knowledge that really counts. If these successful business men engaged us in conversation we would probably find ourselves knowing very little about the things that matter.

This will illustrate the point:

Here's a true story. A Toronto manufacturer found himself on a train going to Albany in company with a number of distinguished Americans about to attend the inaugural ceremonies of a State Governor. A washout led to a delay, and the Canadian was thrown into close association with senators and congressmen and prominent lawyers. They bantered the little Canadian about Canada. He had the pluck of a bigger man. He had been a constant reader of THE FINANCIAL POST.

and had absorbed many facts about Canada. He surprised his American travelling companions with his positive, well-informed and wide knowledge of Canada. When the company reached Albany, the Canadian was persuaded to attend the ceremonies and was introduced as the man who knew all about Canada. The Governor was interested in Canada, and said so, and the little Canadian found himself telling the story of Canada very ardently to a very attentive listener, much to the amusement of his friends who introduced him.

This man made a hit on that journey, and many friends. One of the company gave him a stock market tip worth a fortune.

The point of this story is: You, as a Canadian, can make yourself informed very fully and intelligently if you become a regular reader of THE FINANCIAL POST. You can make yourself a worthy companion and intimate of presidents and magnates. The world likes to listen to men who know something well, and who can talk interestingly and informingly on the subject of their study.

You can become worth listening to if you know your Canada well. And you can get the kind and amount of knowledge concerning Canada which will make you interesting to others if you will read THE FINANCIAL POST regularly each week.

IF you read THE FINANCIAL POST REGULARLY you will find yourself keeping company with the highest paid staff of editors engaged on any publication in Canada—trained men who know how to make others know what they know and learn.

You will find yourself living in a most interesting world—the great, throbbing world of business. You will have your thoughts tremendously stimulated and helpfully directed. You will find yourself becoming a fit table companion for big men — this because you will have knowledge of a quality that will keep you from shame.

What is it that keeps you and THE POST separated? It cannot be its subscription price of \$3. Probably it is because you are not very well acquainted with this paper.

We are going to put it to you this way: If you have the desire to be worthy of association with big men, then prepare yourself for such association by reading THE POST, and to make acquaintance easy, we provide the coupon below. It offers you THE POST for four months for a dollar bill.

The MacLean Publishing Company, Limited,
143-153 University Ave., Toronto.

Send ^{me} _{us} THE FINANCIAL POST for four months for One Dollar. Money enclosed to be remitted

(Signed)

C.G.

.....
.....

"CANADIAN"

Peaches, Plums, Pears and
Grapes

The above lines of fruit will be arriving this week in quantities. We are receiving these from some of the largest and best growers in the Niagara district and will be in a position to fill all orders promptly.

Fresh supplies of imported fruits, viz., Oranges, Lemons and Bananas always in stock.

McBRIDE BROS.
35 Church St., - TORONTO

Elberta Peaches

For Preserving

We are headquarters for peaches, handling the crops of some of the largest growers.

Get in touch with us.

WHITE & CO., LTD.
Phone Main 6243
TORONTO

Canada Food Board License No. 277

ARRIVING THIS WEEK

One Car EXTRA FANCY Jersey
ALBERTA PEACHES in Bushel Baskets.

One Car EXTRA FANCY Oregon
BARTLETT PEARS.

Bananas, Oranges and Lemons
ALWAYS IN STOCK

Domestic Fruits and Vegetables

Peaches, Pears, Plums, Apples,
Tomatoes, Peppers, Cucumbers,
Egg Plant, etc. Arriving Daily.

The House of Quality.

HUGH WALKER & SON
Established 1861 Guelph, Ontario

Preserving Fruits

PEACHES, PEARS, PLUMS, GRAPES.
CARS OF THE FINEST SELECTED FRUIT
ARRIVING DAILY.

TOMATOES

PEPPERS, CUCUMBERS, CORN,
SQUASH, EGG PLANT, PUMPKIN,
CITRONS. WE HANDLE THE BEST.

APPLES

DUCHESS, RED ASTRACHAN AND BEST
FALL VARIETIES IN BARRELS AND
BASKETS. CALIFORNIA GRAVEN-
STEINS IN BOXES. FANCY WRAPPED
FRUIT.

IMPORTED FRUITS

PEACHES, PEARS, PLUMS, MALAGA
AND TOKAY GRAPES.

POTATOES

We buy and sell Potatoes and Winter Vegetables
in carload quantities. Get in touch with us.

DUNCANS LIMITED
NORTH BAY, ONT.

Branches: SUDBURY COBALT TIMMINS



Give Little Miss Vi a Welcome.

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

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

Vi-Cocoa

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

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

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When in need of
Wrapping Paper
Twines & Cordage

Brooms
Brushes
Baskets

Grocers' Sundries

Walter Woods & Co.

Hamilton and Winnipeg

BUYERS' DIRECTORY

Latest Editorial Market Information and Guide to Buyers.



Overseas CAKE

Put up in one pound packages.
Order from your jobber to-day.
VOGANS, LIMITED TORONTO

These one-inch spaces only \$1.25 per insertion if used each issue in the year.

BARRELS

(The best shipping package.)
We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc.

Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

We are now located in our new and more spacious warehouse at

**60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF**

GRECIAN CURRANTS OFFERING

Quotations are now being made for new crop currants in expectation of shipping opportunity. Prices will be in a relative basis to those named by British government as prices Food Board there would pay for standard grades.

Figures are considered almost prohibitive as the cheapest line could not retail under 30c per pound, and that would allow mighty small margins to importer and retailer.

SOME SALMON FOR CANADA

It is intimated by the Allied Purchasing Board that the purchase of salmon, commandeered for the British government, would not be more than the usual percentage which it is said has always been 75 per cent. of the pack. It is further indicated that it is not the intention of the Board to commandeer full quantities of the higher grades, which means that there will be some available for the Canadian market. The exception to this, however, may develop in respect to sockeye, as owing to the short pack there is a possibility of their taking over the full pack of that grade.

From the above it will be seen that with the possible exception of sockeye, fair supplies may be available for domestic trade, and in view of the high prices ruling sufficient to take care of the demand is a probability.

MINCEMEAT

Write, wire or telephone for quotations for prompt or fall delivery.

E. B. THOMPSON
20 Front Street East, Toronto

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

The TRENT MFG. CO., Ltd.
TRENTON ONTARIO

CHOCOLATTA

contains chocolate, milk and sugar in powdered form.

Makes a delicious drink served hot or cold. Suggest it to your customers for Home and Overseas.

NUTRIENT FOOD CO., TORONTO

Every reader will see the ads in the Buyers' Market Guide.

SUGAR BAGS

With or Without Liners

E. Pullan, Toronto

GROCERS & BUTCHERS

Buy the Best
FANCY DRESSED POULTRY,
SELECTED EGGS, CHOICE DAIRY
AND CREAMERY BUTTER

C. A. MANN & CO.

LONDON, Ontario
"Canada Food Board License No. 7-078"

Order a space before they are all taken.

All these ads will have position on a live page each week containing reading matter.

Wanted

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

SITUATIONS WANTED

GROCERY CLERK, 15 YEARS' EXPERIENCE, single, wishes to make change from present position. Box 438, Canadian Grocer.

BETTER PROPOSITION WANTED BY EXPERIENCED MAN, 25 years in wholesale grocery, produce, packing house, fruit. Thoroughly practical, capable, enterprising, and highly competent accountant. Just the man for manager, broker agent. Box 431, Canadian Grocer, Toronto.

WANTED—BY EXPERIENCED GROCER POSITION as manager; best of references. Apply Box 432, Canadian Grocer, Toronto.

WANTED — POSITION WITH WHOLESALE grocer or manufacturers' agent by grocer with long retail experience. Apply Box 434, Canadian Grocer, Toronto.

WANTED — POSITION AS MANAGER FOR general store. Sixteen years' experience. Best references. Open October first. French and English. Box 436, Canadian Grocer, Toronto.

SITUATIONS VACANT

WANTED—EXPERIENCED GROCERY CLERK at once. Send recommendation and salary expected. Box 428, Canadian Grocer.

EXPERIENCED CLERK WANTED — MUST speak English and French, and be a good salesman. Good salary paid to the right man. Apply by letter to J. E. Baillargeon, Farnham, Que.

FOR SALE

\$3,500 GENERAL STOCK, SPLENDID farming district, Lambton County. Sales practically cash. Increase 55% in three years. Rent low. Investigate this safe buy. Box 430, Canadian Grocer, Toronto.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

FOR SALE

FOR SALE OR RENT.

BRICK STORE 24' x 60' TWO STOREYS HIGH. Ideal location for a general business. Situated in a rich agricultural district village, population 340. Proprietor has sold his stock and retired. Possession at once. Apply E. Richards, Melbourne, Ontario

GENERAL MERCHANDISE BUSINESS. Smart village, County Grey. Clean stock. About \$10,000. Store can be bought or rented. Reasons, poor health. Box 427, Canadian Grocer.

Travellers Wanted

For wholesale grocery, old established business. None but first-class salesmen need apply. Good opening for right men. Country and city.

WARREN BROS. & COMPANY
Queen and Portland Streets, Toronto



Steel "Fireproof"

PAPER BALERS

Turn Waste Into Profit

Made in 12 sizes.
Send for catalog.

Climax Baler Co.
Hamilton, Ontario

Cash in on Your Book Debts

Get that which is rightfully yours.

WE CAN TURN THOSE BOOK DEBTS OF YOURS INTO MONEY if you'll just authorize us to do so.

Our organization is big enough to collect quickly anywhere. Ask to see our special forms. They'll be mailed you free.

The Nagle Mercantile Agency
Westmount (Montreal) Que.

**SAY YOU SAW IT
IN CANADIAN GROCER
WHEN WRITING TO
ADVERTISERS**

BIG PROFITS ON DAVIS CIGARS

Retailer's profit on this order is \$11.24—equal to over 42.70%.

Messrs. S. Davis & Sons, Limited,
Box 630, Montreal.

Please send me, not later than by express prepaid, the assortment of 500 cigars, described below, value \$26.86.

Usual Selling Price	Quantity of Boxes	Brand	Price Per 1000	Wholesale Discount	Net
2 for 25c	2	50 NOBLEMEN	\$100.00	\$5.00 Less 10%	\$4.50
10c	2	100 PERFECTION	72.00	7.20 "	6.48
3 for 25c	2	100 GRAND MASTER..	64.00	6.40 "	5.76
30c	20	100 MIDGETS (5 in a box)	48.00	4.80 "	4.32
5c	1	100 LORD TENNYSONS	41.00	4.10 Less 5%	3.90
5c	1	50 Cables	40.00	2.00 "	1.90
					\$26.86

Business nameAddress

Send by Express

*If you send cash with order, deduct 2% cash discount and remit \$26.32 only.

SEND IN YOUR ORDER PROMPTLY

500

Sell A SUPPLY—Not A SAMPLE



Simcoe Brand Baked Beans are so widely known and so well liked, that usually a suggestion is all that's necessary to change your customers' order from "a can" to a *Case*.

SIMCOE BRAND BAKED BEANS
(with Tomato Sauce)

is a staple article of diet on which there are no restrictions. It sells to all classes, at all seasons. Rich, nutritious, delicious. Good hot or cold—no trouble to serve. Should be stocked now by every grocer and by every good housewife.



"The Seal of Quality"

Dominion Canners, Limited

- Hamilton, Ontario



HERE is what Lloyd George says about the value of Time. Surely he is absolutely right on this tremendous question:

"Time—time is a hesitating and perplexed neutral. He has not yet decided on which side he is going to swing his terrible scythe. For, at the moment, that scythe is striking both sides with fearful havoc. The hour will come when it will be swung finally on one side or on the other.

"Time is the deadliest of all the neutral powers. Let us see that we enlist him among our allies. The only way to win time is not to lose time."

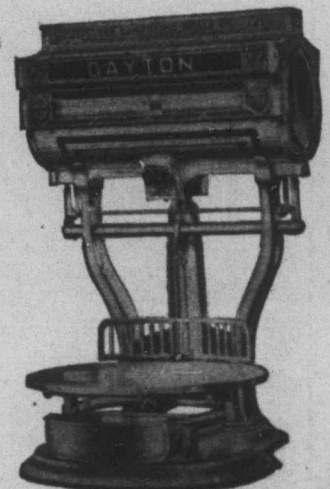
These are strong words. They come from one of the clearest thinkers of the age—a self-made man—a successful man—one who has always realized the value of Time. You too are a part of the nation. Time is just as important to you as to anyone else.

TIME! You can save it in every weighing transaction—

MONEY! You guard your profits every time you glance at the price-calculations made for you by the—

Dayton Automatic Scale

Many merchants pay for a full scale equipment *they do not possess by time wasted in walking*, through not having a sufficient number of scales—and through the profits they lose by guessing at the weight and value of goods when using the old style scale.



MADE IN CANADA

The stocks you retail merchants must carry to-day are vastly more valuable than ever before. The clerks you hire to-day are not always as experienced as they used to be. Yet they cost you more. Protect your profits and give your clerks a chance to show their worth—use the Dayton Automatic Scale.

Dayton Computing Scales

Royce and Campbell Avenues

TORONTO

Frank E. Mutton, Vice-President and General Manager

Division International Business Machines Co., makers of International Time Recorders and Hollerith Electric Tabulators.