

**PAGES
MISSING**

SUPPORT THE VICTORY WAR LOAN

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, NOVEMBER 16th, 1917

No. 46



Pure Gold Jellies

Are Delicious and Economical

A dandy line to play up now when inexpensive, nourishing foods are in greater demand than ever.

Pure Gold Jellies are made from Pure Fruit Flavors and possess that little touch of super-quality which satisfies the most critical.

Show Pure Gold Jellies prominently. They are worth pushing.

The memory of quality lingers when prices are forgotten.

Pure Gold Manufacturing Co., Ltd.

TORONTO and WINNIPEG

CANADA

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

CANADIAN GROCER

Crystal Lumps

The daintiest lump sugar on the market, and also the most economical, because it melts quickly and leaves no residue unmelted in the cup.

ST. LAWRENCE SUGAR REFINERIES, LTD.
MONTREAL

PROHIBITION BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

Victory Bonds

KEEP BUSINESS BRISK

This war is costing Canada a million dollars a day. This is a daily cost of $12\frac{1}{2}c$ per capita, or a monthly cost of \$18 per family. To ask every man, woman and child to pay $12\frac{1}{2}c$ each day or every family to pay \$18 per month, would be ruinous.

It is obvious that the only way to get the money necessary to carry on the war is to sell Bonds, the retirement of which will be spread over a term of years.

Canada's prosperity depends on keeping our factories busy with war orders.

Every merchant in Canada therefore should buy Canada's Victory Bonds.

When You Buy a Bond

You make an investment as safe as any in the world—a Canadian Government Bond.

You enable the Allies to continue buying in Canada. You give your personal pledge that Canada is in this war to the end.

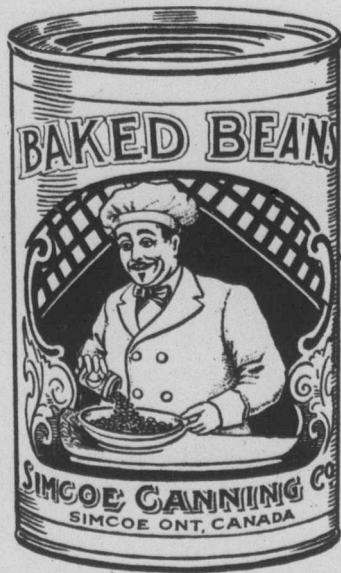
You help your own business by helping Canadian business.

You are therefore a patriotic citizen and a good business man, when you

Buy Canada's Victory Bonds

This Space Contributed by
BORDEN MILK COMPANY, LIMITED
"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



The quality line

Quality counts more than ever in these days of high prices. The housewife must consider carefully the food value and quality of every purchase she makes. Experience has shown the economy and superior quality of

Simcoe Brand

Pork and Beans (WITH TOMATO SAUCE)

You can always recommend this brand to your customers with the certain knowledge that it will prove absolutely satisfactory to them. The name is your protection.

This line carries a good margin of profit and will pay you handsomely for any effort you make in pushing it. Be sure you keep a good stock on hand.

EVERY CAN SELLS ANOTHER

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

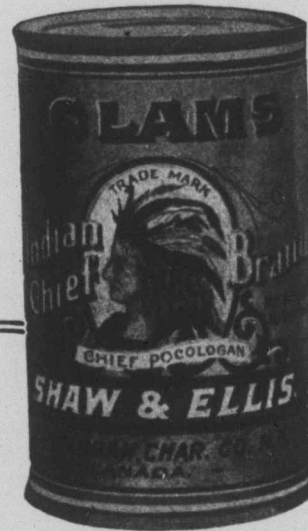
BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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



Every customer
will like
Indian Chief
Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS
POCOLOGAN, N.B.

VICTORY

must rest with Britain and her allies.

To attain this end their troops must be provisioned and munitioned. Help to do this by **BUYING A BOND** and "do your bit" towards reaching the goal, the only

PEACE

which will rid the world of the terrors and menaces which to-day oppress it.

Hurry along the victory which means for all nations an era of true

FREEDOM

W. CLARK LTD.

Clark's

MONTREAL

TRENCH GOODS SUGGESTIONS

What Three Canadian Brothers Fighting in France Write to Their Parents

From Letters of three Canadian brothers fighting in France

"Thank you very much for parcel No. 903 which I got yesterday. The cake was fine and in the best of condition, also the chocolate which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee but cannot do much else in that line."

"Thanks so much for the news parcel which I received in very good shape. The "Populars" are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark & Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here as we are now in the line or near it. There is little chance of us being always calling on the rations and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provides the soldier with coffee three times a day for thirty days.

Delicious without milk—relieves fatigue and tired nerves.



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



"Riteshape"

Proper packaging of sea foods often puzzle the dealer.
 Fish are always wet and heavy.
 They soak up and destroy practically all soft wrappings.

Expense of amply protecting such sales by paper and soft material containers is heavy.

Results are unsightly and not appetizing.

The answer is, use "Riteshapes."

"Riteshapes" are stronger wet than dry.

"Riteshapes" won't soak the juice or oil out of fish foods. The "Riteshape" dish resists oil and moisture.

"Riteshapes" are strong enough to carry any weight.

Sea foods can be left right in the "Riteshape" until they are used in the home.

There is a "Riteshape" for every fish order no matter how small or large.

Get "Riteshapes" from



Victoria Paper & Twine Company
 LIMITED

TORONTO

Montreal,

Made and guaranteed by
THE OVAL WOOD DISH COMPANY
 Delta, Ohio, U.S.A.



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

The Christmas Window Contest

EVERY year Canadian Grocer has conducted a Christmas Window Contest, and has found that this contest has aroused no little interest.

If in the past you have been helped by some of these successful windows, as they have appeared from time to time in these pages, is it not your part to pass this assistance along?

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

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

Don't Be a Trail
Follower
Be a Trail Breaker

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

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

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

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

The basis of judgment will be:

Selling Power, Attractiveness and Novelty.

PRIZES FOR BOTH TOWNS AND CITIES

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

THE PRIZES

Towns and Cities Over 10,000 Population

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

Centres Under 10,000 Population

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

Send photograph with description to

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

“KKOVAH”
HEALTH SALT
and
“KKOVAH”
CUSTARD POWDER

—two good sellers for your daily displays.

A good showing of these two dependable lines will bring you worth while returns. Their quality is worthy of your best recommendation.

SOLE AGENTS FOR CANADA :

MACLURE & LANGLEY, LIMITED

MONTREAL

TORONTO

WINNIPEG

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

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

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

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.

F. D. COCKBURN

Grocery Broker and Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue East, Winnipeg.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

We offer you the Western Market!

Are you letting the lack of good, aggressive representation deprive you of the growing Western demand?

It's a demand worth connecting with and our selling organization is the connecting link.

With 12 efficient salesmen continually calling on the wholesale and retail trade, we can always give you the representation that spells success.

Give us an opportunity to prove our claims.

Scott-Bathgate Company, Limited

Wholesale Grocery Brokers and Manufacturers' Agents
149 Notre Dame Ave. E., Winnipeg



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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS :

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers

402 Chamber of Commerce
Winnipeg - - Manitoba

**THE
Robert Gillespie Co.**

MALTESE CROSS BUILDING
WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE
from
COAST to COAST.

**WHOLESALE
GROCERY BROKERS**

*Manufacturers' Agents
Commission Merchants*

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.

Est. 1907. Write us.
Correspondence Solicited.

G. B. Thompson & Co.

Wholesale Commission Brokers and
Commission Agents

We can handle a few more good lines.
Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898.

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manu-
facturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

If you have any cars of
**Potatoes, Turnips,
Apples, Cabbages**
to offer, telephone, wire or
write me particulars.

FRED J. WHITE
Fruit and Vegetable Broker
Board of Trade
Toronto, Ontario

**Hamblin-Brereton
Co., Limited**
Wholesale Grocery and Confectionery
Brokers
KITCHENER WINNIPEG CALGARY

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

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

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

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

Special Offerings in
**Raisins Teas
Beans Split Peas**
**W. H. Millman
& Sons**
Wholesale Grocery Brokers
TORONTO

**DRIED AND EVAPORATED
APPLES.**
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

More Lines Wanted
Commission agent located in the
North Country is open to look after
several good lines for manufactur-
ers and wholesalers.
I cover the territory from Sudbury
to Hearst and also the Porcupine
District.
"On the Job All the Time."
If you want results write me.
A. Lalonde
Post Office Box 123. TIMMINS, ONT.

TO Manufacturers' Agents

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

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

Canadian Grocer
143-153 University Ave.
TORONTO

EL ROI-TAN PERFECT CIGAR

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

**ROSE & LAFLAMME
LIMITED**

Commission Merchants
Grocers' Specialties,

MONTREAL TORONTO

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL

Complete Trade Connection.
Reference—Home Bank of Canada.

JOHN E. TURTON

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

Buyers and Sellers of

**All Kinds of Grains and
Seeds**

**Denault Grain and Provision Co.
LIMITED**

SHERBROOKE, P.Q.

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.

Handled in any quantities to best advantage by

J. R. GENEST

*Wholesale Grain, Flour, Feed and
Provision Merchant*

BOARD OF TRADE BUILDING, MONTREAL

Trade Papers are
Pioneers of Business
Expansion

Before placing your
account,
get in touch with
C. B. HART, Reg.

*Wholesale Grocery and Merchandise
Brokers*

489 St. Paul St. W. - Montreal

BEANS AND PEAS

We buy and sell. References Bank of Montreal.

Universal Importing Co.

BROKERS

St. Nicholas Bld. Montreal

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Did you see the convenient
"Enquiry" blank on page 36

To make it more convenient and to encourage you in sending questions, we are having this Enquiry blank printed each week.

This service is for *YOU* and will only be of benefit when you use it. Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM


Canadian Grocer


ENQUIRY DEPT.


143-153 UNIVERSITY AVE. :: TORONTO


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

Gunpowders **JAPANS** Ceylons
Hysons Indians

 New crop teas now in store.

 Shipments will be very small in quantity during next few months.

 Prices will be higher.

 We advise purchases on present basis.

KEARNEY BROS., LIMITED

TEA IMPORTERS

COFFEE ROASTERS

33 St. Peter Street

Montreal

WETHEY'S
Orange Marmalade

IS
WITHOUT A PEER

"One try satisfies"

ORDER IT
FROM YOUR JOBBER.

J. H. WETHEY, LIMITED
St. Catharines, Ont.

BROKERS

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

BISCUITS
CHOCOLATES
CONFECTIONERY

IMPERIAL
MAPLE CREAM
BUTTER

IMPERIAL and SUNSHINE
TABLE SYRUP

Charbonneau, Limited

Office — Factory — Refinery

330, Nicolet Street, MONTREAL

Telephones La Salle 2279-2788.

The Song of the Soldiers

***"We are Going Across and Coming Across.
Are you Going or Coming?"***

"Good-bye, Jim, take care of yourself," has been heard on the doorsteps of most of the homes in Canada. It is being heard to-day, and will be heard to-morrow and the next day—and the next, in Canadian homes.

Maybe it has been heard in yours. If it has you will want to help Canada back up that son, brother or father in the big job ahead. You will want to know that you, too, have done your share when the boys come marching home again.

When you see that loved one of yours swinging along with the boys you will want to be able to say, "Well, I couldn't go across with the boys, but I 'came across' and did my bit in helping them win the war."

Buy Victory Bonds

Let that be part of your share in helping the boys at the front. The money will filter back into your pockets again through various channels because **every cent of it will be spent in Canada.**

It is one of the best investments you can make. You maintain your self-respect and help the boys at the front; you get the money back in wages or profits from expenditures here; you get 5½% interest and you get the principal back.

Victory Bonds can be bought on the instalment plan. Many firms are arranging with their employees to pay for the bonds, taking so much a week out of their pay envelopes. And some patriotic companies are going so far as to promise to deliver the Bonds with all coupons attached, thus carrying the year's interest themselves.

WHAT CAN YOU DO FOR YOUR EMPLOYEES ?

THIS SPACE DONATED BY

The Mount Royal Milling and Manufacturing Co.

D. W. ROSS CO'Y, AGENTS, MONTREAL



“Yes, Madam,
it’s fresh.

It is sealed with the
Anchor Cap.”



WHEN you hand a customer a jar of jam or jelly or pickles sealed with an Anchor Cap you can be sure the contents are just as fresh as the day they were packed. This because, being absolutely air and liquid-tight, the Anchor Cap allows the product to retain its flavor and purity.

AND, besides, the attractive appearance of this reliable seal always keeps a stock moving rapidly and prevents loss through spilling, leaking or other forms of spoilation.

See that the Anchor Cap is on your next stock of jams, jellies, marmalades, etc. They’ll sell better.

PACKERS. Wouldn’t your product look better and sell more readily if you used the Anchor Cap? Let us demonstrate in your own factory.

Correspondence welcomed.

Anchor Cap & Closure Corporation of Canada, Limited

50 Dovercourt Road, TORONTO

Two Safe Investments



“McCASKEY”
Safe Systems
and
Victory Bonds
McCaskey Systems
Limited

245 Carlaw Ave., - Toronto

More Dollars

You can make “Dollars Grow” out of your *spare time*. Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we’ll supply you the money. Write for full particulars.

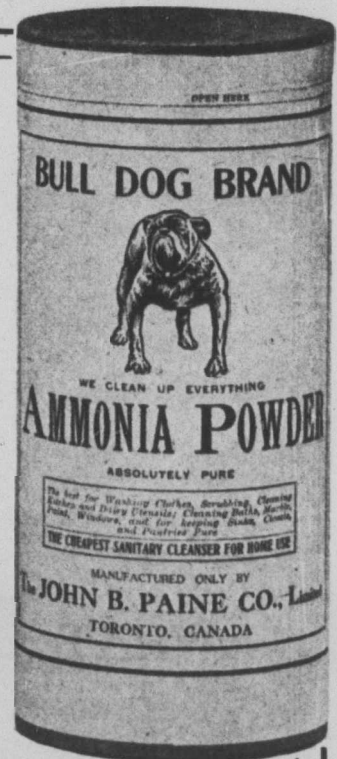
The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

Bull Dog
Cleaners
will give
you a firm
grip on better
profits

They are good, quick sellers—the 19 Bull Dog lines. And they bring worth while profits to the dealer pushing them.

Good grocers all over Canada are featuring “Bull Dog” Cleaners. Good housewives in every community are enthusiastic about Bull Dog dependability.

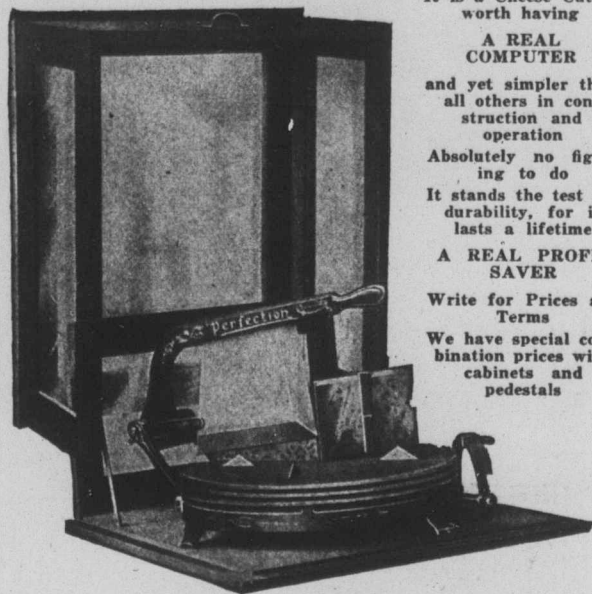
Do your customers know how good these lines are? Are you aware of the great profit-making possibilities of “Bull Dog” Cleaners? Get acquainted.



Manufactured by
The John B. Paine Co., Ltd.
Toronto and Winnipeg

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)



It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do

It stands the test for durability, for it lasts a lifetime

A REAL PROFIT SAVER

Write for Prices and Terms

We have special combination prices with cabinets and pedestals

IT SAVES ITS COST in a few months and lasts a lifetime. **BUY IT NOW.**

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. **BUY IT NOW**

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.



A
10 cent can for 5 cents

Babbitt's Cleanser gives your customer double money-value and splendid satisfaction. Are you stocked?

WM. H. DUNN, LTD. *General Representatives for Canada*
MONTREAL

Dunn-Hortop, Limited, Special Agents, Toronto



The World's Best

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

Windsor
Made in Canada
Table Salt

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

THE CANADIAN SALT CO. LIMITED

You Can't Tell The Difference

between a cake made with fresh eggs and a cake made with

"POPULAIRE'S" EGG POWDER

A package containing the equivalent of one dozen eggs retails at 10c, larger sizes cheaper in proportion. We guarantee the product to be absolutely pure and to give perfect results.

For cakes, puddings, etc., it is quite equal to eggs and has the advantage that it will remain fresh for any length of time.

Write us for Particulars and Prices

THE IMPERIAL COMPANY, Reg'd
26 Demers Street, 645 St. Valier Street, Quebec

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



It's Canadian
made. So push it!

The Cowan Co. Limited, Toronto

B-28

**NORWEGIAN
SARDINES** (STYLED
SMOKED)
SILD

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)

Apply: STANDARD IMPORTS, LIMITED, Montreal

**BUY
VICTORY BONDS
Yourself
THEN
Explain to Your
Customers
that
Canada's Prosperity
Depends Upon
Everyone Buying
VICTORY BONDS**

This Space contributed by

Church & Dwight, Ltd.

Manufacturers
MONTREAL, QUE.

A Good Business Maxim

"Push the lines your *most active* opposition does not sell."

As regards tea, your *most active* opposition is the *pedlar*. He sells bulk tea. He does not sell and cannot get Red Rose Tea.

Why not push Red Rose and sell *all* your customers tea.



Worth While!

Liquid Veneer is a worth-while article to handle, a worth-while article for you to push. You can make 62% on your investment; this steady, ready seller earns this nice, safe profit for you quickly and easily. Just give it a start. We have some high-class advertising material that will help you. It's free for the asking.

BUFFALO SPECIALTY CO.

Buffalo, N.Y. Bridgeburg, Ont., Canada

Your Window

is your best advertising medium, but it will not fully repay the time and thought spent on its arrangement if you omit from it the attractive packets of

OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED

The Gray Bldg., 24-26 Wellington St. W., Toronto

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta.—W. L. Mackenzie & Co., Ltd.,

Winnipeg, Regina, Saskatoon,

Calgary and Edmonton.

For British Columbia and Yukon,

—Creeden & Avory, Rooms 5

and 6, Jones Block, 407 Hastings Street W.,

Vancouver, B.C.





KEEN'S OXFORD BLUE

Show Keen's in your displays—keep it where the housewife will see it.

She knows Keen's and just needs to be reminded that you are selling it.

Keen's Oxford Blue is always a seller and every sale gives you a good margin.

Keep well stocked.

Magor, Son and Company, Limited

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

AGENTS FOR THE DOMINION OF CANADA



When you sell Royal Acadia Sugar

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CANADIAN GROCER

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No. 46

Mr. Hanna's Charge Disproved

Ninety Per Cent. of Merchants Handle Foods in Bulk—The Proof Stated—An Almost Unanimous Opposition to the Order-in-Council.

ABOUT two weeks ago the Food Controller, in meeting with the members of the manufacturing wholesale and retail trades, made the statement that retail dealers generally did not handle in bulk such goods as Graham flour, cornmeal, whole wheat, rolled oats and rice. Despite the earnest protests of a goodly number of those present at that meeting that they and (judging from their own experience) most other merchants did carry these lines in bulk, Mr. Hanna remained unconvinced, and ensconcing himself behind the solid bulwarks of the opinions of some women's clubs, he refused to be convinced, and merely stated that the evidence he had proved the contrary.

Mr. Hanna had the advantage of those present, in that he had been collecting evidence in proof of his contentions, evidence that he stated made a pile a couple of feet above the floor. This evidence was not produced, it was merely used as an irrefutable argument against those who had not had the opportunity of considering it or of collecting evidence for themselves.

Since that time CANADIAN GROCER, as far as the limits of time permitted, has done a little investigation on its own account.

What are the results? Are Mr. Hanna's contentions proved? Is it a fact that the average grocer cannot be depended on to meet the needs of the customer who comes to him asking for goods in bulk?

The Facts in the Case

Here are the facts. Out of a hundred replies the following percentages for those who actually do handle these goods in bulk prevail:

Flour 90 per cent.; Graham flour 90 per cent.; cornmeal 100 per cent.; whole wheat 69 per cent.; rolled oats 99 per cent.; rice 100 per cent.

In five out of the six items mentioned by Mr. Hanna, an almost complete denial is given to his statement. In only one instance is there any great decline from these figures, and in this instance, there is the constant statement that there is no demand for the product.

An interesting feature of this record

THE PACKAGE EMBARGO COMMITTEE

Special to Canadian Grocer by wire.

The committee to consider the cases of those firms asking license under the terms of the Order-in-Council consists of Professor Harcourt, Ontario Agricultural College; P. B. Tustin, Chief of the Food and Dairy Division, Winnipeg, and W. S. Lecky of the War Purchasing Committee, Ottawa.

Some time ago the Food Controller promised to appoint a committee to deal with the cases where the imposition of the terms of the Order-in-Council would impose a great hardship. He promised at that time that license would be granted to those firms who could produce evidence to show that their present form of manufacture and handling did not add anything to the cost of the bulk goods. This Committee is a result of this promise.

There have been a number of changes in the date of operation of the Package Goods Order-in-Council. Lest there should be any misunderstanding in the minds of the retailer it might be well to state that the date on which the terms of the Order-in-Council become binding on the merchant is January 31 for the retailer and December 31 for the wholesaler.

is that considerably over 90 per cent. of these merchants, merchants who were actually stocking continually these bulk goods, were opposed to the terms of the order in council and thought that it would work a hardship to the trade and be a backward step in business. From the far North, where the Indian trapper demands the packaged goods because it can be more readily carried in his canoe, to the far West where the farmer demands the package goods because of their better keeping qualities, to the far East and all between, where the general consensus of opinion has decided that this is the most cleanly, most sanitary, most satisfactory and least wasteful method, there is an almost unbroken chorus in favor of packaged goods. In the hundred replies noted above there

are representatives from practically every province from the large cities and from the cross roads store. It is not a picked list. These records are open for any one to see. The evidence in the case is sound, and CANADIAN GROCER makes no doubt that, given time, it would be possible to match Mr. Hanna's pile of evidence, pile for pile, and then overtop it in a vast array of evidence to prove that the public actually are behind this advocating of package goods; that it has not sprung from the activity of the manufacturer, but from the demand of the consumer.

During the past weeks, CANADIAN GROCER has quoted some opinions from the more immediate neighborhood, this week opinions are quoted from farther afield, showing that the opinion is still unchanged, that the merchants of the far East and far West are equally of a mind on the advantages of the closed package. Here are a few opinions from a variety of sources:

H. B. Urouhart, the manager of F. W. Smith, Weyburn, Sask., writes, "We find that in many cases our trade prefers bulk goods except corn flakes and shredded wheat, etc. The new regulation will mean that we will discontinue the sale of such goods as cannot be sold profitably in bulk."

Hughes and Butler, Regina, Sask., are anything but enthusiastic: "It will make more work for the store, and we don't think it will give as much satisfaction to the customers. Unquestionably the customers of this store appear to favor the package goods. The sales of these goods in packages are just twice as large as the sales in bulk."

Willing to Give the Order a Chance

F. T. Marks, Elbow, Sask., urges that, "As the Food Controller is trying to meet conditions arising out of war conditions, no doubt an effort to conserve our cereals will serve a useful purpose. I am of the opinion considering the price of paper, that mills can put up oats, cornmeal, granules, Graham flour etc., cheaper than the grocer. I am willing to try it out."

J. W. Hanley, the McLean Grocery, Moosejaw, Sask., finds in the packages

a protection against dishonesty: "The order would provide a great opportunity for adulteration. In packages the manufacturer cannot substitute, because the consumers will not repeat on their line. So they are compelled by circumstances to be honest."

Would Increase Prices

"Should this regulation come into force," writes Wm. Jacques, 20th St., Saskatoon, "my opinion is that the dealer must have more bin accommodation, and also more help in handling goods in bulk. This coupled with the extra wastage and shrinkage must consequently raise the price."

A. Gunning of Montreal St., Sherbrooke, Que., is very emphatic in his opinion. "It is out of the question," he states, "to think of doing away with package goods."

Henry Chamberlin, Magog, Que., writes, "My customers state that it will be a great inconvenience to be compelled to buy in bulk."

"I think that cereals should be obtainable both ways" states A. E. Hurd, Ayers Cliff, Que. "Since I expect that the cereal mills have a large stock of cartons on hand, there would be little increase in cost to the consumer. Owing to the fact that paper bags and paper and twine have increased very heavily in cost, and to the fact that cereals take a pretty large bag there would be very little saving for these bags would average about as much to the small dealer as would the cartons to the manufacturer, because of the larger quantities that he is able to buy."

J. O. Dorrigan, Magog, Que., writes: "In my opinion the package goods embargo will not reduce the cost of goods to the consumer, and will drive many cereals off the market."

Package Goods Can Be Sold at Narrower Margin

Package goods are easier to handle, more sanitary, show no waste and can be handled at a narrower margin of profit than other lines.

J. A. McLaughlin, Cowansville, Que., is of the opinion that rolled oats, corn meal and similar goods can best be handled in bulk, but that corn flakes, grape nuts, corn starch and corn syrup could not possibly be handled in this way.

Suggests Control of Credits

A. Grovetti, Sherbrooke, Que., is of the opinion that, "It will cause a lot of inconvenience where grocers have a lot of phone orders to put up. As it will be necessary to weigh out these orders and find bags and string, I don't just see where the saving will come in."

"I think if the Food Controller wants to conserve food during war time he should pass an act making it a criminal offence for a person to obtain credit without the ability or wish to pay; or else stop all grocers giving credit to the public. We find that people who pay cash don't buy nearly as many unnecessary things as people who want credit."

M. Haste, Kazabazua, Que., does not

think that the new move will be satisfactory. "There are some women," he states, "who will not buy in bulk. The system is also unsanitary and it is next to impossible to handle some of the lines in bulk."

Leavitt and Chadsey, Ayer's Cliff, Que., are of the opinion that both package and bulk goods should be used. "The package," they urge, "is the much more sanitary, and some customers refuse to buy in bulk."

From the store of The Two Barkers, St. John, N.B., comes the opinion that outside of rolled oats, very few cereals enumerated would sell freely in bulk, while many of the package cereals simply could not be sold in that form.

Watson and True, Woodstock, N.B., state that in their opinion there are many lines of cereals that could not be sold in bulk, they also think that there would be no saving: "There would be more waste," they state, "in the store than in the mill."

"In abnormal times such as these, any effort to reduce cost to the consumer ought to meet with our support," states M. E. Grass, St. John, N.B. "The cost of many breakfast foods is too high, on the other hand shredded wheat and corn flakes could not be sold by the pound and reach the consumer in decent condition."

Set the Grocery Trade Back 25 Years

P. R. Richard, Moncton, N.B., states emphatically "I think this order will drive certain lines off the market, and set the grocery trade back to a condition it was in 25 years ago."

John Dewar and Sons, St. George, N.B., who have been in business since 1861, think that the new order of things "will do little good."

J. R. D. White, Aroostook, N.B., is of the opinion that cereals can be handled at less expense and in a more sanitary way in packages than in bulk."

Geo. Stables, Newcastle, N.B., states: "We are great believers in bulk goods, but we do not believe that we could handle corn flakes or shredded wheat in bulk."

Howard L. Douglas, Stanley, N.B., writes: "It would affect us very little outside of corn flakes, puffed rice, etc."

Forsyth, Jr., Dartmouth, N.S., thinks that the idea is a good one if the proper care were taken to see that the goods already put up in packages were permitted to be sold. "It is difficult to see where there would be any saving if it is necessary to destroy containers at present filled with cereals in order to sell them in bulk."

"I think that Mr. Hanna is wrong in his contention that merchants do not handle goods in bulk," writes G. Milligan of Halifax, N.S. "I handle both package and bulk and the only difference is that the package goods seem to be cleaner than the loose. It does not hinder the customer from buying loose cereals."

A. N. Mack, Mill Village, N.S. writes: "We should be allowed to sell both ways as at present, I sell mostly bulk goods from fall to spring, but during the warm

weather try to sell the packages as there is no loss from insects. Every season we have to feed a quantity of bulk goods damaged by weevils."

R. W. Ferrier, Kenora, Ont., after pointing out the difficulty of handling some lines of goods in bulk, gives it as his opinion that the customer should have the privilege of buying goods as they prefer them.

Campbell and Gibbon, Port Arthur, do not think that the change would affect the retailer much, but they think it would mean the elimination of some manufacturers.

Stanley's Cash Stores, Winnipeg, write as follows: "We think the new regulation unreasonable as the public has at present the option of buying cereals in bulk if they so desire it."

E. Wright, Kerrobert, Sask., writes: "If the order is designed to kill the sale of corn flakes and the like it is O.K., but if such articles are to be sold in bulk it will not work."

W. Hanna and Company, Port Carling, Ont. Despite the similarity in name, Mr. Hanna does not see eye to eye with the food controller, "I do not think it will work at all in many cases," he stated. "Many breakfast foods could not be handled in bulk, nor would the public buy them in that form. People can buy all goods in bulk now that can be handled that way, if they want them, but the most of them demand the packages."

B. Thompson, Simcoe, Ont., writes: "I find most customers, farmers included, prefer package goods. They are usually a better grade of goods and kept fresher. Personally if I had to sell in bulk exclusively, I would have to have different space and more help."

A Champion of Bulk Goods

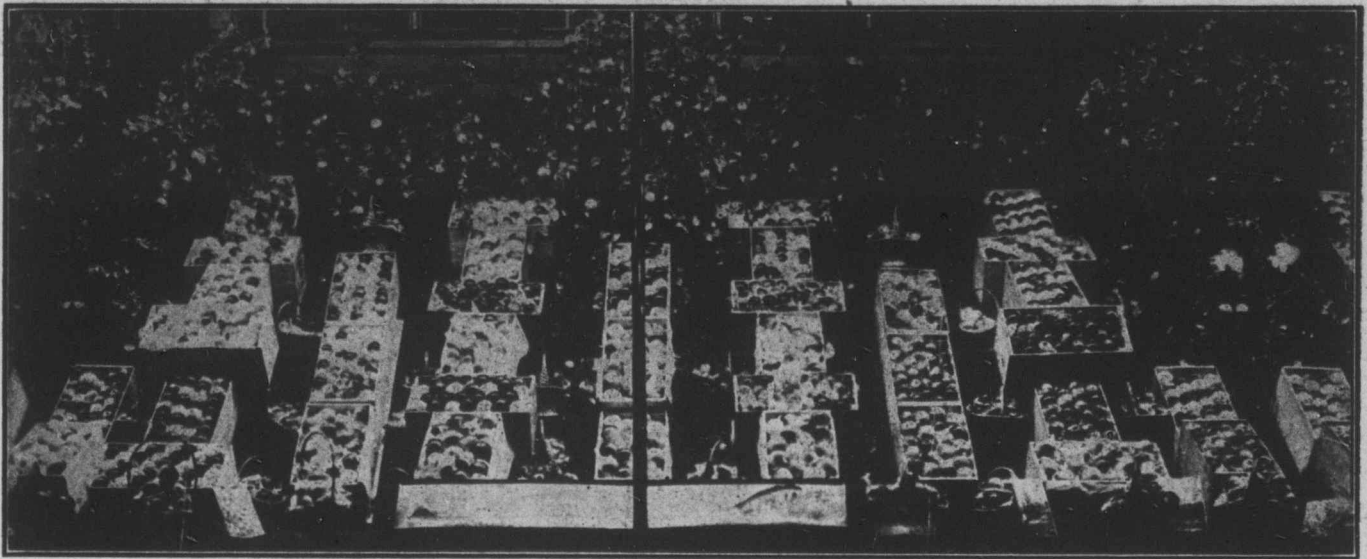
J. A. Cook takes the other side of the question in quite a vigorous manner. "My opinion," he states, "is that the people will be better served in bulk goods because they have been charged too much for the packages, and the merchant will have a better profit. If the manufacturer had given the merchant a square deal, they might have saved a good deal of this difficulty."

In Sidney Smith and Company, Clifford, Ont., Mr. Hanna's moves finds another advocate, "Bulk is the most satisfactory way to handle cereal foods." They write, "Our customers get value for their money."

H. A. Thomson, of Thomas W. Thomson and Son, Ignace, Ont., writes: "I cannot see where the saving will come in. Few country stores, or stores anywhere for that matter, are equipped to handle goods in large bulk."

J. A. Burwash, Jarvis, Ont., says: "There are many lines of cereals that it would be absolutely impossible to handle in bulk."

"Mr. Hanna certainly knows nothing about the matter when he says that cereals are not sold generally in bulk," is the word received from the Porter S. White Co., Peterborough, Ont. "Our customers do not want 20 pounds of cereals at one time."



An effective use of boxed apples makes a forceful selling appeal.

Jas. H. Stewart, Stratford, Ont., agrees with Mr. Hanna that flour should not be put up by the millers in less than 24 pound bags. The smaller quantities could be weighed out of the 98 pound bags. "We handle all the goods referred to in bulk."

McQuakers, Ltd., Owen Sound, Ont., think that the move might be all right in flour and rolled oats, but that it is an impossibility in the case of many breakfast cereals.

D. A. McKenzie, Souris, Man., is of the opinion that the consumer will not get his supplies any cheaper by reason of the order.

Wanted! a Specialist on the Job

From the Sherbrooke Grocery, Winnipeg, comes the following opinion: "If this order comes into effect we will need more help. We will have to charge more for the goods than now, because of this and because of the paper bags, wastage, etc. What's the matter with Sir Robert Borden? Does he go to a blacksmith when he is sick? Why then cannot we have someone who knows something about handling food on this job?" This correspondent notes that while they carry all the lines of cereals in bulk that are usually sold that way, yet their sales in packages amounts to 99 per cent. of the total sales of these goods.

W. D. Richie, Little Current, Manitoulin Island, inclines to favor bulk goods as a means of reducing the cost of living. At the same time they point out that in their business, with Indians and campers and settlers, it is almost always the package goods that are called for because of their ease in handling in boats.

A. B. Ward, Brandon, Manitoba, states "We think that Mr. Hanna is not very well posted in regard to the selling and buying of these different articles affected by the embargo. We certainly know that these breakfast foods put up in small packages are more profitable to the smaller purchaser. We would certainly advise the cartons every time."

C. A. Farmer and Son, Perth, Ont.,

state: "We certainly are very much opposed to the new order. Perth dealers as far as we know all handle uncooked cereals in bulk. The customer always has a choice. It is crazy to think of selling lines like corn flakes in bulk. We are very sorry that the Food Controller has again hit the grocery business. Further than that, the fact that such freak-

ish orders are issued makes it a risk to order supplies to take care of trade as judged by other years' needs. A new order may leave this stuff on your back shelves. Where will he hit next, corn syrup in pails, honey in jars, pickles in bottles, cocoa in tins? Supplies for winter must be bought now. Truly the grocery business to-day is some game."

Drastic Regulation of Packing Industry

Margin of Profit Permitted Would Approximately Cut This Year's Profits in Half—It is Urged That This Will Mean a Blow to the Industry and to Canadian Trade.

ON Tuesday afternoon official announcement was made of the restrictions on profits that would be imposed on the different packing companies. The regulations are on the face of them severe. The packer is to be permitted to retain a profit up to 7 per cent. on capital. On any profit over this amount and up to 15 per cent. of the capital he may retain half, the balance going to the Government, while everything over and above the 15 per cent. becomes the property of the Government. The actual terms of the regulation are as follows:

"1. No packer shall be entitled to a profit of more than 2 per cent. of his total annual turnover—that is, his total sales during any one year.

"2. If the 2 per cent. on annual turnover exceeds 7 per cent. on the actual capital invested in the business the profits shall be further restricted as follows:

"(a) Up to 7 per cent. on capital the packer may retain the profits.

"(b) If the profits exceed 7 per cent. and do not exceed 15 per cent., one-half of the profits in excess of 7 per cent. shall belong to the packer and one-half to the Government.

"(c) All profits in excess of 15 per cent. shall belong to the Government.

"Suitable regulations shall be made

to insure the carrying out of this policy."

The above is the fulfilment of a plan which has been in course of preparation for some time, and announced at Winnipeg on the 22nd of October.

C. S. Blackwell, of the Matthews-Blackwell Co., Toronto, when spoken to just previous to announcement of this regulation, stated that such terms had been under contemplation, but that they would not be considered satisfactory to the packer. Similar terms had been discussed in the United States, but had been strongly opposed by the packing interests there. Were they permitted to make a 3 per cent. net they would consider it a very fair and satisfactory arrangement. This was, he thought, the arrangement that would probably be reached in the United States.

Mr. Blackwell pointed out that no inducement was given for an aggressive business policy. It was not reasonable to ask producers to assume all risks of changing market conditions and deterioration of products, and to refuse them any profit for their labor. The result would unquestionably tend to a slowing up of the industry in Canada; that was, he thought, a natural result, and the advantages that had been gained in the world's markets, that were of great im-

(Continued on page 48.)

"HOW TO MEASURE THE VALUE OF TURNOVER"

(Third Address by Frank Stockdale.)

THE third address by Mr. Frank Stockdale, on retail merchandising problems dealt with the subject "How to Measure the Value of Turnover." The importance of the merchant having a detailed knowledge of profits was emphasized in connection with turnover, which was defined as distinct from volume. An illustration of the method of figuring turnover was given, emphasizing the importance of basing all percentages on the sale.

"The merchandising game is based on the figuring of profits," said Mr. Stockdale, "that is its foundation and whether you are an advertising man, salesman, buyer, department manager, decorator, bookkeeper, or whatever part of the merchandising plan you fit into, the effect and value and result of your effort depends upon a knowledge of profits, and when we look over the wide merchandising field and see the large number who have not yet got a firm grip upon the matter of profits we must certainly be convinced that it is no easy job. We are pioneering and there is a great opportunity for knowledge along this line."

"As we go into our merchandising establishments and study the subject, we realize that a great deal depends upon how a man does a thing. Profit is the thing that determines how you are going to merchandise. The thing to consider is 'Am I getting under my load or is my load dragging me down?'"

"Another thing to consider in regard to profits is to adopt methods instead of principles, and the thing we want to watch in studying merchandising problems is that we don't throw the principle away.

"The principle of handling percentages and the principle of *applying specific facts to specific things instead of applying general facts to specific things* are the ones to study. Every last percentage should be based on the same thing because we want percentages for the sake of comparison.

"*All percentages should be based on the sales, and the average man who tries to get percentages of expense on the cost of goods sold gets tangled up. It takes a firm big enough to keep an expert accountant on the job to keep things straight.*"

To illustrate the point Mr. Stockdale drew a large circle which represented the sale and marked out percentages for margin, cost of merchandise and net profit. On this basis Mr. Stockdale stated that any percentage quoted would be a percentage of the circle and there was no likelihood of becoming tangled up because it would be based on the sale.

"The two highest retail authorities in the United States and hundreds of merchants recognize this method," added Mr. Stockdale.

"Nine out of ten merchants with whom I have come in contact, who mix their percentages, never have percentages that tell them very much. If percentage is 'a sign of relationship' you must keep the relationship based on some one thing. When you change your base of percentage you have changed

the whole thing and you are going to get tangled up somewhere."

At this point Mr. Stockdale emphasized that turnover was distinct from volume. "Volume answers the question, 'How much do I sell?' Turnover does not answer that question at all as I am using the term. Turnover answers the question, 'How long does merchandise stay in my store?' That is a fundamental point to be kept in mind."

Mr. Stockdale proceeded to illustrate the method of figuring turnover on the basis of securing the facts and figuring it out from them. A problem was worked out, taking an inventoried stock on Feb. 1 as worth \$2,000. Sales for the year preceding were \$6,000. The margin was taken as 33 1-3 per cent., which made the cost of merchandising equal to 66 2-3 per cent. of selling price which in turn is equal to \$2,000, that is, the goods are worth at selling price, \$3,000. Dividing the worth of stock at the selling price into the selling value it was evident that the stock turned twice during the year.

Referring to this method of working the problem Mr. Stockdale pointed out that it was necessary to know at certain periods of the year how much stock was on hand in order to strike an average which is required in working the problem of the number of turns. On this basis the above method of working the problem is incorrect owing to the fact that the average for the previous year was worked into the figures for this year. Mr. Stockdale emphasized that the closer the average figures ran per month or week of the present year the more accurate would be the result indicating the number of turns of stock per year.

"The usual method is to estimate as closely as possible what the stock is at the end of each month during the year. These figures added and divided by twelve give the average stock carried through the year. If the merchant has \$2,000 at inventory time the chances are he has from \$2,500 to \$3,000 worth throughout the year," said Mr. Stockdale.

"*The average merchant gets only half as many turns as he thinks he gets.*"

Referring back to the correct method of doing the foregoing problem Mr. Stockdale indicated that the sales at cost were \$2,000 while the average stock carried was probably about \$3,000, which works out to 1 1/3 turns of stock per year.

TO DISCOVER TURNOVER

A rule was given for figuring turnover, as follows: "*Divide the year's sales at cost by the average stock carried.*"

"In measuring the value of turnover we want to realize that turnover affects only one kind of expense directly. The two kinds of expense are (1) *Time or carrying expense* and (2) *Labor or selling expense*. The total expenses of the store are divided into time and labor expenses. Time expense is expense that is

directly affected depending upon the length of time the merchandise stays. Labor expense is expense that goes up and down, depending upon the amount of labor necessary to sell the merchandise. We carry merchandise and we sell merchandise, the operations are separate and should be made distinct."

Proceeding to outline some of the expenses in a store in their proper category as expenses, Mr. Stockdale referred the audience to the following list. Under the heading of Labor or Selling Expenses he included: Clerks' salary, owner's salary, advertising, delivery, bad debts and part of general expenses. Under the heading of Time or Carrying Expenses he included: Rent, insurance, taxes, heat and light, interest on investment, depreciation and part of general expenses.

"It is obvious that these expenses go up and down depending upon how long the merchandise stays," said Mr. Stockdale. "Some lines turn much faster than others and so this difference in turnover exists in every store."

Applying the expense percentages outlined above to an actual case, Mr. Stockdale illustrated a store in which the expense of doing business was \$1,460 and the yearly sales were \$6,000. This was on the basis of two turns per year. On the basis of \$6,000 total sales he worked out the following expenses, on the basis of average percentages found to exist in business:—

Clerk's salary	\$ 366
Advertising	156
Owner's salary	180
Rent (at 3 per cent.)	360
Heat and light	60
Insurance and taxes	144
Delivery	36
Bad debts	24
Interest	360
General expenses	162
Depreciation on stock and fixtures	198
	\$2,046

Illustrating the difference in these expenses where less stock was carried and yearly sales were the same, Mr. Stockdale continued as follows:—

RELATION OF EXPENSE TO TURNOVER

"Suppose I put in as much stock in this department as will last a year and I get one turn. The average stock carried is the average sales for the year. Instead I carry only half as much and get the same sales, therefore I am using only half as much space. Expenses of lighting, rent, insurance and taxes are only half the above figures and in the latter two cases only their share of expense is borne."

Following out the method defined of securing the cost of doing business, Mr. Stockdale divided the \$2,046 expenses by the \$6,000 total sales which indicated 34 1/10 per cent. "It is evident the goods in that store have to bear a high profit," said Mr. Stockdale.

"If I carry as much stock on an average as I sell in the year, my interest is 6 per cent., therefore my interest charge in expenses would be 6-per cent. In regard to general expenses, if I turn over my stock twice a year in one case and only once in the second case, that stock must bear its proportion of telephone, etc., expenses for a year where it only turned once and for six months where it turned twice. The same thing applies to sweeping and taking care of the store, therefore we will have to double some general expenses."

Mr. Stockdale defined general expenses as "the place where all expenses are put that the merchant does not know what else to do with."

Referring to the matter of rent, Mr. Stockdale pointed out that if the rent was \$360 on the space where \$6,000 worth of merchandise was sold which turned once a year, the rent on some other department selling an equal amount of merchandise which turned a different number of times would be on the same basis. Thus if the stock turned eight times the yearly rent would be \$45 on the basis aforementioned.

Making a comparison of the cost of doing business as between specialty stores, Mr. Stockdale stated that in the jewelry store stock turned on an average of about once a year and that the expense of doing business was in the neighborhood of 34 per cent. Compared with this he cited the case of the grocery store which turned its stock eight or ten times and had an "expense of doing business" of about 18 per cent.

"If you take the store facts as we have worked them out," said Mr. Stockdale, "you will find fact after fact that will prove that what we have done is sound to the core. There is only one reason why it costs more to sell goods in the jewelry store than in the grocery store and that is the dull seasons with their large selling expenses. Turnover is not the whole thing in business, but it affects all these time and carrying expenses."

"I was in a dry goods store where about two-thirds of the merchandise sold was sold during the months of October and November, but they could not turn off their help during the other seasons. That is a similar condition to the one found in the jewelry store. At holiday time the jewelry store is at the high peak and that means extra selling expense. The whole matter is a question of the 'peaks in business.' People eat every day, hence the continuous turnover in the grocery store."

PUSHING THE LINES THAT SHOW PROFIT

Addressing the heads of departments in particular, Mr. Stockdale continued "*it means to you that when you have a line in your store that is bearing a real profit, that is the line for you to push, that is the line to buy and that is the place to put the effort that counts.* You want to co-operate with merchandise men in holding these stocks down to where they ought to be and the chances are that in doing that thing you are doing more for that store than if you would sell half the merchandise sold in the store, in your department. *Stocks have to be held down until there is a profit.*"

TURNOVER MAY MEAN LIFE OR DEATH OF STORE

"We find stores turning stock seven times a year in competition with stores turning three times a year in the same line, and the three time stores are having to draw each year on the fund they have laid away in years gone by. As far as managers and buyers of departments are concerned there is a great opportunity to make money by holding stocks down. *I know you have to have variety to make sales, but you can get so much variety that no matter how many sales you make you don't make any profit.*"

Addressing the retail merchants in particular, Mr. Stockdale continued, "A man comes along selling merchandise which you have to sell for a certain

margin of profit. Perhaps it does not average up to what your marginal profit is. *You say you would lose money every time you sell it, but the chances are if that article has been on the market for any length of time and merchants are distributing it widely, the ease of selling will bring down the cost of doing business so that you would have a profit.* I am not advising you to take everything that comes along. You want to judge between men that bring along the right proposition and the wrong proposition. Judge not only between advertised and unadvertised lines, but judge between advertised lines and other advertised lines because there are advertised lines and advertised lines. You see a man getting along fast every once in a while, and the reason very probably is that *that man is keen enough to know what to push and what to sell, and he is keen enough to let the other fellow take the big sales on certain lines while he takes the sales on the lines that show the real profit.* I feel very keenly the fact that one merchant can out-general the other because he lets one fellow sell the goods that make the profit. When real profit gets down to 3 per cent. it does not take much to make a difference between a merchant and store-keeper."

During the discussion which followed, the question was asked as to what depreciation consisted of. Mr. Stockdale in answering divided depreciation into two general divisions, depreciation on fixtures and stock. Referring to the dry goods trade he pointed out that loss through soiled edges of cloth, ends, etc., was depreciation and not markdown.

Answering another query Mr. Stockdale stated that the U.S. authorities quoted in regard to the matter of "basing all percentages on the sale," were Paul H. Nystrom of the U. S. Rubber Company, recognized as one of the leading retail investigators, and W. Salmons of the staff of *System*.

Answering a question in regard to the providing for a definite percentage of markdown when it was a condition of the future, Mr. Stockdale replied that the only way of judging the future was to judge the past. "Everything is uncertain when you project into the future," said he.

"Sometimes you receive goods in much more favorable condition than at other times. You might not have markdowns this year the same as last," was the statement of one merchant in the audience.

To this Mr. Stockdale replied that merchants would have to take into consideration past experiences in regard to markdown.

"Should markdown be classed as part of expense?" was next asked.

Mr. Stockdale replied that this was immaterial for the reason that markdown applies only to a limited number of articles in most stores.

"Don't markdowns affect the percentage of gross profit?" was asked.

"They do," said Mr. Stockdale, adding that where merchants have found it necessary to mark down goods by a certain percentage, that same percentage should be added before computing the net profit.

"If you don't take into account your percentage of markdown you are going to get left," added Mr. Stockdale.

Another query from the audience was as to whether the warning to "keep stock down" applied to present or normal conditions. Mr. Stockdale replied that it applied to normal conditions and also to abnormal conditions when the market is found to be going down.

"Why don't markdowns come under depreciation?" was asked.

"The only reason for keeping them separate is so as not to lose sight of them in the shuffle," replied Mr. Stockdale.

Referring to the grocery business in this connection he pointed out that if there was any particular waste in the store it should be put in a separate account in order to distinguish things. At this point a grocery merchant injected a little humor into the situation by asking why the merchant should keep groceries until they were classed as waste.

Dealing further with the subject of markdowns and depreciation and their relation, Mr. Stockdale pointed out that if there was no considerable amount of markdown it might be classed as depreciation, but if a large amount it should be kept separate so that it would always be before the merchant. He added that there was practically no depreciation on stock which turned over eight times a year.

"Does the rule applying to turnover apply to long-time sales?" was asked.

"Be careful when you talk of turnover to distinguish between capital and stock turnover," said Mr. Stockdale, adding, "a man's capital turnover is undoubtedly slowed down by long-time sales."

"Are there any recognized margins of profit in the U. S. Courts?"

"No," was the answer.

"Do you advise getting rid of lines of goods which do not show profit even if they have advertising value in the store?"

Mr. Stockdale replied that it would depend upon what it was costing him, and added that he knew of stores that kept lines for their advertising value alone.

"Could these lines be placed on a paying basis?" was asked.

"There is no line that cannot be made to pay if conditions are right," replied Mr. Stockdale.

Returning to the question of departmentalizing the store the question was asked as to whether it would be advisable to get rid of that section of the store whose departments merely "broke even" and to maintain only that portion of the store which showed a profit.

Mr. Stockdale replied that it would not be advisable. "I would first endeavor to put those departments on a paying basis and then if all efforts did not avail I would cut them out unless certain lines were absolutely necessary as an advertising affair."



A Christmas display window that makes effective use of more or less staple lines of goods.

Lake Erie Fish Will Meet Demands

Shipments Increase Supply Available From Other Sources —
Steps to Control Export to United States Markets.

For the first time since the Ontario Government's scheme of fish distribution has been inaugurated the supply of fish has come near to equalling the demand. Since the early weeks in September, when the first fish shipments commenced to arrive in Toronto and other Ontario points, the great cry has been for increased quantities of the fish of good quality and at cheap prices to relieve the constant diet of other meats. It was early seen by the authorities that the supply from Lakes Nepigon and Nipissing would not satisfy the Ontario demand and so steps were taken to exert a certain amount of control over the fish caught in international waters. Operations were extended to Lake Erie ports and with large catches of Jumbo herring and other varieties at points near Port Stanley and Port Dover, shipments of fish to Ontario points have been greatly increased. It is thought by the Ontario Government officials of the Game and Fisheries Department that the scheme will meet with more general approval when it reaches the extent where difficulties of being unable to guarantee a supply are eliminated.

In one day recently, approximately ten tons of fish were handled by the Fish Distribution office, the supply including fish from Lake Erie, Georgian Bay, Lake Nepigon and Lake Nipissing. There are still a few places throughout the Pro-

vince that are not securing all the fish they can handle, but if deliveries keep up there will in the future be little delay in filling orders.

The fame of the Ontario Government's practical effort to ease the high cost of living strain is travelling far. Recently the Ontario office received a communication from the Saskatchewan Grain Growers' Association offering to take a large supply of Lake Superior "Government Fish" if it was available. Such outside requests as these are kept on file by the Ontario authorities, but no attempt will be made to meet them until the demands of the provincial municipalities have been adequately looked after.

Much of the best class of fish from Lake Erie continues to find its way to United States markets, but it is expected the Dominion Government will soon take steps along this line. It is necessary that practically all the fish caught in Ontario's inland waters and international waters be used in the fish distribution scheme in order to meet demands, and it is expected that fishermen will soon be denied the privilege of selling to United States markets at higher prices than the Canadian market offers. Recently representatives of New York firms have been busy at many of the larger fishing points on Lake Erie, and, by offering the fishermen double the former prices, are securing tons of the finest

fish which are immediately rushed across the border. The matter will shortly be taken up at Ottawa and an effort made to stop the export.

RENEWAL OF FRENCH EMBARGO ON PRESERVED FRUITS

Information has been received from the American consul-general at Paris that the permission to export canned and preserved fruits to the United States and other allied countries in derogation of the embargo has been withdrawn by a Ministerial order. Special licenses will now be required for the exportation of such fruits to any country.

GRENOBLE WALNUT CROP

Reports from Grenoble, France, indicate that the Grenoble district will produce in 1917 a medium crop of walnuts of good quality, though the yield has been slightly reduced by local storms.

SHOULD BE NO RISE IN SUGAR PRICES

Dealers who have advanced the price of sugar to their customers during the past month are taking an improper advantage of the present temporary shortage and exacting an unfair profit. Such is the effect of a statement issued by the Food Controller. Mr. Hanna added that there was no excuse for retail prices today being higher than they were a month or six weeks ago. He pointed out that for the month of September the prices of sugar in all parts of Canada were between 10 and 11 cents per pound.

Labrador Salmon in Keen Demand

Canners Have Been Large Buyers—Preserving Fresh Fish—
A Growing Demand Evidenced by Many Merchants
Stocking Fish.

THERE is an ever-increasing demand over the country for fish, due, for the most part, to the very vigorous campaign of advertising being waged through the activity of the Fish Committee of the Food Controller's office. The demand just now is for all kinds of pickled and salt fish, and it is very evident that the high prices obtaining for meat, butter, cheese, etc., have had their effect in increasing a demand for this fine food, the qualities and food properties of which are being more generally recognized.

Fresh Fish Preserved

The consuming classes of our rural districts are turning their attention more to the preservation of fresh fish. This is a sensible movement, and will have a very beneficial result if cultivated generally.

This year there is a very large catch of codfish. The demand is such that among the dealers very small stocks are left for distribution, and as a consequence prices are very firm on all kinds of codfish products. In like manner, there has been an active demand for Labrador salmon, pickled turbot, pickled Labrador herring. Particularly has the demand been large for Labrador salmon, as this has been called upon to help in meeting the shortage occasioned by the small catch on the Pacific Coast. The canners have been large buyers themselves.

Good deliveries are being made of haddock and codfish, and the outlook for future supplies is very good. There is an active demand for smoked fish, such as haddies and fillets, as well as for bloaters and kippered herring.

Oyster Trade Quiet

The demand for bulk and shell oysters is not so active as is usual at this season of the year. There are large quantities in stock in commission warehouses, but few sales are being made. Lobsters, prawns and shrimps are to be had in limited quantities and are selling well.

There is a growing tendency on the part of merchants to get into this business. Some have started in a small way, it is true, but it is a start, and it is safe to predict that once having inaugurated this business, there is every likelihood that they will go into it still more extensively in the future.

Some Merchants' Experiences

Appended herewith are some records of merchants who have developed this side of their business:

T. N. McGrath, Tusket, Nova Scotia, handles dried and salted fish in connection with the grocery end of his business. He has not found this department an exceptionally lucrative one.

McDonald & McDonald, New Waterford, N.S., on the other hand, have always handled both fresh and frozen fish, and have found it a large element in their business. Not only has it been a big item of trade in itself, but it has proved a very effective agent for drawing trade toward the grocery and meat departments of the store—trade that might well have been lost were it not for this influence. They state that no additional equipment has been necessary to handle this business. They protect themselves from loss by always keeping the fish well iced.

H. J. Plomondon, White Brook, N.B., states that he has not handled fish in the past. There are a number of logging camps in the vicinity, however, and he expects to add this line during the winter months as an extra service to these camps.

J. P. Tanguay, Portage Du Fort, Que., handles fish only during the winter months, and has found it a fairly profitable line.

The Dominion Paper Company Stores Department, Kingsley Falls, Quebec, have always been accustomed to handle fish; the only method of protection that they use is to keep it well iced, and they have found it a satisfactory item.

Anderson & Langstaffe, Kemptville, Ont., handle cured fish all the year round and frozen fish during the winter season. Their system is to buy the fish by the hundred-pound case and sell it frozen. In this way they are saved from any possibility of loss.

The Delia Trading Company, Delia, Alta., have added a line of fish to their general trade of late, and have found that the venture has been well repaid. It has not only been quite an element in the business itself, but has also been an effective way of attracting other customers. Ordering in small quantities is the

way that they have protected themselves against loss.

The Jenkins Grocery, Calgary, Alta., state that they have not the proper facilities for handling fish all the year round. They have handled halibut and haddies in the winter time, however, and have found them a satisfactory item in the trade.

McKinnons, Ltd., Weyburn, Sask., state that they have always handled fresh and frozen fish. It is handled as a department of the meat end of the business. It has not as far as they have been able to see been a big item in their business. It is handled in small quantities packed in ice.



GROCERS NOT TO INCREASE SUGAR PRICES

Hon. W. J. Hanna, Food Controller for Canada, has issued a statement bearing upon the temporary shortage of sugar. He points out that the new crop will be on the market soon after the end of the year. In the meantime the public are urged to economize in the use of sugar, and to avoid hoarding, and dealers are warned against advancing prices to the consumer. Prices of raw sugar have been stabilized, so that higher prices for the refined product are unnecessary.

"There are two alternatives at the present moment for handling the temporary sugar situation," said the Food Controller. "One is to make a request of the dealers and the public, and the other is to put in force most drastic regulations.

"The latter course should not be necessary, because when the Canadian people understand the situation I feel they will, with very few exceptions, do everything they can to reduce their consumption of sugar until the new crop is available. It rests with the public of Canada as to which method will be adopted.

"The price of sugar from the refiners to the jobbers should not exceed what it is at present, as the prices for raw sugar have been stabilized in New York for some time past in spite of the shortage of stocks of raw sugar in Cuba."

OYSTERS FOR SUPPER

WANT to make hubby feel good? When he gets home these cool nights a nice hot oyster stew would be a pleasant change.

REAL economy, too. Takes the place of meat. If you don't like them stewed, try fried oysters, they are easily prepared and very palatable.

OYSTERS are at their best now. We sell only the quality kind, kept right and delivered in special oyster containers.

J. M. DAVIS, 20 Park Ave.

Phone M 2000 For Good Things to Eat

Margarine Handicapped from Start

Dairy Interests Imposing Restrictions on Importation of Butter Substitute—No Extensive Manufacture Without Guarantee as to Duration.

MARGARINE will very soon come into general use in Canada despite endless attempts to hamper its importation and to render its quality and appearance such that it will have no preference over butter. The dairying interests acting through the Department of Agriculture have succeeded in having a number of restrictions imposed, one of which is that there must be no coloring matter used and that the margarine must be white in color resembling lard. In the United States, margarine has been permitted to be sold colored, on payment of an extra tax to the government. Some dealers have overcome the difficulty by selling a small phial of coloring with each pound of margarine. With this the housewife may do the coloring herself.

Canadian manufacturers do not intend going into the manufacture of margarine very extensively unless some assurance is given as to the length of time allowed them for manufacture.

C. S. Blackwell of Matthews-Blackwell, Toronto, stated to CANADIAN GROCER that his company would manufacture margarine, but would not commence operations on a large scale until they were assured whether or not the ban is only to be lifted during the period of the war. Of the three by-products used in margarine two are now present in sufficient quantities, namely, stearine and oleo oil. Cottonseed oil must be imported and it is possible that the duty on this product will be removed if proof can be made that its importation is in connection with the manufacture of margarine.

In the temporary absence of any guarantee as to how long the manufacture of margarine will be allowed in Canada, it is being imported from the United States in sufficient quantities to meet demands. It is significant however that Canada is exporting large quantities of beef fat for the making of margarine in the U. S. A number of the larger Canadian packing houses have agents in the United States testing and sending over samples and when all difficulties have been straightened out importations will commence.

Some of the larger retail firms in Canada are buying direct from United States firms. All importers must have the Government license which is sent direct from Ottawa. Some retailers are enthusiastic over the scheme and are preparing to handle large stocks.

In regard to the matter of price there seems to be some variation of opinion. The manager of one of Canada's largest packing houses states that margarine should sell to the retailer at from 30 to 38 cents a pound and no higher.

"We should get the 'top grade' product at 38 cents a pound," said he. "Some very good margarine is selling in

the United States now for 30 cents."

This counteracts the opinion expressed by some to the effect that the Canadian demand and the increase in the price of fats would send margarine up until it would be almost as dear as butter.

Margarine will be sold in cardboard cartons as butter is sold and also in bulk. When it is colored to resemble butter that fact will be stated on the box or tub.

How About Baked Beans for Lunch?

THE children come home from school hungry as bears, and you want something that will satisfy yet not make a lot of work for you in the middle of the day.

BAKED beans are easily prepared and served, nutritious and appetizing and economical.

WE specially recommend _____ brand at 20c. Every tin can look the pure food inspector right in the eye.

J. M. DAVIS

20 Park Ave.

For Good Things to Eat
Phone M 2000

Another specimen advertisement for the merchant's assistance.

FISH POSSIBILITIES GREAT Canadian Fisheries Association Celebrate National Fish Day—Conservation, Discoveries and Information Discussed

The Montreal branch of the Canadian Fisheries Association celebrated the anniversary of Canada's National Fish Day with a banquet at the Windsor Hotel, Montreal, on the evening of October 30. Mr. J. A. Paulhus, chairman of the Education and Publicity Committee of the Association, and one of its members, Mr. J. J. Harpell, were the chief speakers of the evening.

Mr. Paulhus in speaking of discoveries, conservation and information pointed to the reluctance of fishermen to explore new waters for fish and emphasized the necessity for discovery and research work. "At present it is impossible for us to determine accurately what is our wealth of fish in such waters

as Hudson Bay, Baffin's Bay and the Canadian Laborador, and the same applies to the numerous lakes of all our Northern American territories," said Mr. Paulhus, who also pointed out a field for discovery in finding out more use for the fish that is already known and caught.

"Nothing will help the prosperity of our fisheries so much as the finding of proper channels to which to direct the wealth of our oceans, rivers and lakes," said Mr. Paulhus.

Turning to the question of conservation he pointed out that much fish life was lost in lakes, rivers and all inland waters through a lack of control. Mr. Paulhus pointed out the necessity for wise legislation and the granting of help to fish farming in connection with conservation.

In regard to the giving of information through the Association Mr. Paulhus divided the class of information required into two parts, Science and Economy.

"I believe that science is just starting to unveil some of the mysteries in which are wrapped the inhabitants and wonders of our oceans, lakes and rivers," said Mr. Paulhus, adding that science would help in preparing fish for consumption and also aid in a knowledge of the migration of fish, their habits, etc.

Mr. Harpell pointed out that all the important deep sea fishing grounds of the world were situated in the Northern Hemisphere and that the shoals of the North-east Atlantic were the most productive areas. These areas, he stated, produced fish annually to the value of \$300,000,000. Of this \$75,000,000 was said to represent the catch of British fishermen. The fishing grounds of second importance were off the coasts of Japan and China which after four thousand years of fishing are still producing an annual catch valued at about \$100,000,000. The banks off the coast of Eastern Canada and Newfoundland were said to be third in importance, producing \$45,000,000 worth of fish annually of which Canada takes about \$15,000,000 worth. The fourth important fishing grounds were off the west coast of Canada and Alaska, which produced about \$40,000,000 worth of fish annually of which Canada takes about \$15,000,000 worth.

Mr. Harpell took the stand that the Canadian should realize that his country has the advantage of being located in the closest proximity to two of the four great deep sea-fishing grounds of the world. Another fact was that Canada's area of fresh water fisheries—220,000 square miles—is several times greater than those of any other country. The importance of Hudson Bay representing an inland body of salt water five times as large as all the Great Lakes was also touched on by Mr. Harpell as a valuable source for fish supplies.

"It takes years to produce a carload of beef, pork or mutton, and twelve months before a new crop of grain or vegetables can be grown, but it requires only a few days to catch a carload of fish off the shores of Canada and her inland waters," said Mr. Harpell.

Higher Prices or Less "Smokes"

Unprecedented Trade Exists in Tobacco Industry—Prices to be Boosted or Package Quantities Decreased—Smoking Habit Increasing—Overseas Parcels Take Many Cigarettes, etc.

AN increasing use of all forms of tobacco among the men of Canada and the extensive use of cigarettes, cigars and chewing tobacco in making up overseas boxes for soldiers, are the two main factors to which tobacco manufacturers attribute their present large sales. The tobacco industry in Canada is to-day becoming a more important element than it has been in the past and some idea of the proportions which it will reach in future years can be gained from a survey of the present situation wherein tobacco manufacturers are maintaining and increasing their business under the handicap of a constantly decreasing number of the best class of customers.

One prominent tobacco manufacturer of Toronto emphasized this point to a representative of CANADIAN GROCER and pointed out that thousands of regular smokers had been taken from the best selling districts. Despite this handicap he stated that the company's business was never better and that the outlook was very promising. He based his optimism for the future on the events of recent months which he considers to indicate that there is a growing use of tobacco among men of Canada. Former smokers have become larger users of the various forms of tobacco and others who never used tobacco formerly have put aside their scruples and become addicted to the use of the weed.

Tobacco Sales To Soldiers Maintained

The tobacco industry is perhaps in a unique position owing to the fact that the taking of its customers out of the country does not stop sales. The cigarette is almost universally used among the armies of the world and Canadian soldiers are by no means an exception. Canadian soldiers who do not use the cigarette are in a very small minority and, therefore, without many exceptions, they welcome the receipt of a few packages of cigarettes in the parcel from home when they go overseas. Much of the increased business in cigarettes, cigars and chewing tobacco is attributed to their extensive use in such parcels.

Like all other phases of the industrial life of the country advances in price are quite the usual thing in the tobacco industry, and since the outbreak of war conditions have been more or less unsettled. Recent price advances have been made on all forms of tobacco and further advances are predicted by manufacturers to take effect in the near future.

In connection with further advances in price it has been reported that Canadian manufacturers might follow a plan projected in the United States under which they would decrease the number of cigarettes and cigars for the present

prices rather than maintain the present number of these articles for an odd price which would be necessitated by a few cents advance.

Shortage of Raw Tobacco

Local tobacco manufacturers declare that so far nothing has been done along this line, but that some action is contemplated in order to meet conditions which will soon be forced upon the industry by increased prices of tobacco. Further increases in the price of raw tobacco to the manufacturers are based on the shortage which exists, and this shortage is largely due to the fact that the Cuban supply has been cut off. Cuba prior to the war supplied large quantities of tobacco to the American and Canadian markets though one of its chief markets was in the central empires of Germany and Austria-Hungary which to-day are our enemies in the war. When war broke out Cuba anticipated that her chief market would be wiped out and took steps to turn large tracts of tobacco land into sugar plantations. The result of this action is evident in the greatly decreased consumption of Cuban tobacco products in this country. Statistics show that in 1916 there were 30,000,000 Cuban cigars sold in Canada compared with an estimated 2,000,000 sold in this country during the present year. Prohibitive duties have also had some effect in keeping Cuban tobacco off the Canadian market.

The effect of the shortage of tobacco on prices is well illustrated in the experience of one local manufacturing company which was recently offered a fifty per cent. advance on the price paid for a shipment of tobacco bought in New York some few months ago. This big advance indicates the trend of the tobacco market during recent months and is especially significant owing to the fact that the tobacco was not moved from the spot on which it was purchased.

Prices Will Advance or Quantity Decrease

With such outstanding increases in price it is evident that the Canadian consumer will soon have to dip deeper into his pockets when he wishes to satisfy his longing for "smokes," or else he will receive a decreased quantity of his favorite cigarettes or cigars for the same money as he pays now. The latter course is declared by manufacturers to be the more practicable as they fear a big falling off in sales would result from the establishment of odd prices.

It is pointed out that the war tax and the increased price of raw tobacco have both been factors in bringing about the present situation in the United States where an increased price to the con-

sumer or less quantity for present prices is contemplated. Tobacco has doubled in price within the past few months according to manufacturers and the unsettled condition of the market is declared to be a greater factor in increasing prices than is the application of the U. S. war tax.

The situation in Canada is a very complicated one and it is evident that Canadian manufacturers have done all in their power to maintain normal prices. One company which controls the major portion of tobacco handled in Canada recently applied only fifty per cent. of an advance of 60 cents per thousand made in the price of cigarettes, the remainder being borne by the company itself. Prices on all kinds of cigars were raised here recently and further increases are expected to be made very shortly. One recent advance of \$1.00 per thousand on cigars was borne by one manufacturer at a cost of \$20,000, being based on a turnover of 20,000,000 cigars. This manufacturer states that other advances in the price of raw tobacco would have been met by the company had the Cuban tobacco market not been in such an unsettled condition.

No More Five Cent Havana Cigars

United States manufacturers have ridiculed the idea of Canadian manufacturers putting on the market a 5c Havana cigar in the past, but this practice will continue no longer. This cigar has been sold below cost price in the past and, in addition, it was being manufactured from tobacco bought at much lower prices than present quotations. It is declared that there will always be a five cent cigar, but that in future it most probably will be made of Canadian tobacco.

No definite steps have been decided upon as yet with regard to increasing the price of cigars in Canada, but it is intimated by manufacturers that odd prices cannot be made and sales maintained. The case is cited of one brand of cigar which was raised from five to six cents and was thereby ruled practically off the market owing to the fact that smokers will not pay odd prices. Steps are being taken to meet the new conditions, but it is considered to be a most impracticable move on the part of manufacturers to make odd prices in order to compensate for the advance in raw tobacco.

CUBA REFUSES SUGAR TO NEUTRALS

Exportation of refined sugar from Cuba to neutral countries is prohibited by a presidential decree. The decree also fixes the wholesale and retail prices at which sugar may be sold in Cuba for domestic consumption. The maximum price for refined sugar is placed at 7.25 cents wholesale and 8.50 cents a pound retail; crude sugar at 4.75 cents wholesale and 5.75 cents retail.

Havana retailers have been charging as high as 78 cents for a five-pound sack of sugar.

Another Sick Business?

Maybe It's Only Ailing; But the Present an Excellent Time to Examine

By Henry Johnson, Jr.

Henry Johnson, Jr.

c/o CANADIAN GROCER.

Alberta, Aug. 13, 1917.

DEAR SIR,—I have been a reader of CANADIAN GROCER for a short time only, but always read with interest your page—especially as it relates to sick businesses, and find it contains much good, sound advice.

As I have no one to criticize my statement, I am enclosing my balance sheet for June 30, at which time I took actual inventory of stock.

I bought this stock Nov. 20 at a sheriff's sale, paying 92% for same, after store had been closed about two months. Stock and fixtures inventoried \$3,200 at that time. We did not get started up in good shape until about Dec. 1st.

Have three horses and two wagons. Use a single horse for the close deliveries and the team for freighting and long hauls. Have been considering buying a 1,000 lb. truck to do the work of the team as there are a good many days we do not have to hitch the team at all.

Payroll consists of three men at \$75.00, one man at \$55.00 and myself at \$100.

Total sales, eight months, \$32,532.18. Sales for last three months have been \$15,958.11.

Total labor paid to date, \$2,759.26.

Total miscellaneous expense, not including depreciation, interest, or feed for stock, \$174.74. Telephone and telegraph \$79.14, advertising \$60.30, rent \$406.94.

Regular rental is \$50 per month, but had occasion at one time to rent some storage for short time.

Ice bill will run \$15.00 to \$20.00 per month in addition to other expenses, at this time of year.

I am carrying a pretty complete line of fancy groceries in addition to the regular staples, flour and mill feed.

If I cannot increase the business \$1,500 per month this month will cut the stock to about \$6,500.

Would thank you very much for comment by mail or through your columns.

Yours truly,

G. W. C.

BALANCE SHEET

Liabilities	
Accounts payable	\$ 3,578.24
Borrowed from banks	538.16
Amount due employees	74.37
Accumulated profits and discounts....	2,162.13
Capital account	4,415.00
Outstanding trading checks	43.55
	\$11,211.45
Assets	
Stock account	\$ 8,893.84
Fixture account	1,360.56
Cash on hand	259.10
Unabsorbed insurance	57.00
Due from Light Co., meter	5.00
Secured accounts payable on demand..	635.95
	\$11,211.45

Little Self-Deception Here
Before I take up details I feel like

saying that this man evidently does not care to fool himself very much. No man who keeps such careful tab on his business and progress is liable to go very far wrong. The most important thing is to face the facts; and this man does not fear to face them.

Taking sales at \$32,500 for convenient figuring and expenses as reported totaling \$3,600.38, including an estimate of \$120 for ice during the eight months, we have an expense account of a trifle less than 11 3/4%. If we add \$20 per month for feed of each of the three horses, this will make \$480 additional, and bring the expense up to a fraction more than 12 1/2%. Let us not fail to note that a salary of \$100 per month, \$800 total to date, is included for himself in these figures.

So there seems to be nothing wrong with the expense account, even allowing liberally for depreciation and interest.

General business conditions evidently have operated greatly to the benefit of the business, unless I have misread some of the figures. For it seems that all the money actually put into the enterprise has been the charge to capital account, \$4,415.00. If this is a fact and he has possessions of \$11,211.45, he has made a book gain of \$6,577.13. That means that he has made very nearly 150% on his invested capital in eight months. Nothing very "sick" about that business that I can discern!

Greatly Enhanced Market Values

Such gain as that would indicate fully 20% net profit, and 20% net would seem so wildly extravagant as to be incredible except for two factors: 1st, the fact that stock was bought at 92% of inventory value, and 2nd, that values have been climbing so steadily that such gain may come within the range of possibilities.

I must hedge just a trifle here by saying that this conclusion is predicated on the statement as given, for it all seems too good to be true.

The policy of carrying a complete line of fancy groceries appeals to me strongly. It was my policy, beginning about 1895, to do the same thing; and yet that was when my location was only passable and my trade mostly with farmers and working people. But the merit of that plan is that people soon learn that they can "get everything" at your store. They become accustomed to looking to you for things out of the ordinary. They feel that when they want something special, some item not usually carried, perhaps not to be found at their regular grocer's, they can always find it in your stock. And there is hardly any asset more valuable than that policy, carried as far as your resources will allow conservatively.

I took the suggestion made me by a jobber at that time, 22 years ago: "Yes: there is money in fancy groceries, and there is good trade in them, too; but you must remember that you cannot sell them unless you have them." The acting on that suggestion was the beginning of real money-making in my business. It seems to work the same way with "G. W. C."

Sales Very Greatly Increased

This conclusion seems warranted in view of the sales during the last three months. Here we find that, during the first five months the sales were little over \$17,000, or at the rate of \$40,800 a year. During the last three months, with \$15,958.11, we have a ratio of \$64,000 a year.

Altogether, therefore, seeing that such splendid progress evidently has been made, I hesitate to offer much by way of suggestion. Not only does "G.W.C." seem perfectly capable of managing his business, but the business is growing so rapidly that the impulse naturally would be to let well alone.

Still, there is another side to the shield and we must look at it.

One important reason why money has been made by many of us during the past year or two is the fact that markets have been advancing steadily. When money is made from enhancement, we must be doubly on our guard to insure our own conservative watchfulness, so that we get into no bad habits or loose methods, sloppy figures and all that. Again, "what goes up must come down" or at least is apt to come down, so we should be ready to trim sails on short notice.

In ordinary circumstances, therefore, let me say that it is not good business to owe more than 47% of your quick assets. Taking out your fixture account and the item of unused insurance and figuring your secured accounts as worth 100% on demand, your quick assets are \$9,793.89, and you owe \$4,634.32. So, even at the risk of missing a few "good buys," I should reduce that indebtedness steadily, even if slowly.

The plan of working stock down to \$6,500 is good. For a turnover of 10 times, allowing gross margin of 25%, would admit of your carrying stock of only \$4,875. If we allow 20% average margin as normal, then a turnover of 10 times would admit of your carrying stock of \$5,200. Thus, a rather rapid reduction to \$6,500 will be wholesome. Possibly when you get down to that two things will have been learned: First, that you can get along just as well, with more diligent attention to buying just

(Continued on page 45.)

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H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - - General Manager

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CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1207 Union Trust Bldg.; Phone, Main 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., Phone Harrison 1147. Boston—G. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

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THE *Fruit Trade Journal* remarks: "Somehow we cannot harmonize the big crop of cabbage reported in all growing sections with the advanced prices of cigars."

* * *

THE retailer who lets a salesman *whom he does not know* tell him how to buy is simply whistling for disaster to come to him, says an American grocery paper—And that's just as true in Canada. The merchant's ability to handle, not the salesman's ambitions, should be the criterion, where it isn't, then the whistling will surely be answered.

THOSE OLD ACCOUNTS AND THE VICTORY LOAN

THOSE old accounts, those accounts which you have kept in the background as ones which you will collect some day, should be collected now. The prosperity of the country is such that every man has benefited and there is no reason why you should be the banker for those whose apparent intention is just to put off paying as long as they can. There's a patriotic reason why these should be collected now—invest the proceeds in war bonds. Canada's Victory Loan demands every dollar it is possible to subscribe. The security could not be improved upon.

THE CONTROL OF PACKING HOUSES

THE Government's decision regarding the packing house profits is not likely to fill the hearts of the packers with joy. The packing business is one fraught with a good many risks. It would be judging the packers as more than human in their disinterestedness to expect them to conduct a business

after they had reached the point where no possible profit could accrue to them, while being compelled at the same time to face all the possibilities of loss. It is just questionable whether any good will come of this action. Irrespective of any sympathy or lack of sympathy that might be felt for the packers, there arises the question, is it good business? Will it mean any lowered cost of the product, or will it mean only a lowered quantity in the supply? There is a danger that the latter possibility will be the only result of the regulation.

"GETTING DEALER CO-OPERATION"

"BUSINESS can flow no faster than the narrowest part of the channel permits. If the outlet for a product is clogged at the dealer's store the tide of sales is effectually checked."—(Taken from advertisement in *Printer's Ink*, by Mallory, Mitchell & Faust.)

This is an encouraging sign of the times. Not so long ago all agencies handling so-called national accounts affected to despise the humble distributor of merchandise, and pinned their faith and the advertisers' money to spreads designed to "force" the stocking of the advertised goods by the cowed and subservient merchant. Verily, "the world do move."

THE TRADE ON TRIAL

THE New York *Journal of Commerce*, dealing with the different price regulation schemes sees in them the evidence that the wholesaler is being placed on trial. "Either he must plead," says this journal, "that he is a speculator or that he is a functional link in the distributive chain. Manifestly, he cannot be both. If the public finds it necessary to take him at his word as a speculator, he is in grave danger of being eliminated by force as quite unnecessary. If he accepts service as a public utility, paid a fair price for his work, he will probably remain. The issue is quite clear and of vital importance. The wholesaler must back the Government and make the best of emergency regulations."

Now while this refers to United States conditions, it is little less true on this side of the border. Indeed it is questionable, whether, in the light of past experience, the merchandizing links of the food chain will have as reasonable treatment as they have had in the United States.

Unquestionably the trade is facing conditions that have never been faced before, and their attitude to business must be changed to meet these new conditions. Every man has a right to a fair profit for his labor, but in these times it is the part of wisdom and the part of patriotism to see that a reasonable basis of profit is not overstepped. And this is as true for the retailer as it is for the wholesaler. Unquestionably the food handlers are on trial in these days. We do not believe that there is any degree of justice in this attitude of the public, but it is the fact neverthe-

less. The only defence that the trade can make is to give the maximum of service at the lowest profit that is consistent with a sound and safe business.

THE RESULT OF LOWER PARCEL POST RATES

IN the last Sunday edition of the *Toronto Star*, there appears an article urging the idea that the curtailment of parcel post charges would go a long way toward reducing the cost of living. It is an interesting item, made doubly so by the knowledge that the T. Eaton Company owns a considerable interest in this newspaper. It is not hard to see that such an organization would look with great favor on any lessening in the parcel post rates. The parcel post system was one of the greatest boons that ever fell into the lap of the mail order houses. It provides them with an easy and efficient means of distributing their goods at the minimum of expense. But to argue that it would have any effect in lowering the cost of living can only evidence a lack of knowledge of the situation. What food product is there that could be economically sent by parcel post? Even supposing that the cost of this service was to be cut in half, what possible advantage could it be to the producer? Could you post any of the products of the farm from the source to the consumer at anything but a materially increased cost? As a matter of fact, food products do not in any way lend themselves to this scheme. No matter what changes were made in the parcel post charges there would be no material increase in the movement of goods toward the cities as a result. There would, however, be a very material increase in the movement of goods away from the cities. The mail order houses would see to that. This is the only result that would be gained, and the wildest stretch of the imagination cannot see in this any likelihood of a decreased cost of living.

WHAT OF OUR BANKS?

INQUIRIES made have elicited the information that our banks are "tightening up" and to an extent which is detrimental to the business of the country. It is true that they have to provide for the new war loan and also for the advancement of money for moving the crops, but should the retailer who has depended on the bank to see him through be forced out of business?

If the banks cannot provide for all the calls to be made on them, would it not be advisable for the Dominion Government to grant them permission to increase their circulation for the time being, bringing it back to normal gradually?

One man whose assets exceeded his liabilities by \$12,000 was forced by his bank to make an assignment, paying 100 cents on the dollar. Would this not seem to indicate that our banking system is

really a system of brokerage and not real banking for the good of the country? Is it true that banks do not train their help to fill the positions at the head, but bring in brokers to conduct their business? Are the banks making big money and assisting the big moneyed concerns while the many small concerns are forced out of business?

The banks are tightening up very noticeably, but the small concerns should not be forced to close their doors. This will disrupt the business stability of the country to a degree that would bring very disastrous results. It is to be hoped government action will be taken to overcome the serious situation now developing.

CANADA APPEALS TO YOU

THROUGHOUT the length and breadth of this fair Canada of ours, the appeal goes forth on November 12 for subscriptions to Canada's Victory Loan. Many and varied have been the calls made on the generosity of our citizens, nearly all possessing to a greater or less degree real merit. The call now being made contains a message to each and every citizen which the future of our country demands must be read and answered—not from the standpoint of generosity, but from the standard of good business.

The position Canada holds in the eyes of the world is an enviable one for a nation so young. Our accomplishments have been many and all attained without any great bluster or flurry. Canada is making further demands now in her Victory Loan—will she fail in this hour of her national honor? Our pride says, NO!

The development of our agricultural resources rests in our ability to market the products raised on our farms. To market our surplus farm produce, we must extend credit to our Allies and pay our farmers. This can only be done by subscribing liberally to Canada's Victory Loan. Will Canadians fail her farmers—the backbone of the nation's wealth? Again we say, NO!

The continuation of our manufacturing establishments as factors in making munitions, in turning out ships, in supplying food to our Allies, rests on our supplying the necessary capital to pay the manufacturers for their output. Will we let our machinery stand idle—will we permit the cry of unemployment to ring through our land when our Allies' need is so great? Never!

And more than all these, will we let the appeal of the boys who are now on the battlefields of Europe go unheeded? Do not those who are sacrificing more than money can ever buy deserve every cent of backing which we can give them? Are we going to fail those boys who have made Canada's name one to be feared by the terrible Hun—who have made Canada's name respected by the nations of the world? Our answer must be emphatically, NO!



The store of A. Glover, Kingston, Ont. Note the many modern devices for giving better service.

Sugar--A Very Uncertain Outlook

Government Regulation, Owing to Shortage of Supply, Has Very Seriously Interfered With the Operations in This Industry—Belief That There Will be a Big Demand for Canadian Sugar in Europe After the War.

THE sugar industry of Canada, like several others, is passing into the last stage of the year 1917 with its freedom of development impeded by government control. However it could hardly be otherwise, with the scarcity of raws that has closed down scores of refineries on this continent, and with the acute requirements of the Allies. As a foodstuff, indeed, it was inevitable that it should be placed under international restrictions, and it is this condition of fixed prices, and probably of fixed profits and of regulated output, that confronts the sugar industry for the coming year. Henceforth, not a pound of raw sugar can be bought save with the permission of the International Sugar Commission that is operating for the allies, and the amount that may be imported into Canada will be decided on a principle of a fair share to all concerned. Such are the external factors

that render any definite forecast as to the coming year, or years, as futile as to predict the date of the ending of the war.

Great Export Trade This Year

The year 1917, in spite of the closing quarter, has been a wonderful year in the history of the industry, particularly for the export trade. It is estimated that nearly 100,000 tons have been sent overseas, even although current opinion holds that almost half of this was unfortunate enough to fall a victim to the submarines. In the year 1916 only 26,000 tons (of 2,240 lbs.) were sent across, and before that exportation of sugar from Canada was practically unknown. The scarcity of raw sugar put a sudden stop to export by the first of September this year, but the refiners look forward to sending over next year more than during the present year, if only ocean transportation is available, while the domestic

demand is likely to respond to the lowered prices that are promised with the arrival of the new raws from Cuba, the West Indies, and other sources, and the competitive regulation of an abundant crop of sugar beets.

Putting Refineries on Rations

For the balance of the year the Canadian refineries will be put on short rations, and at the time of writing it is estimated that the factories are not operating to more than 25 per cent. of their capacity. In the United States regulations have cut down the amount that may be bought at any one time by the individual family, and it is quite possible that similar regulations will have to be introduced into this country. The refineries, like the jobbers, have begun to dole out the available supplies with sparing hand. At the moment the refineries in Canada that are operating are doing so in most cases

at a loss on account of the high prices paid for raws, but it is understood that any advance might meet with the disapproval of the Food Controller.

Loss of 1,800,000 Tons a Year

The present crisis in the production of sugar has resulted chiefly from the cutting off of the surplus of the German beet crop, out of which Great Britain used to import one million tons of sugar every year. In 1914 the total world production of sugar was 18,500,000 tons. Of this 10,300,000 tons were cane sugar, which since has increased by 900,000 tons. The beet sugar in the same period fell off from 8,200,000 tons to 5,500,000, a loss of 2,700,000 tons, or a net loss of 1,800,000 tons. For the coming year a large increase is estimated both in the beets and the raw cane sugars, which must relieve the present restrictions upon the Canadian and United States refineries to a considerable extent.

High prices, which always militate against consumption, have been the result chiefly of increased costs of the raw sugar rather than larger profits on the part of the refiners. Indeed of late years these have dropped below the figures of former years, partly owing to the increased competition and the fact that domestic requirements fell far below the capacity to produce, not more than three-fifths. In the past three years the raws have advanced 3½ cents, and the price of refined has advanced as follows:

Year	Price per lb.
1914	4.10 cents
1915	6.60 "
1916	8.15 "
1917	9.00 "

After the first of the year it is expected that prices will drop at least 1 cent a lb.

Production in Canada

While domestic demands have shown some increase the export trade would have created a new high record for output by a large margin had not the unusual circumstances cut out export for the last four months of 1917, and also forced a cutting down

of local buying. As a result the output for the year, while exceeding last year's, can hardly reach the high mark of 1913. The figures for the past five years are as follows:

Year	Production
1913	379,752 tons
1914	332,512 "
1915	303,233 "
1916	345,089 "
1917 (estimated)	370,000 "

The values of these outputs vary of course according to the constantly changing prices per lb., which range all the way from 4.1 cents to the present 9 cents a lb. In the table that is given below the value for the year is taken from the census figures; the rest worked out on the basis of the average price for sugar towards the close of the year.

Year	Production
1910	\$21,260,011
1913	33,418,176
1914	27,265,984
1915	40,026,756
1916	58,664,930
1917 (estimated)	66,000,000

Since the Atlantic Sugar Refineries was established the number of refineries in Canada has remained at six: five for cane sugar exclusively, at Vancouver, B.C., two at Montreal, one at St. John, and one at Halifax. The sixth, which turns out about 20,000,000 lbs. of beet sugar a year, and more than eight times that amount of cane sugar, has three plants, at Wallaceburg, Chatham and Kitchener. A small quantity of beet sugar is made at Vancouver.

So far as raw sugars are concerned all are imported, and the British West Indies are the chief source of supply, most of it coming through New York. The imports for the past three years, ending March 31 were as follows:

From	For 12 months ending March 31		
	1915	1916	1917
United States	\$1,266,716	\$2,882,929	\$4,614,751
British Guiana	2,949,433	5,576,241	7,141,108
B. W. Indies	4,280,714	4,360,496	11,206,805
Cuba	1,009,407	1,087,594
Dutch E. Ind.	71,577	552,856
Dutch Guiana	185,135	372,248	4,549
Fiji	1,780,368	1,262,718	831,840
Peru	1,406,112	789,223	961,883
San Domingo	2,891,238	4,020,484	3,888,807
Other countries	405,891	438,613	2,213,920
	\$16,246,091	\$20,790,546	\$31,416,578

The imports of raws for the next five months, ending August 31, amounted to 418,216,567 lbs., valued at \$19,402,310. This indicated an importation for the year of over 400,000 tons, which would have established a new high record for Canada, greatly exceeding that of 1913.

Customs Revenue of \$7,000,000

It is interesting to note that the nature of the sugar industry brings a large revenue to the country from the duty itself. This amounts to \$1.37½ per 100 lbs. on Cubas, for instance, and \$1.03 under the preferential tariff, such as applies to the British West Indies. On Cubas the United States importers have a distinct advantage over the Canadian; on B.W.I. the amount paid is about the same. Thus the duty for the first five months of the present fiscal year of 1917-1918 would amount to \$4,300,000 approximately, and the duty for an average year to over \$7,000,000.

As to the future it may be laid down as a condition that does not apply probably to the majority of Canadian industries, that the capacity of the Canadian factories is far more than is required for the needs of this country. In a normal year the output does not exceed 60 per cent. of the capacity, and during the present year, until the time that export trade ceased, it was under 70 per cent. The consumption of sugar in Canada averages nearly 100 pounds per capita, which is not exceeded by any other country in the world in this respect, and the hope of the refiners for the future lies in the increase of population in Canada, which they expect will expand rapidly through immigration immediately after peace becomes well established.

Big Demand After War Ends

There is a belief among some refiners that for a year or two after the close of the war there will be a tremendous demand for Canadian sugar in Europe before Germany recovers her old time production.

SURPRISE HIM WITH PANCAKES FOR BREAKFAST

easily and quickly made, and about one-third the cost of meat or eggs.

WE sell — brand pancake flour, every ingredient is already mixed in the flour, just add water and the batter is ready.

JOT that down now on your shopping list while you think of it, and you can laugh at the high cost of breakfasts.

WE SELL ALL GOOD THINGS TO EAT

J. M. DAVIS, 20 PARK AVE. Phone 2000

This suggestion can be adopted to many other lines of goods.

THE CLERKS' DEPARTMENT

THE RAPID RISE OF "HURRY-UP" HURLEY

Chairman of United States Shipping Board Who Rose
from Railroad Engineer to Millionaire Manu-
facturer in Fifteen Years.

"Hurry-Up" Hurley is the name which Edward Nash Hurley has made for himself in Washington. The Chairman of the United States Shipping Board has had a remarkable career. To-day a millionaire manufacturer and in charge of the American shipbuilding program, he was a locomotive engineer fifteen years ago. Three years ago he was summoned from Illinois by President Wilson to sit on the Federal Trade Commission when that body was organized in 1915 and since then he has done much to put the Stars and Stripes into ports where it has not fluttered since the United States merchant marine started to dwindle years ago. The following sketch is from *The World's Work*:

Twenty-nine years ago, the man who is now chairman of the Federal Shipping Board—considered one of the most important, if not the most important branch of the Government to-day—was wearing blue overalls and a greasy shirt with collar attached, minus a necktie. That was on the cab of a locomotive switch engine in Chicago. Mr. Hurley got \$35 a month for his work there. He says that \$35 was big money to him in those days. Just fifteen years later Hurley was a millionaire and had retired at the age of thirty-nine years.

Mr. Hurley came from Galesburg, Ill. He was born there July 31, 1864. Inheriting the rugged body of his father, who was a general utility man in the Burlington railroad shops, Hurley was attracted to work on a farm during vacation periods of the Galesburg public school he attended. Besides his wonderful health and vigor which have stood him so well since, Hurley got \$8 per month for this farm work.

When fourteen years old Hurley believed he had sufficient education and sufficient play; so he entered the Burlington yards at Galesburg. Robert W. Colville, master mechanic at the C.B. & Q. yards, gave Hurley his first real job. He spent two years at the job and decided he could do better elsewhere. Having worked some extra time, he got \$36 for his last month's work. He gave his mother \$30, kissed her good-bye, and with six one-dollar bills rustling in his jeans, started toward Chicago to become a millionaire. He did not have to pay his railroad fare to Chicago, so a thirty-cent breakfast he had in Aurora the next morning left him with \$5.70 when he got a place on a switch engine. Twenty-six months later, at nineteen, he was one of the youngest engineers on the whole Burlington road, in charge of an engine on a suburban run between Chicago and Aurora. Mr. Hurley says the training he received in cleanliness and orderliness while helping his mother

about the kitchen in his kid days was one of the big elements in getting him this promotion.

The nearest Hurley, the engineer, ever came to an accident was one dismal, foggy morning as he was taking his passenger train into a long switch on Western Avenue. As Hurley drove his engine in sight of the siding he saw that a freight had just cleared it and was running up on the switch. As Hurley's train crossed in, he suddenly was shocked into momentary numbness to see that the freight train was pulling on to the main line over a switch that connected with the siding about half way down. Let Hurley tell the rest.

"It's a fine thing to talk about dying at the post," Mr. Hurley said as he smiled reminiscently. "I believe it's a lot better, however, for a man to do his whole duty and get away with a whole skin. In this instance, I did the former but failed of the latter.

"I quickly realized there was only one thing on earth to do—shut off steam, throw in the sand, and set the brakes. I did this, told the fireman to jump, and wasn't much behind him when he landed.

"I struck feet first, pitched forward on my hands, and plowed up several feet of the hardest cinders I have ever come in contact with. Those cinders ripped considerable cuticle from my hands and filled my eyes. I raised my hands to wipe the dirt from my face and left great smears of blood from forehead to chin. When passengers and the rest of the train crew ran up they saw me covered with blood and lauded me for sticking to my post and saving the passengers! It was some years before I ever told any one I had jumped."

Railroading on the Burlington

Mr. Hurley put in nearly four years and a half on the Burlington. When he "went out" with the Brotherhood in the historic strike of '88, he left the Burlington for all time. After the strike he became secretary to P. M. Arthur, of the Brotherhood, with offices in the Grand Pacific Hotel. From that position he went back to railroading, as passenger engineer on the Santa Fe. He put in three days when a committee from the Brotherhood told him it was not altogether right that he should go back to so strenuous a job so soon after leaving a desk job. Hurley said he was so glad to quit he never even asked the Santa Fe for the three days' pay. The Santa Fe still owes him the money.

It was at this point in his career that Mr. Hurley ventured into politics. His venture was short-lived. He says he has since this brief venture confined his politics to casting votes at elections. He made a dismal failure as an embryo politician and admits it with a smile. The story of his one failure is brief.

Mr. Hurley was interested in a certain candidate in an approaching election. Voluntarily he set out collecting campaign contributions. He collected

\$50, all from then Collector of Customs Stone. He turned it into headquarters, but it wasn't used, so it was returned to Mr. Hurley after the election—much to his surprise. There was a surprise due to Stone also when Mr. Hurley took the \$50 back to him. Stone was so surprised at this unusual procedure that he gave Hurley a position as deputy collector of customs, which he held from December 1, 1888, to January 1, 1890. He resigned to become chief engineer of the Cook County Insane Asylum, a post he had expected to get because of his political work. However, he did not keep the place long. He grew weary quickly of the politics he was supposed to play, and resigned to "go to work." His next work was as representative in the West for a firm that made metallic packing for valves and pistons. The salary was \$100 per month. It was in this position that he "found himself."

Inventions in Pneumatics.

He had long been interested in the application of the pneumatic principle to tools. Spending his spare time tinkering, he one day perfected a pneumatic bell-ringer. After that came a pneumatic sander for tracks, and a pneumatic hammer. For them Mr. Hurley got only \$25 a month increase in his salary. Other inventions which he turned over to the firm in the course of time got him an increase to \$300 per month.

Then Mr. Hurley invented a pneumatic blow-off cock for throwing dirt and sediment out of locomotive boilers. He asked his firm to hear a proposition. The proposition was that he would turn the invention over to the firm, which would make a profit of \$5 on every one sold, and Mr. Hurley would receive a royalty of \$1 on every one sold.

"The firm couldn't see the proposition in any light," said Mr. Hurley grimly. "They insisted that I had perfected the thing while employed by them and that it was theirs, not mine. They even refused to raise my salary; that was also completely out of the question.

"Now, mind you, I had done more than the average employee. I had crawled under engines and had worked all hours of the day and night. When I went out to sell packing and it was slow making a customer see the advantage of my goods. I hammered packings into place to put my arguments across—and they usually went across when I did that. There were not fifteen locomotives west of Cleveland that used our packing when I started in with that firm. At the time I made them my proposition in 1897, after five years of service, there were not fifteen engines that did not have the packing.

"It was the turning down of that proposition that started me out in business for myself."

Mr. Hurley's business start was "ragged" as he puts it. There were himself and two expert machinists. They began in a barn. Three months later the first pneumatic boring machine was put on the market, and Hurley was made.

April 1, 1898, Mr. Hurley opened the office of the Standard Pneumatic Tube Company of Chicago with a capital of \$50,000. He had mortgaged nearly everything he had to start. The first year the company made \$7,500, which was what a 15 per cent. dividend amounted to.

Making a Million.

A year later the Standard company's profits were \$33,000. In 1900 they total-

(Continued on page 45)

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

T. D. Williams, formerly in the employ of Dearborn & Co., Ltd., has been reported wounded on October 24.

The counties of Northumberland, York, and Carleton, in New Brunswick, are expected to come under the provisions of the provincial prohibitory act on December 1, with the customary opportunity for increased sales of confectionery and soft drinks.

Owing to cases appearing before the police magistrate in St. John, the chief inspector under the prohibition act in New Brunswick has threatened to take action against the sale of flavoring extracts and essences containing a heavy percentage of alcohol unless greater discrimination is shown in their sale.

Captain Walter A. Harrison, of the staff of T. H. Estabrooks, Ltd., St. John, has received another important promotion. He went overseas early in the war with an ammunition column. Soon after his arrival in England he was made staff captain in the 5th division. He now has been appointed Deputy Adjutant and Quartermaster-General of the Third Division.

While the potato producers of New Brunswick have been holding out for \$4 a barrel in the local market, they have been petitioning the railways for larger numbers of cars in which to ship their product to the United States, alleging the prospect of heavy loss and possible ruin unless the cars are found. They have been reassured by the Canadian Railway Association for National Defence, which has taken up the matter.

The Food Controller's order regarding package goods has led to many apprehensions. One current, particularly in the country districts in New Brunswick, was that it affected tea. Many retailers started to stock up heavily in advance and many others registered complaints. To clear the air G. E. Barbour Co., wholesale grocers and tea packers, wired the Food Controller. His reply was emphatic and to the effect that tea packages would not be affected.

Quebec

H. Larue, of Montreal, has opened a grocery store at 630 Dorchester Street.

H. Laperle has purchased the grocery business of A. H. Gaudit, 28 Carmel Street.

P. A. A. Quesnel, general store, Val Quesnel, has been succeeded by L. Quesnel.

John Delisle, grocer, of 131 St. Marguerite Street, has been succeeded by J. Beaulieu.

W. J. Baker, sales manager of the Chisholm Milling Co. of Toronto, is in the city on business.

A. H. Dalrymple of the Jas. Dalrymple

Co., produce merchants of Montreal, was an Ottawa visitor last week.

Jas. Nicola of St. Pierre, Miquelon, was a caller last week at the office of Chase and Sanborn, Montreal.

J. O. Lussier, of 1018 St. Antoine Street, has bought the grocery stock of J. Bouthillier, and will continue business in the old stand.

J. Jeannotte has recently bought out the stock of Mr. Poirres, 72 LaFontaine Street, where he will serve the clientele of his predecessor.

Mr. Thos. Ward, of Jos. Ward and Co., wholesale grocers of Montreal, was a visitor to Ottawa this week and returned to town on Tuesday.

W. E. Kelley of Buffalo, secretary of Granger Co., packers of Royal Blend Coffee, was a Montreal visitor, making his headquarters with C. B. Hart, dried fruits broker.

The friends of Capt. R. P. Kember, of the Robert Crooks Co. of Canada, Montreal, will much regret to hear that he has been wounded. Cable advices this week state that his wounds are not serious, and that Capt. Kember is making satisfactory progress toward recovery.

Mr. Freeman, Quebec manager of the H. D. Marshall Co., with offices in Montreal, and Mr. Baker, of the Chisholm Milling Co. of Toronto, spent several days in Quebec last week, and while there appointed Legare and Moison agents of Purina Foods for Quebec city.

Ontario

W. H. Poranski, grocer, Kenora, has commenced business.

Northway Co., Ltd., general store, Ingersoll, suffered loss by fire.

R. H. Deyman, grocer, Oakwood, has been succeeded by R. C. Cann.

A. B. Frances, general store, Rockland, has commenced business.

D. McLachlan, grocer, Toronto, has been succeeded by M. L. Dobbin.

Oxo, Ltd., wholesale meat extracts, has moved head office for Canada from Toronto to Montreal, Que.

Property damage to the extent of \$60,000 was recently done by fire in Drayton when H. G. Bibb's general store was destroyed and a number of other stores gutted.

Wallaceburg plant of the Dominion Sugar Company has commenced slicing beets. This factory is the pioneer beet sugar factory in Canada, and is also the first beet sugar factory in the world in which cane sugar was refined.

S. E. Blackman, employee of H. J. Heinz Company's factory at Leamington, was presented with a handsome club bag, containing a traveller's outfit complete, by his fellow-employees, on the

occasion of his leaving for Blue Island, Ill.

Wm. Lorimer, merchant, of Brockville, and his driver, Wm. McCarley, were injured recently. The strap attached to the weight for the horse became connected with a wire on a high voltage pole of the Public Utilities Service, and both men were thrown many feet, narrowly missing electrocution.

Western Provinces

F. D. Cherry, general store, Davis, Sask., has sold out.

P. Labrecque, general store, Richard, Sask., has sold out.

Ferguson Bros., general store, Stranraer, Sask., has sold out.

Pioneer General Stores, Ltd., Fort Qu'Appelle, Sask., has been incorporated.

McBride's, Ltd., grocers, Weyburn, Sask., have opened branch at Regina, Sask.

Valentine & Kerr, general store, Lawson, Sask., has been dissolved, S. S. Kerr continuing.

Cranbrook Trading Company, Cranbrook, B.C., have opened up their new cash grocery and meat store. The store is to be run on a strictly cash basis.

Winnipeg retail grocers recently held a meeting at which officers were elected for a trade section of the Winnipeg branch of the association. An address was delivered by Edward Parnell, of the Spiers-Parnell Baking Company, on "Food Control and its Relation to the Bread Question in Winnipeg."

DEATH OF SGT-MAJOR J. P. IRONSIDE

Sergeant-Major J. P. Ironside, killed in action at the Battle of Fresnoy on May 5 last, was the son of Mr. and Mrs. James Ironside of Collingwood, Ont., and a former traveller for Messrs. Gunns Limited, Toronto, in which capacity he was highly respected through the territory of Western Ontario. He has been awarded the Croix de Guerre and also the second bar to the Military Medal which he had won previous to his death.

RENEW FRENCH EMBARGO ON DRIED FRUITS

The embargo on the exportation of dry or dried fruit from France to any destination is again in effect. Permission was given in October, 1916, for the exportation of table fruits, fresh, dried, candied, or preserved, to Allied and American countries.

Announcement was made in August, 1917, of the withdrawal of the permission to export fruits for distilling and medicinal fruits to the United States and other countries.

ENGLISH JAM PRICES FIXED

The shortage of sugar in England is strikingly brought out in a recent order of the British Food Controller fixing the prices of jams and jellies. The dearth of sugar practically prohibited home made jams and jellies, and the supply of these popular parts of every Briton's diet must come from the factories. To protect the consumers, the Food Controller has, therefore, issued a compulsory schedule of prices and ingredients. The order went into effect September 1. The retail prices per pound fixed by the order are as follows:

Apricot, cherry, pineapple and apricot, black currant, strawberry or pineapple, 24 cents.

Peach or raspberry, 23 cents.

Raspberry or red currant, 22 cents.

Blackberry, greengage, loganberry, red currant, raspberry and gooseberry, or strawberry and gooseberry, 21 cents.

Apricot and apple, gooseberry or raspberry and plum, 20 cents.

Damson plum, blackberry and apple, raspberry and apple, or strawberry and apple, 19 cents.

Plum and apple, 18 cents.

The order requires that not more than 10 per cent. of any jam shall be added fruit juice, and where more than one

fruit is used, the amount of any shall not be less than 25 per cent. of the total, and the weight of the ingredients when dried shall be not less than 65 per cent. of the whole. The government had hoped to be able to take care of the sugar requirements of those who desired to purchase for conserving jam, but was compelled early to announce its inability to do so.

MUCH SUGAR STORED IN BUFFALO

U. S. Federal secret service agents have discovered in a Buffalo warehouse about ten million pounds of sugar in bags and barrels labelled "top crust flour." Notations on the packages indicated that the sugar had been coming into the warehouse over a period of several months.

Around immense piles of sacks containing the sugar, the Federal agent said, he found a screen of other articles, while some of the containers marked "top crust flour" actually had flour sprinkled over the outside.

TO INCREASE HOG PRODUCTION

A Dominion-wide campaign for increased production of hogs is to be undertaken at once. The urgent and rapidly-increasing needs of the allies for

pork products have been explained to a gathering of representatives of the Agricultural Departments of Eastern Canada and swine breeders, and the initial steps have been taken towards an organized effort under the auspices of the Federal Department of Agriculture, working in co-operation with the Food Controller.

A resolution was passed by the representatives of the hog-breeding industry who were present, endorsing the movement to increase hog production, having the assurance of the Minister of Agriculture and the Food Controller that the spread in prices between the producer and the consumer would be regulated.

ALMERIA GRAPES AWAIT SHIPMENT

The American vice-consul at Almeria, Spain, cables that approximately 300,000 barrels of grapes await shipment to the United States and England.

FAIR BEAN PRICES

The Food Controller has sent to every Board of Trade throughout Canada a schedule of prices for beans which the U. S. Food Administration has stated to be fair and just prices for shipment between October 5 and November 15.

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.

FIRMS BUYING ONIONS.

Please give me names of firms who buy onions in carloads.—Gagner Bros., Painscourt, Ont.
 Ans.—This information has been sent direct.

WHERE TO OBTAIN GOVERNMENT FISH.

From whom can we buy Government fish?—Millbrook, Ont.
 Ans.—If you get in touch with Mr. S. L. Squire, Ontario Government Fish Distributor, Parliament Buildings, Toronto, no doubt he will be able to supply you.

WHO WILL SELL MARGARINE?

Who in Toronto will sell margarine?—Millbrook, Ont.
 Ans.—It is quite likely that all the produce and provision firms will handle it. The F. W. Fearman Co., of Hamilton, are advertising it for sale.

REGARDING BROOMS.

Please give me information on the following questions: Names of brokers in broom corn; manufacturers of broom handles; makers of broom handle machinery.—A. E. Cameron, Sudbury.

Ans.—There is no dealer in broom corn in Canada, but the following firms in the United States will be able to supply you:—J. A. Hockett, Wichita, Arkansas; W. L. Rosebaum & Co., Kenzie St., Chicago; Geo. Harryman & Co., Matton, Ill.

The following are manufacturers of broom handles:—American Broom Works, St. Bastile, Que.; Canada Wood Specialty Co., Orillia, Ont.; Manly Chew, Midland, Ont.; C. B. James & Co., Orillia, Ont.; F. H. Still Mfg. Co., St. Thomas, Ont.; J. Findlay & Sons, Norwood, Ont.

The following are manufacturers of woodworking machinery who might make machinery for turning out broom handles:—Elliott Woodworker, Toronto; Preston Woodworking Machine Co.,

Preston, Ont.; Canadian Machinery Corporation, Galt, Ont.; Burns & Roberts, Bank of Hamilton Bldg., Toronto; Garlock Walker Machinery Corp., 32 Front St. W., Toronto; A. R. Williams Machinery Co., Front St. E., Toronto.

ARE STARCHES AND CORN SYRUP BANNED?

Could you tell me if the order of the Food Controller, re products of corn, etc., will affect us in the sale of starch and corn syrups?—Weyburn, Sask.

Ans.—The order-in-council, among other articles, enumerates the products of corn. This would unquestionably include such articles as starch and corn syrups. This is unquestionably the interpretation of the manufacturers of these products. Owing to their nature, however, there is every likelihood that these goods will come under the license clause, and will probably under such license, continue to be sold in their present form.

CANADIAN GROCER,
 143-153 University Avenue,
 Toronto.

For Subscribers
INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

Name.....

Address.....

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

WHOLESALERS were somewhat agitated during the week over the order of the Food Controller which stipulated that purchases of lima beans must not be made in the United States at prices exceeding 11¹/₂c per pound. Contracts have already been entered into between wholesalers and importers at prices ranging from 13c to 14c per pound coast basis. This would mean that wholesalers could not secure these stocks if the Food Controller persisted in this stand, and some 190,000 to 200,000 pounds of beans could not be brought into Canada. The matter was immediately taken up with the Food Controller, who agreed that the beans could be brought in at contract price provided the shipper in the United States had a license to export the beans.

Package cereals continue to be in good demand as a result of the stocking-up movement on the part of consumers. Licenses to sell margarine are expected to be issued in the near future. Storage creamery butter was easier in price as a result of stocks that are held, with no better prospect of an export outlet. For the same reason storage eggs have been easier in price. Poultry prices were higher due to the influence of higher prices in the United States.

Advances have been quite numerous and include washing powder, pure lard, shortening, blended jams, mustard, chocolate, maple syrup, catsup, brooms, peanut butter, jelly powder, toilet soap. A decline was registered in toilet paper. Sugar holds unchanged at recent quotations with endeavors being made by refiners to make stocks go round. Business is reported good.

QUEBEC MARKETS

MONTREAL, Nov. 13.—The markets here this week are without any great change, but the firmness which has characterized them still maintains in all lines. Some shipments are coming to hand, which tend to slightly relieve the acuteness of shortage, but for the most part there is very little increase in stocks in any commodity. Among the few changes that have occurred is that of an advance of some 20c per pound on cream of tartar. This is due to the lack of labor in France, where the supply is still fairly good of cream of tartar, but where labor is extremely scarce. Mixed pickles in the 20-ounce bottles have risen from \$3.20 to \$3.60 per dozen. There have been few deliveries of beans from the Quebec district, and some are being brought in from Ontario and British Columbia centres. Lima beans are very scarce indeed. Dates are scarce, and it is interesting to note that the ships carrying this cargo from Persia have to take empty boxes with them for filling by the Persian growers, as none are to be had there. It may be more difficult to secure supplies of these this year than ever before. Raisins from California are coming to hand very slowly. Some dried prunes came to hand this

week, but there is not a big movement in dried fruits as yet. There has been a better feeling regarding sugar with one dealer, but supplies are scarce and orders are being distributed carefully and in small quantities. There is a very active request for teas and coffees, with prices firmly maintained. The fruit and vegetable dealers are meeting a big sale for all lines. Spanish onions are still higher in the small crates, while the Canadian onions are coming in plentifully and prices for these are easier. Some lines of fish are higher in price, and for all kinds the demand is very active. Eggs, butter and cheese are in firm market without change.

Cream Of Tartar Up; Dates Very Scarce

Montreal.

VARIOUS LINES.—There has been little of a disturbing or interesting nature in odd lines this week, and few changes to report. Cream of tartar is hard to obtain, and there has been an advance in this item of about 20c per pound, making the price to 80c. Mixed pickles have advanced from \$3.20 to \$3.60 per dozen for the 20-ounce bottles.

Dates are very scarce, and it will be some time before supplies are likely to come forward. There is a good deal of difficulty in securing a supply of California raisins.

Firm Sugar Market; Limited Deliveries Made

Montreal.

SUGAR.—Refiners here are doing everything possible to distribute as evenly as possible the limited supplies at their disposal. Some of those who have had placing orders with them have been clamoring for larger quantities, and it is rather hard to satisfy those who fail to appreciate the difficulties confronting the refiner. However, it may be said that there is no real suffering here and, if anything, the situation is somewhat easier. No changes are made in quotations, and we name the following prices:

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

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

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

Small Percentage Of Canned Goods Delivered

Montreal.

CANNED GOODS.—The movement of canned goods is, of necessity, very small owing to the limited stocks. Small percentages only are being supplied from here against booked orders, while it is becoming increasingly difficult all round to meet the sorting business. The Canadian embargo having been raised on canned goods, it will be likely that a freer movement of some lines from the United States will now manifest itself, and the situation will likely be much relieved. However, for the time being there is much shortage here with a firmness of prices, and quotations are unchanged as follows:

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

Dried Fruits Very Firm; Some Shipments Received

Montreal.

DRIED FRUITS.—There is more optimism this week with regard to deliveries, and these are now in prospect, with one or two cars received of California dried prunes. It is very hard to secure delivery this year of California raisins. Package currants are decidedly scarce, and there will be a likelihood very soon of supplies of package currants held in cold storage finding their way into the regular trade channels. So scarce are currants that one local jobber reports the cancellation by a New York importer of some 5,000 cases, which had been booked. One dealer has a carload of raisins now rolling, but these will be absorbed on arrival, as orders are held covering the shipment.

Raisins—

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

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

No Change In Molasses; Supplies Are Light

Montreal.

MOLASSES.—There is little of interest in the market regarding molasses. Few shipments are being received, and with orders coming in, stocks are getting appreciably less. There is little likelihood of any lowering in the market owing to the close stocks in hand everywhere. For the present a fair business

is being secured, and prices at which dealers are quoting remain as follows:

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

Shelled Walnuts Up; New Shelled Almonds In

Montreal.

NUTS.—There have been freer deliveries since last week of new nuts, and a shipment of new shelled almonds has just been received by one dealer, with other shipments of various lines on the way. An advance is recorded on shelled walnuts of 2c per pound, making a change from 56c to 58c. There is reason to expect that from now on deliveries of nuts will be better, and there should be an ample supply for the holiday trade. In addition to the lines we have been regularly quoting, we give hereunder quotations on No. 1 Spanish shelled peanuts and on No. 1 and No. 2 Virginia shelled peanuts.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)		0 70
Brazil nuts (new)	0 14	0 13
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large (an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, “Diamond G”	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Peanuts, shelled, Spanish, No. 1		0 17
Peanuts, shelled, Virginia, No. 1		0 16
Do., No. 2		0 14
Pecans (new Jumbo), per lb.		0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans “paper shell,” extra large Jumbo		0 40
Pecans (shelled)		0 80
Walnuts (Grenoble)		0 23
Walnuts (shelled)	0 56	0 58
Walnuts (Marbots), in bags.	0 19	0 20
Walnuts (California), No. 1		0 24

Bean Prices Firm; Some Stock Arriving

Montreal.

BEANS.—The bean market here is without feature this week and sales are being made on the basis of last week’s prices in fair quantities. There would seem to be few deliveries from Quebec growers, and one large jobber is buying some of his requirements in the British Columbia and Ontario markets, as deliveries had been hard to secure from nearby growers. Lima beans are very scarce, and few shipments are being received here. There should be an early movement now of the 1917 crop. We quote as follows:

Beans—

Canadian, hand-picked	10 50
Canadian, 3-lb. pickers, per bu.	9 50
Canadian, 5-lb. pickers	7 40
Michigan, 3-lb. pickers	10 00
Michigan, hand-picked	10 50
Yellow Eyes, per lb.	0 14
Rangoon beans, per bush.	7 50
Lima, per lb.	0 20
Chilean beans, per lb.	0 14½
Manchurian white beans, lb.	0 15
South American	5 20
Pean, white soup, per bush.	5 00

Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice And Tapioca Are Firm And Selling Well

Montreal.

RICE.—The prices for rice and tapioca this week are unchanged. At last week’s quotations there is a fairly good movement, and there would seem to be every reason for price maintenance. There is little movement of supplies, and the tendency is to firmness all round. Prices at which jobbers are selling are as follows:

Carolina	10 00	10 50
“Texas,” per 100 lbs.		9 50
Patna (good)		9 40
Siam, No. 3	8 00	8 50
Siam (fancy)		8 75
Rangoon “B”		7 80
Rangoon “B,” 200-lb. lots		7 70
Rangoon CC		7 60
Packling rice		7 70
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Java Teas In Demand; Black Tea Very Scarce

Montreal.

TEA.—All importers and jobbers report that the tea business is satisfactory and orders are coming in reasonably well. There is every tendency to a firming of prices for all grades, and while stocks here are good, there will be little import for some time. No deliveries can be expected from Japan, in any case, before June next. Java teas are selling well and there is also a good sale for the medium-priced and better grades. Black teas are so high in price owing to scarcity that there is little sale. The recent advance of 2½ cents in ocean freight rates may have a tendency to increase quotations. Prices remain firm and unchanged as follows:—

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

Coffee Demand Is Good; Prices Firmly Maintained

Montreal.

COFFEE.—Trade in coffee this week is very brisk and dealers are busy with country orders as well as a fair amount from the city. There has been a considerable amount of business in some quarters against the likelihood of export to Europe if accommodation can be secured. Cocoa is moving very freely and with the prospect of interference with deliveries from overseas there will probably be a stimulus to Canadian makers’ business. This, in any case, is very satisfactory at present.

Coffee, Roasted—

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

*Tapioca Very Firm;
Cream Of Tartar Up*

Montreal.

SPICES.—The spice market is without change of any consequence since last week. There is a good deal of speculation still as to future supplies, owing to the commandeering of ships. Trade continues fairly good with no real shortage at present and there is a particular firmness in the tapioca market. Cream of tartar is in a strong market with a higher tendency by about 5c per lb., making the quotations 65c to 70c per lb. Cloves are scarce but the demand for these is light. General business has been very good. Prices are as follows:

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tar	0 65	0 70
Ginger, pure	0 25	0 35
Ginger, Cochin	0 30	0 35
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	2 00	
Caraway, Dutch, nominal	0 75	
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	0 35	
Mustard seed, bulk	0 25	
Celery seed, bulk	0 46	
Shredded cocoonut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

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

*Canadian Onions Down;
Potatoes Moving Well*

Montreal.

FRUITS AND VEGETABLES.—The movement of vegetables this week has been very brisk and the dealers have a big demand for most lines, and potatoes especially are very active. In many quarters it was thought that there would be a scarcity of Canadian onions but later advices have dissipated this fear and prices are easier this week, Canadian being quoted 25c per bag less. Apples are firm with Wealthy varieties selling at \$7 bbl. Alexanders are scarce, the price being \$6 bbl. Peaches are just about off for this season. Spanish onions are selling this week at \$4.50 per small crate, an advance of 50c over last week. Leeks are down to \$1.50 to \$2.50 per doz. bunches. Cauliflower are cheaper by about 50c per doz.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 00	5 00
Oranges, Calif. (Sunkist)		5 25
Grape fruit	4 75	5 00
Lemons	3 75	4 00
Pineapples, Cuban, grate		5 00
Tokay grapes, crate		2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	6 50	7 00
St. Lawrence		8 00
Fameuse		8 00
McIntosh Red		8 00
Alexander		6 00
Gravensteins		6 50
Cauliflower, per doz.	1 25	2 25
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz.		5 00
Onions, Canadian, bag	2 00	2 25
Spanish onions, large crate		7 50
Spanish onions, small crate		4 50
Potatoes, bag	2 00	2 25
Potatoes (sweet), per hamper		2 25
Carrots, bag	0 90	1 00
Beets, bag		1 00
Parsnips		1 50

Turnips (Quebec), bag	1 00	
Turnips (Montreal), bag	0 75	0 90
Lettuce, curly, per doz.		0 30
Lettuce, head, doz.	0 75	1 00
Lettuce, Boston, box		1 75
Tomatoes, pound	0 20	0 20
Horse radish, per lb.		0 25
Cabbage (Montreal), doz.	0 60	0 75
Beans, wax, bag, U.S.	3 50	
Beans, green, bag, U.S.	3 50	
Leeks, per doz. bunches	1 50	2 50
Parsley, doz.	0 20	0 25
Mint, doz.	0 20	0 25
Watercress, doz.		0 40
Spinach (Canadian), box		0 75
Eggplant, per doz.	1 50	
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.		0 25
Dried thyme		
Dried Savory box	1 00	
Dried marjoram		
Cucumbers, Boston, doz.	1 00	1 75
Peaches (Can.), basket	1 00	
Pears, basket		1 25
Peppers, per bkt.	0 50	0 60
Marrows, per doz.		1 25
Hauber squash, doz.	2 50	
Cranberries, per bbl.	16 00	

*Salmon And Cod Higher;
Oysters Are Lower*

Montreal.

FISH.—There has been no abatement of the demand for fish. There has been a very popular demand from all parts of the country and supplies are moving out in large volume. The oyster trade has been light, however, and prices on these are less this week by about \$1 per barrel. Smoked eels are off the market. Green cod are higher and are quoted this week at \$16.00 per barrel. Prawns are now quoted by weight at 32c lb., and shrimps at 30c lb. Red salmon is selling at 18c to 20c and pale at 15c-16c. Lake trout are higher by a cent per pound. Eels are 2c per lb. higher and dore one cent. per lb. Revised quotations are as follows:—

SMOKED FISH.		
Haddies	0 12	0 13
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box		0 18

Bloaters, per box 60/100	1 75	
Kippers, per box 40/50	2 40	

SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.	\$12 00	
Salmon (Labrador), per bbl.	23 00	
Salmon (B.C. Red)	25 00	
Sea Trout, red and pale, per bbl.	18 00	
Green Cod, No. 1, per bbl.	14 00	15 00
Mackerel, No. 1, per bbl.	21 00	
Codfish (Skinless), 100-lb. box	11 00	
Codfish, 2-lb. blocks (24-lb. case)	0 17	
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 15	
Codfish, Shredded, 12-lb. box	2 25	

SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 45	
Prawns, lb.	0 32	
Shrimps, lb.	0 30	
Scallops	3 50	

FRESH FROZEN SEA FISH.		
Halibut	20	22
Haddock, lb.	7	8
Mackerel		12
Cod steak, fancy, lb.		10
Salmon, Red	18	20
Salmon, pale	15	16
Salmon, Gaspe		25

FRESH FROZEN LAKE FISH.		
Pike, lb.	0 11½	0 12
Perch		0 13
Whitefish, lb.		0 15
Lake trout	0 15	0 16
Eels, lb.		0 12
Dore	0 15	0 16
Smelts, No. 1		0 15
Smelts, No. 1 large		0 20

OYSTERS—		
Ordinary, gal.	2 25	
Malpeque oysters, choice, bbl.	12 00	
Malpeque oysters (med.), bbl.	11 00	
Cove Cod shell oysters, bbl.	11 00	
Clams (med.), per bbl.	9 00	

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

ONTARIO MARKETS

TORONTO, Nov. 14.—Price changes in grocery lines were numerous during the week, comprising such articles as shortening, washing powder, chocolate, blended jams, mustard, maple syrup, catsup, brooms, washboards, peanut butter, jelly powder, soaps. Toilet paper has declined in price. There is a continued good demand for package cereals through wholesale houses, it being asserted that consumers are putting in a stock in some instances to meet their needs for some time in the future. The Food Controller has thrown another bomb into the ranks of wholesalers in that he has sent out an order forbidding the bringing in of lima beans that were purchased at a price greater than 11½c per pound at California points. The Food Controller asserts this was the price set by the United States Government, whereas local importers state the United States Government purchased at 12½c per pound. This order may mean that cancellations will be made, as the beans have mostly been contracted for on the basis of 13c at California points. Business is reported good.

*Sugar Situation
Is Worrying Through*

Toronto.

SUGAR.—With each day and week as the end of the year approaches there comes less chance for a sugar famine in Canada. As a matter of fact refiners seem to have the situation fairly well in hand and are managing things so that there will in all probability be no actual shortage. Supplies of sugar are coming into this market each week and although they are not as large as in normal times at this season of the year, still the fact is evident that the supply is not shut off entirely. One candy manufacturer who had been forced to close for a time as a result of being unable to get sugar received some supplies during the week. Canadian beet root sugar is now being manufactured at the three factories at Kitchener, Wallaceburg and Chatham and these stocks are reaching the Ontario market as rapidly as cars can be obtained. In the United States some 12,000 tons of sugar that were held for export have been released to be used in the

regular refining channels. This will afford a measure of relief to the Eastern United States. The Western beet sugar has not been available to any extent in the Eastern United States owing to the shortage of railway cars. In the West, however, there is plenty of beet sugar available and the situation in that district is much improved. Toward the end of December the new Cuban crop should begin to come on the market and the general situation will then have permanent relief. Canadian refiners continue to quote on the same basis as last week. It is reported the Food Controller has given orders that the jam manufacturers be given a fair share of the available sugar supplies in order that the manufacture of this commodity for use of the soldiers may proceed.

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

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

Broom Corn Poor; High Prices Inevitable

Toronto.

BROOMS.—From one of the leading commission merchants of broom corn in Chicago advice has been received by a local manufacturer of brooms to the effect that the broom corn crop raised this year is the poorest in quality that has been raised for a long time. Predictions are not made as to the trend of the market in the future but the statement has been made that already \$500 a ton has been paid for a crop of Illinois corn. In speaking of the situation this firm of commission merchants says as follows:

"There is one thing we would like to impress on you. The quality of the broom corn raised this year is the poorest we have had for a long time. There will be the greatest scarcity of hurl you have ever seen. There will be more red corn than usual. Broom corn sold now for hurl is really not more than long self-working. You will have to make your brooms shorter this year than ever.

"It is hard to believe the true condition in broom corn this year unless you have seen for yourself. But we have seen ourselves and we are telling you the absolute truth about conditions. We can scarcely believe that with the large amount of poor stuff in the country present high prices can be maintained. We are, however, through prophesying and will take the future as it comes. \$500 a ton has already been paid for a crop of Illinois corn."

In explanation of the term "hurl" it should be stated that this is the grade of corn that is usually used on the outside

of the broom. "Long self-working" corn is the grade that is usually placed in the centre of the broom. Prices quoted at Chicago at the present time range from \$400 to \$484 per ton when duty and freight is paid to this market. These prices are considered prohibitive by some manufacturers who are not purchasing at the prices quoted.

Washing Powder Down; Chocolate, Mustard Higher

Toronto

WASHING POWDER, MUSTARD, CHOCOLATE.—A reduction of 60c per case was recorded in the price of Gold Dust washing powder, making the price of 5c and 10c sizes now \$5 per case. Large size remains unchanged, 25's medium being quoted at \$2.60 per half case, 50's small at \$2.60 per half case. Cowan's Diamond sweet chocolate has been advanced 2c and is now quoted at 30c per pound. Crisco has been advanced 40c per case and is now quoted at \$10.65. MacLaren's Imperial mustard has been increased in price, small size now being quoted at 80c dozen, medium at \$1.15 and large at \$1.75, fluted tumblers at \$1.15. Gem lye has been withdrawn owing to the inability of manufacturers to secure raw materials. Pride of Canada maple syrup has been advanced, gallon tins six to case now being quoted at \$12.60, half gallons 12's at \$14.20 case, quarter gallons 24's at \$15.55, quarts 24's, at \$13.90 and pints, 36's, at \$11.85. Wheatine has been advanced 98's to \$6.25 per bag and 18/5's to \$7 per bag. Lea's cream salad mustard is now selling at \$1.20 per dozen. Homemade catsup in quarts has been advanced to \$2.75 per dozen. Brooms is another of the lines to register an advance. K1 selling at \$8.75 dozen; K2 at \$8.50 dozen, KX at \$7.25 dozen, Square Deal at \$9 dozen, Sterling bamboo handle at \$8 dozen, Extra carpet at \$9.50 dozen.

Jelly Powder And Toilet Soaps Up

Toronto.

JELLY POWDER, SOAP, TOILET PAPER.—Red Weather jelly powders have been advanced and in less than six dozen lots are now being quoted at \$1.25 per dozen. In 6 to 11 dozen lots, \$1.20 dozen; gross lots at \$1.15 dozen; three gross lots, \$1.10 and five-gross lots at \$1.05. Wagstaffe's mincemeat in 28-lb. pails is now being quoted at 15c per pound. Infant's Delight soap, regular size, has been advanced to 70c per dozen and guest size to \$2.40 per dozen. Master Mechanic tar soap is now quoted at \$1.25 per dozen and Baby's Own soap at \$1.15 per dozen. Toilet paper has declined in price and one grade is now being quoted at \$3.85 per case. Wilmar peanut butter 24/6-oz. jars are now quoted at \$1.90 dozen. Laine's table sauce has been advanced to \$1.90 per dozen. Johnson's freeze-proof in 5-lb. tins is quoted at \$1.35 per tin. Y. & S. licorice 48/5c has been advanced to \$1.90 per carton.

Molasses And Syrups Maintain Firm Tone

Toronto.

MOLASSES, SYRUPS.—There is no intimation of any easier feeling in the market for molasses. Stocks are difficult to obtain from first hands and supplies on the local market are not heavy. When available spot stocks are cleaned up there is every likelihood that higher prices will prevail. One brand of cane syrup in 2-lb. tins, 2 dozen to case, was advanced 50c, making the range of prices now \$5.30 to \$5.75 per case.

Corn Syrup—			
Barrels, per lb.	0 07 1/2		
Cases, 2-lb. tins, 2 doz. in case	5 15		
Cases, 5-lb. tins, 1 doz. in case	5 50		
Cases, 10-lb. tins, 1/2 doz. to cs.	5 25		
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls.			
Cane Syrups—			
Barrels, first grade	0 06 1/2		
Barrels and half barrels, second grade, lb.	0 06		
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75	
Molasses—			
Fancy Barbadoes, barrels	0 86		
West India, 1/2 bbls., gal.	0 48	0 50	
West India, 10-gal. kegs.	0 60		
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25		
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65		
Tins, 2-lb., baking grade, case 2 doz.	3 00		
West Indies, 1 1/2, 48s.	5 00		
West Indies, 2s, 36s	4 00	4 25	

Car Shortage Still Limiting Dried Fruit

Toronto.

DRIED FRUIT.—There is no relief in sight yet so far as getting sufficient supplies of dried fruit from the Coast are concerned. The situation in that quarter is if anything more acute and sellers at the Coast have pooled their interests and placed the matter in the hands of a single traffic manager. There are very light supplies of dried fruit rolling and importers are unable to get forward the amount of stocks that are ordinarily available for distribution at this season of the year. Now that the season for heavy consumption is approaching there is a certain amount of uneasiness lest arrivals should be held up indefinitely. There is a firm situation in nearly every line of dried fruit, and particularly so in candied peels. Fancy muscatel seeded raisins are now completely sold up at Coast points, while prices on choice seeded muscatels have been withdrawn until December 15. This will make it impossible to secure fresh, seeded raisins for next fall and prices will in consequence tend to firmness on all seeded raisins. One car of prunes reached the local market during the week. Prunes showed a higher tendency during the week by 1/2c per pound on some sizes. Australian currants are now quite generally quoted at 27c per pound, an advance of 3c per pound in some quarters.

Apples, evaporated	0 23		
Apricots, unpitted	0 16 1/2		
Candied Peels, American—			
Lemon	0 26	0 35	
Orange	0 28 1/2	0 29	
Citron	0 35	0 38	
Currants—			
Filiatras, per lb.			

Australians, lb.	0 27	
Dates—		
Excelsior, pkgs., 3 doz. in case	4 65	4 85
Dromedary dates, 3 doz. in case	5 25	6 00
Figs—		
Taps, lb.		
Malagas, lb.	0 08 1/2	0 09
Cal., 6 oz., doz.		0 85
Cal., 10 oz., doz.		1 35
Prunes—		
30-40s, per lb., 25's, faced....		0 17
40-50s, per lb., 25's, faced....	0 15 1/2	0 17
50-60s, per lb., 25's, faced....	0 13 1/2	0 14 1/2
60-70s, per lb., 25's, faced....	0 12 3/4	0 13
70-80s, per lb., 25's, faced....	0 12 1/4	0 13
80-90s, per lb., 25's, unfaced....		0 11 3/4
90-100s, per lb., 25's, faced....	0 10 1/2	0 11
Peaches—		
Standard, 25-lb. box		
Choice, 25-lb. boxes		
Fancy, 25-lb. boxes		
Raisins—		
California bleached, lb.	0 14	0 15
Valencia, Cal.	0 10	0 10 1/2
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets....	0 11 1/2	0 12 1/2
Seedless, 12-oz. packets		0 12 1/2
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.		0 13 1/2

Blended Jams
Again Advance In Price

Toronto.
CANNED GOODS.—Another advance has been recorded in the price of blended jams which now makes the price of 2's, \$3.95 per case, 4-lb. tins 65c per tin, 5-lb. tins 79c, 7-lb. tins, \$1.10 and 30-lb. tins 15c per pound. There is a very firm situation in blended jams of all kinds with the prospect that there will not be any available whatever by March of next year. The situation is caused through the scarcity of apples. Other lines of canned goods held in steady position, with the exception of pumpkin which in some quarters was quoted at \$1.95 per dozen for 2 1/2's, which is a decline of 5c per dozen. Crop of pumpkin is reported fairly good.

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

Salmon—		
Sockeye, 1s. doz.	3 75	3 85
Sockeye, 1/2s. doz.		2 25
Chums, 1-lb. talls		2 25
Do., 1/2s. doz.		1 35
Pinks, 1-lb. talls	2 40	2 50
Do., 1/2s. doz.	1 85	1 50
Cohoos, 1/2-lb. tins	1 75	1 90
Cohoos, 1-lb. tins	3 25	
Springs, 1-lb. talls		3 15
Lobsters, 1/2-lb. doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2 1/2s	2 50	2 75
Peas, standard	1 75	1 90
Peas, early June	1 80	1 92 1/2
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.		2 45
Asparagus tips, doz.		3 25
Corn, 2's, doz.	2 85	2 40
Pumpkins, 2 1/2s	1 95	2 10
Spinach, 2s. doz.	1 80	2 40
Succotash, No. 1, doz.		2 50
Pineapples, 2s	2 90	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s		1 75
Plums, Green Gage		1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 15
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 76	0 83
Black currant, 4-lb. tin	0 73	0 77
Strawberry, 4-lb. tins	0 79	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.		2 25
Black currants, doz.		3 45
Red currants, doz.		3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 40

Great Britain Now
Getting Good Tea Supplies

Toronto.
TEAS.—According to the London Times, the situation with respect to tea in the British Isles will be greatly improved in the near future. This paper is authority for the statement that the shipments from Northern India in June of this year were 7,000,000 pounds and in July 8,250,000 pounds. Shipments from Ceylon to Great Britain in corresponding months were 7,000,000 pounds and 2,500,000 pounds. In August Northern India shipped 17,000,000 pounds and Ceylon 3,750,000 pounds. During the month of September, India shipped 18,000,000 pounds and Ceylon 6,500,000 pounds and for the month of October, India shipped 28,250,000 pounds. This latter figure is well up to pre-war average. The total receipts of tea from Northern India during 1913, the last complete year of peace, were 197,500,000 pounds and from Ceylon 112,000,000 pounds. This information that the British public is now receiving somewhere near normal supplies of tea will effectively put at rest the reports that the embargo is likely to be raised on the import of teas other than British grown. Tea men in this district in some instances were of the opinion that should the embargo be raised considerable quantities of teas now held in Canada might find their way into Great Britain as the nearest source of supply. Locally there has been a good inquiry for tea and prices held steady during the week. It is reported that the Canadian Government is now in the market to purchase 1,100 chests of tea, which would be approximately 110,000 pounds. The value of this purchase would be in the neighborhood of \$45,000.

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

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

Chicory Orders Cut
Down By 25 Per Cent.

Toronto.
COFFEE.—Dealers in chicory have been advised that their orders will be restricted to the extent of 25 per cent. In other words they will be able to get only 75 per cent. of the amount they ordered. Production in Quebec did not turn out as well as anticipated. Prices of chicory are firm in consequence, with some dealers not caring to dispose of any of their stocks in a retail way. High cost of tins for ground coffee is becoming a problem for dealer to meet. Tins that formerly cost less than 2c each now cost 6c each. Coffee in the primary market

was easy in tone with intimations in some quarters that lower prices might be a possibility.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Gloves Are Scarce
And Prices Firm

Toronto.
SPICES.—A rather peculiar situation developed in cloves in the primary market during the week where stocks were reported very small and hard to obtain. Some dealers in the New York market showed a certain apprehension over the situation and gave evidence of wanting to clear out their stocks before high prices left them on their hands. For this reason they made some sacrifices in price. Locally there is practically none obtainable for less than 60c per pound. Mustard seed is firm and inclines higher. The market for spices of all kinds is unsettled with a strong undertone to the situation owing to the lightness of stocks at primary points. French pure cream of tartar is high in price and hard to obtain, while American high test is practically out of the market.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves		0 60
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 36	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's....		0 40
Do., 80's		0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Caraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 67	0 75
American high test		
2-oz. packages, doz.		1 25
4-oz. packages, doz.		2 25
8-oz. tins, doz.		4 25

Demand For Rice Light,
But Tendency Is Firm

Toronto.
RICE.—Wholesalers report the demand for rice has not been heavy within recent weeks, but with the approach of winter it is expected consumption will show improvement. High prices have operated to cause a slowness in demand, together with the fact that people ate considerable quantities during the past spring and summer when potatoes were so high in price. Now that potatoes are again available at reasonable prices the demand has been on these vegetables. The conditions in the primary markets for rice continue very firm. Higher prices were recorded in some quarters on fancy Japans, at \$10.50 to \$11 per hundred, with Japan seconds at \$8.50 to \$9, an advance of 1/2c per pound.

Texas, fancy, per 100 lbs.....	9 50	11 00
Blue Rose Texas.....	10 00	10 50
Honduras, fancy, per 100 lbs.....	0 12½
Slam, fancy, per 100 lbs.....	8 00	8 50
Slam, second, per 100 lbs.....	7 75	8 25
Japans, fancy, per 100 lbs.....	8 50	11 00
Japans, second, per 100 lbs.....	8 50	9 00
Chinese XX, per 100 lbs.....	8 00	9 50
Tapioca, per lb.....	0 14	0 15

California Walnuts May Not Come Here

Toronto.
NUTS.—There was a firmer tendency in nuts during the week under the stimulus of a better demand and the possibility that in some instances new crop would not be likely to arrive before Christmas. Shelled almonds were in firmer market with an advance of 2c per pound recorded from lower levels. Quotations on California shelled walnuts place them on a higher plane than French nuts and this would seem to effectually bar them from this market for the present season.

In the Shell—		
Almonds, Tarragonas, lb.....	0 20½	0 21
Walnuts, Bordeaux.....	0 20
Walnuts, Grenobles, lb.....	0 20
Filberts, lb.....	0 20	0 22
Pecans, lb.....	0 17	0 19
Peanuts, roasted, lb.....	0 16	0 18
Brazil nuts, lb.....	0 18½	0 15
Shelled—		
Almonds, lb.....	0 42	0 48
Filberts, lb.....	0 35	0 40
Walnuts, lb.....	0 55	0 63
Walnuts, California.....
Peanuts, Spanish, lb.....	0 17
Do., Chinese, Japanese, lb.....	0 15	0 16

Food Controller Now After Lima Beans

Toronto.
BEANS.—An interesting situation developed in lima beans during the week when notification was received from the Food Controller that purchases must not be made in the United States at prices exceeding 11½c per pound, which it was stated was the price established by the United States Food Controller as the price which the United States Government would pay. Between 3,000 and 4,000 bags of lima beans had been purchased by local wholesalers at prices ranging from 13c to 14c per pound at Coast points. This would have meant that these purchases could not be brought into Canada. The matter was immediately taken up with the Food Controller by one of the large importers and it was stated by him that the beans could be brought forward provided the shipper in the United States had a Government export license. It was pointed out to the Food Controller that while the United States Government was in the market to buy beans at 11½c per pound the growers would not sell at that price and that the only beans obtainable were around 13c per pound. It would seem that the Food Controller has given way on the point and intends to allow the beans to come into Canada. A few Ontario beans were in the market during the week and sold at \$9.50 per bushel to the retail trade.

Ontario, 1-lb. to 2-lb. pickers, bu.....	9 50
Can. white kidney beans, bush.....	8 00
Indians, per bush.....	6 00	7 00
Yellow eyes, per bushel.....

Japanese, per bush.....	6 60
Limas, per pound.....	0 17	0 17½

Package Cereals Still Selling Well

Toronto.
PACKAGE GOODS.—Wholesalers report the heavy demand on package cereals continues. Consumers are stocking up and providing against the time when they will be unable to purchase them from the retailers. One large manufacturer of package goods is guaranteeing the wholesaler and retailer against loss, while three other concerns are guaranteeing the wholesaler against loss. Prices of package cereals and starches held steady.

Cornflakes, per case.....	3 40
Rollled oats, round, family size, 20s	4 80	5 00
Rollled oats, round, regular 18s, case.....	1 75
Rollled oats, square, 20s.....	4 80	5 00
Shredded wheat, case.....	4 25
Cornstarch, No. 1, pound cartons	0 12
No. 2, pound cartons.....	0 11
Starch, in 1-lb. cartons.....	0 12
Do., in 6-lb. tins.....	0 13¾
Do., in 6-lb. papers.....	0 09½

Dried Codfish Is In Advancing Market

Toronto.
FISH, OYSTERS.—Higher prices were made effective on shredded codfish during the week to the extent of 40c per box as the result of announcement of higher prices by the manufacturers, which now makes the range of price \$3 to \$3.40 per box. Kippered herring is in firmer market with price ranging as high as \$2 in some quarters. Fresh halibut is now out of the market and will not be obtainable for some time. Frozen halibut, however, will still be in the market. Fresh lake trout, was in fairly good supply during the week with a good demand reported.

SMOKED FISH.		
Haddies, per lb., new cured.....	0 12	0 15
Haddies, fillets, per lb.....	0 15	0 18
Kippered herring, per box.....	1 75
Digby herring, skinless, 10-lb.....	1 85	2 00

PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks.....	3 00	3 40
Salt mackerel, kits 15 lbs.....	2 25
Labrador salt herring, barrels.....	9 75
Do., half barrels.....	5 00

FRESH SEA FISH.		
Halibut, medium, fresh, lb.....	0 20
Halibut, frozen.....	0 19	0 20
Salmon, Qualla, lb.....	0 14
Do., red spring.....	0 23
Do., Cohoe.....	0 20
Haddock, fancy, lb.....	0 10
Herrings, frozen.....	0 04	0 06
Steak, cod, fancy, lb.....	0 10
Haddock, heads on, lb.....	0 08	0 09
Cod, market, heads on, lb.....	0 08	0 09
Mackerel, lb.....	0 14	0 16
Flounders, lb.....	0 09	0 10
Swordfish, lb.....

FRESH LAKE FISH.		
Herring, per lb.....	0 08	0 09
Pike, lb.....	0 10	0 12
Whitefish, lb., fresh.....	0 13	0 15
Trout, lb., fresh.....	0 12	0 14
Tullibee, fresh, lb.....	0 09	0 10
Oysters, per gal.....	2 30	3 50
Blue points, bbl.....	11 00
Malpeque, bbl.....	14 00	15 00

Apples Show Firmer Tendency; Lemons Up

Toronto.
FRUIT.—There was a firmer tendency in the market for apples during the week

and some grades were quoted 50c per barrel higher. Baldwin's No. 1 were quoted at \$7, an advance of 50c. Greenings were also up 50c per barrel at \$7. Bananas were firmer at \$2.50 to \$3 per bunch. Verdilli lemons also were higher in price at \$8 per case. Peaches, plums and grapes of homegrown varieties were practically off the market. Quinces in 6-quart baskets were quoted from 35c to 40c per basket. Pears ranged from 30c to 50c per basket for Ontario varieties. Some pomegranates from California were in the market and were quoted at \$3.50 per box.

Apples—			
California, boxes.....	2 15	2 65	
B.C., boxes.....	2 25	2 75	
Ontario—			
Baldwins, No. 1, bbl.....	7 00	
Greenings, No. 1, bbl.....	7 00	
Kings, No. 1, bbl.....	7 00	
Northern Spys, tree runs.....	6 00	
Mann, No. 1, bbl.....	6 00	
Do., No. 2, bbl.....	5 00	
Pewaukee, No. 1, bbl.....	6 00	
Do., No. 2, bbl.....	5 00	
Starks, No. 1, bbl.....	6 00	
Do., No. 2, bbl.....	5 00	
Ben Davis, No. 1, bbl.....	5 00	
Do., No. 2, bbl.....	4 50	
Winter varieties, straight, No. 3.....			4 50
Tree run.....	5 00	
N.S. Blenheim, No. 1.....	5 50	
Do., No. 2.....	5 00	
Bananas, yellow, bunch.....	2 25	2 75	
Cranberries, Cape Cod, bbl.....	15 00	16 00	
Do., 50-lb. box.....	7 00	7 50	
Grapefruit, Jamaica, case.....	4 25	4 50	
Do., Florida, case.....	4 50	5 00	
Porto Rican, case.....	5 00	5 50	
Oranges—			
Cal. late Valencias.....	4 25	4 75	
Lemons, Verdillis, case.....	8 00	
Cal. case.....	
Vegetable marrow, bbl.....	1 50	1 75	
Peaches—			
Ontario, 6-qt.....	0 30	0 35	
Do., 11-qt.....	0 40	0 60	
Pears, Cal., box.....	4 00	4 50	
Do., Ontario, 11-qt.....	0 50	1 25	
Pineapples, Porto Rican, cs. 30-36s	6 25	6 50	
Pomegranates, per box.....	3 50	
Cal. grapes, Malagas.....	2 75	3 00	
Almeira grapes, keg.....	6 50	9 00	
Emperor grapes, keg.....	5 00	5 50	

Potatoes Move In Upward Direction

Toronto.
VEGETABLES.—There was a steadily firm upward movement in the price of potatoes during the week, quotations ranging from \$2.10 to \$2.25 per bag. There is still a scarcity as farmers are inclined to hold out for higher prices. Radishes were in the market and were quoted at 25c to 30c per dozen. Cabbage in barrels were quoted at \$2. There was a stronger tone in the market for Spanish onions, quotations being made as high as \$6.50 per case. Fairly good supplies of celery came to the local market and were quoted up to \$4.50 per case. Hot-house tomatoes were also available at 30c per pound for No. 1 and 25c per pound for No. 2. Demand for vegetables was light.

Beets, bag.....	0 75	0 85
Brussel sprouts, quart.....	0 15
Cauliflower, doz.....	1 75	2 00
Cabbage, Canadian, doz.....	0 50
Carrots, bag.....	0 85	1 00
Celery, Ont., doz.....	0 20	0 25
Do., Canadian, case.....	4 25	4 50
Lettuce leaf, doz. bunches.....	0 20	0 25
Canadian head lettuce, doz.....	1 25
Mushrooms, 4-lb. basket.....	3 50
Onions—		
Spanish, crates.....	6 50
Spanish, half crates.....	3 25	3 50
Do., Canadian, 75-lb.....	2 75

Do., American, 100-lb.
Pickling, silverskin, 11-qt.	0 60	1 00
Potatoes—		
New Ontario, bag	2 10	2 25
Sweet, hamper	2 00	2 25
Spinach, box	0 60	0 75
Green peppers, basket	1 00	1 25

Red peppers, 11-qt.	1 00	1 25
Tomatoes—		
Hothouse, lb.	0 30
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 60	0 75

MANITOBA MARKETS

WINNIPEG, Nov. 13. — The West was in pretty bad shape as regards supplies of sugar last week, although everybody seemed to be convinced that the situation would ease off before long, and that there would be sufficient sugar going around until new stock arrived. Jobbers were giving their customers until December 1 to wait for fresh supply to come in, and supplies on hand were distributed so as to go all around. The following prices are being quoted, some of these being changes. Brier tobacco 10s is now 86c lb., and 4½s 85c. Mica axle grease 1s \$5.85 case; 10s \$1.10 each; 25s \$2.30 each. Diamond axle grease 1s \$5.25 case; 10s 85c each. Sour and chow pickles 25c size now \$2.15 dozen; sweet, \$2.25. Connor's Herrings, tomato sauce, 1s \$8.10; ½s \$5.60 case. Kipper herrings 1s \$8.10. Schep's coconut ½s 35c lb.; ¼s 36c lb.; ½s and ¼s assorted 35½c lb. Cake boxes 36½c.

Difficult To Get Sugar In Winnipeg

Winnipeg.
SUGAR. — The situation as regards sugar was very critical last week and it was stated that there were few wholesalers in Winnipeg who could make deliveries. The reason for this was said to be chiefly lack of cars from the East. Peru sugar was offered on Winnipeg market last week, but did not excite any interest on account of uncertain deliveries.

California Raisins Easy, Yet Prices Guaranteed

Winnipeg.
DRIED FRUITS.—It was stated that an easiness had been noticed in the raisin market in California, one of the reasons advanced for this being that wineries were not taking as many grapes, and they were being used as raisins. A local broker said that this easiness has not reached Canada yet, and that the market here is firm; also that this easiness is probably due to unloading by outside packers. He further draws attention to the fact that the Association have guaranteed prices until the end of December. The dried peach market continues very firm, and they are difficult to buy in California. Prunes continue upward, packers having paid a cent and a half more than opening prices. Apricots are firm and advancing. Movements from California are very poor, due to the car shortage.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.	0 11½
80-90s, 25-lb. boxes, per lb.	0 12
50-60s, 25-lb. boxes, per lb.	0 13
Oregon Prunes—		
100s and over, 25-lb. boxes, per lb.	0 08½

90-100s, 25-lb. boxes, per lb.	0 10½	0 10½
80-90s, 25-lb. boxes, per lb.	0 10½	0 10½
Apples—		
Cal. fey., faced, 50-lb. boxes, lb.	0 23	0 23
Pears, choice, 10-lb. boxes, faced	0 16½	0 16½
Apricots—		
New, choice, 25's	0 23½	0 25
New, choice, 10's, per box.	2 48	2 48
Peaches—		
Choice, 25-lb. boxes	0 13	0 13½
Choice, 10-lb. boxes	0 14	0 14
Currants—		
Fresh cleaned, bulk, lb., Australian	0 21	0 22
Dates—		
Hallowee, 68-lb. boxes	0 18	0 20
Fards, box, 12 lbs.	1 75	2 30
Raisins, California—		
16 oz. fancy, seeded	0 12½	0 12½
16 oz. choice, seeded	0 11½	0 11½
12 oz. fancy, seeded	0 10	0 10
12 oz. choice, seeded	0 09½	0 09½
Raisins, Muscatels—		
3 crown, loose, 25's	0 11½	0 11½
3 crown, loose, 50's	0 10½	0 10½
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes.	0 10½	0 10½
3 crown, loose, 10-lb. boxes.	0 11	0 11
Figs—		
Mediterranean, 33-lb. mats.	0 07½	0 08
Peel—		
Candied lemon, boxes, lb.	0 22	0 22½
Candied orange, boxes, lb.	0 25	0 26½
Candied citron, boxes, lb.	0 30	0 30½
Cut mixed, 7-lb. boxes.	0 28½	0 28½

New Grenoble Walnuts Arrive On The Market

Winnipeg.
NUTS.—New Grenoble walnuts have arrived in New York and are being offered on this market at a price that would cost the dealer about 25c per lb. in shell. Stocks are reported to be limited.

NUTS—IN SHELLS.		
Almonds, Taragona (soft shell), lb.	0 20	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 16	0 19
Filberts, genuine Sicily, lb.	0 18½	0 20
Peanuts, Virginia—		
Choice roasted, fresh, lb.	0 15½	0 15½
Fancy roasted, fresh, lb.	0 17½	0 17½
Jumbo, roasted, fresh, lb.	0 17	0 18½
Salted peanuts, 5c pkts., 20 in carton, per carton	0 75	0 75
Walnuts, French Marbots, lb.	0 14½	0 18½
Walnuts, Manchurian (Jap.), lb.	0 13½	0 15
NUTS—SHELLED.		
Spanish Valencia Almonds—		
28-lb. boxes, lb.	0 39	0 45
Less quantities, lb.	0 40	0 41½
French Bordeaux Walnuts—		
In 55-lb. boxes, lb.	0 55	0 59
Less quantities, lb.	0 56	0 58½
Spanish Shelled Peanuts—		
No. 1 Spanish, lb.	0 14½	0 14½

Brazilian Coffee Now Tending Upward

Winnipeg.
COFFEE.—The market in Brazil has been advancing, the raw bean having gone up fifty points. As is well known, the Brazilian Government have been buying in very large quantities to help growers, and have pretty well cleaned things up. They are stated now to be in a position to buy at a price to cover cost of production. This applies to Brazilian coffee only. Mild coffees are still weak.

First Grade Oleo To Retail 33c to 36c

Winnipeg.
MARGARINE. — The order issued by the Government, making the day on which margarine could be sold November 15th instead of November 1st, prevented local stores from making sales as soon as expected. This, however, allows brokers more time to perfect arrangements for bringing margarine in, and dealers may expect a good supply. One broker who secured the agency of a very large American packer, stated this week that if margarine came into the market in anything but first grade it would be a failure, as lower grades would turn the public against it. He stated that first grade margarine should cost the consumer 33c to 36c, and this would show the dealer a fair margin. A large American manufacturer who was in Winnipeg last week stated that he did not think they would ship any of the lower grades into this market.

Tea Cheap, But Transportation Difficult

Winnipeg.
TEA.—Brokers state that tea in the primary market is very reasonable, but that the cost of transportation is almost prohibitive, and the difficulty of securing bottoms is getting more acute every day. Winnipeg wholesalers have bought well, and to-day they possess good stocks. If this were not so, the trade in Western Canada would be paying ten cents a lb. more, says a local shipper.

Black, Bulk—		
Broken Pekoe, No. 964, ½ chests, per lb.	0 36	0 36
Broken Orange Pekoe, No. 948, ½ chests, per lb.	0 40	0 40
Broken Orange Pekoe, No. 10, chests, lb.	0 40	0 40
Broken Orange Pekoe, No. 752, ½ chests, lb.	0 41	0 41

Telling The Dealer How To Sell Package Goods

Winnipeg.
CEREALS.—Retailers in Winnipeg are in about the same position as the wholesaler, that is, they have good stocks on hand, and for that reason are not buying, simply doing their best to clean up what they have. Wholesalers sent out circulars last week to help along the sale of package cereals, advising the dealer that he had until December 31st to dispose of his stock. The wholesalers themselves can continue selling only until November 30. One wholesaler writing to his customers advises them that many purchasers report the consumer buying Cornflakes, Shredded Wheat and other breakfast foods by the case, and urges his customers to do this as much as they can. He further points out that many customers are not aware of the new food regulations, and urges dealers to advise them to buy sufficient to cover needs for a few months. His advice continues as follows: "Be sure that you do not overlook the importance of gauging your stock when making new purchases. Do not over-buy. Make sure your sales efforts are followed up by increased orders. Sug-

(Continued on page 45.)

FLOUR AND CEREALS

Feed Flour Higher; Feed Oats Up 2c.

Montreal.

FLOUR AND FEEDS.—There is an enormous demand here for all grades of flour, and the difficulty of dealers is that of meeting the demands made upon their supplies. There is consequently a delay in making shipment of many orders, and sorting business keeps coming along well. It will be noted that feed flour is much higher this week, being quoted at \$70 to \$75 per ton, against last week's quotations of \$61 to \$62. There is a general interest upon the part of the dealer and the consumer with the miller in hearing some news from Ottawa, which has been so long deferred. The 24-pound bag of flour has become very popular here, and is selling freely.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25	11 50
90% in wood	10 50	10 75
90% in bags	5 20	5 30
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	70 00	75 00
Feed oats, per bushel		0 84

Cereals Are Firm; Business Keeps Brisk

Montreal.

CEREALS.—There is a brisk movement for all lines of cereals this week, and prices are firm in every line. It seems that while United States millers are able to secure a large amount of corn, the Canadian millers are handicapped a good deal. Some considerable business is being done, but future supplies of corn are very uncertain and deliveries are few. The amount of business obtaining here is even larger than ever, the demand from the country being particularly good in a sorting way. This is true especially with regard to rolled oats and cornmeal.

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 00	6 50
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	5 00	6 00
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 00	5 25
Oatmeal, granulated, 98 lbs.	5 00	5 25
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags.	4 20	4 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		5 80

Flour Buying Reported Good

Toronto.

FLOUR.—There is a good buying movement under way in flour, which

millers assert has been caused by the fact that dealers have allowed their stocks to get low in anticipation of announcement of a fixed price by the Food Controller. Now that it is apparent that no definite announcement can be expected for some little time, probably not until about December 1, it has been necessary for users to take care of their needs. Millers still assert that there can be no material reduction in price, as the mills, through the competition for business, will see to it that prices are held down to comparatively small margins, especially when the price of wheat is fixed. There was no change in the established price for wheat. Prices for both Ontario winter wheat flour and Manitoba flour remained unchanged.

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

Rolled Oats, Corn Flour And Hominy Higher

Toronto.

CEREALS.—The lower quotations on rolled oats were moved up during the week under the stimulus of a heavier demand and scarcity of oats, making the range of quotations from \$4.35 to \$4.60 per bag on rolled oats, and \$5 to \$5.40 on oatmeal. Corn flour was in firmer tone, with an advance of 25c per 98-lb. bag recorded, making the selling price to the retail trade \$6.50. Hominy grits and pearl hominy were increased in a similar proportion, and were also quoted at \$6.50 per bag. There was a firm tendency on corn products, due to the difficulty of getting supplies. Some millers report corn is coming forward slowly after delays occasioned by licensing system. Other millers have not been as fortunate in getting their shipments through, and their supplies are dwindling in consequence. A better demand is reported on all bulk cereals.

	Less than car lots
Barley, pearl, 98 lbs.	6 50 6 75
Barley, pot, 98 lbs.	4 75 5 00
Cornmeal, yellow, 98 lbs.	6 00 7 00
Corn flour, 98 lbs.	6 50
Farina, 98 lbs.	5 70 6 50
Graham flour, 98 lbs.	5 40 6 20
Hominy grits, 98 lbs.	6 50
Hominy, pearl, 98 lbs.	6 50
Oatmeal, 98 lbs.	5 00 5 40
Rolled oats, 90-lb. bags	4 35 4 60
Rolled wheat, 100-lb. bbls.	5 50 6 50
Wheatlets, 98 lbs.	5 70 6 50
Peas, yellow, split, 98 lbs.	9 50 11 00
Blue peas, lb.	0 09 0 12

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

Millfeeds Continue In Active Demand

Toronto.

MILL FEEDS.—An active demand continues on all mill feeds, some mills reporting they are sold some distance into

the future. Prices held steady and at firm quotations. Although farmers are reported to be feeding heavy quantities of shorts and middlings to their hogs, it would seem they are still unable to get sufficient, as packers state hogs are reaching the market in a rather unfinished condition.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	\$34-\$35	\$34-\$37
Shorts	40	42
Special middlings	50	52
Feed flour, per bag		3.05-3.40

Heavy Demand For Bulk Rolled Oats

Winnipeg.

FLOUR AND FEEDS.—First patents are unchanged, and quoted at \$11. Domestic business is very brisk, exceeding that of last year, which was considered a very busy one. It looks as if all Western mills will run to full capacity, taking care of domestic orders along with Government business.

ROLLED OATS.—There is no change in quotations, and all mills are still reporting orders in excess of supply. Some mills report considerable business with the Wheat Export Co. mostly for oatmeal for Great Britain and her allies. There is very little package stuff moving owing to the exceptional demand for rolled oats and oatmeal in sacks; this is not due to the new ruling regarding packages so much as the fact that the demand for bulk stuff is extremely heavy, and manufacturers have very little time for package goods.

FEEDS.—Bran and shorts are still \$34 and \$38 respectively. There is a scarcity of feed, especially shorts, in the West. This has been so acute that British Columbia dealers are actually importing shorts from American mills to take care of B.C. customers. One large dealer reports importing 200 tons this week, together with other feed stuff such as alfalfa meal and bean meal. That gives some idea of the situation regarding feeding stuffs in the West. Cornmeal is still selling at a high figure.

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

PINEAPPLE CROP MENACED

A new disease affecting the pineapple crop of the Philippine Islands has been discovered and it threatens to work havoc on the fruit unless it can be eradicated at once. Officials state that if the new plant disease is allowed to spread and become distributed it may prove a serious menace to the pineapple crop.

WEEKLY MARKET REPORTS

(Continued from page 43.)

gest package cereals to every customer." The following are quotations on package cereals:

Corn flakes, Dominion, 3 doz. case.....	\$3 40
Corn flakes, Kellogg, 3 doz. case.....	3 60
Corn flakes, Krinkle, 3 doz. case.....	3 00
Grape nuts, 2 doz. case.....	3 00
Krumbles, 3 doz. case.....	3 50
Roman meal, 1 doz. case.....	3 25
Shredded wheat, 3 doz. case.....	4 25
Triscuit, 1½ doz. case.....	2 25
Corn meal, 10-10s, per bale.....	6 40
Purity oats, 20s, large, per case.....	4 75
Quaker oats, 20s, large, per case.....	4 80
Robin Hood oats, 20s, large, per case.....	4 80
Robin Hood oats, 18s, small, per case.....	1 75
Rolled oats, 10-8s, per bale.....	4 40
Rolled oats, 10-6s, per bale.....	3 50
Wheat granules, 16-6s, per bale.....	6 40

**News From Spain
Regarding Olive Oil**

Winnipeg.

OLIVE OIL.—The C. H. Grant Co., of Winnipeg, have received the following information from Federico Garret & Co., Malaga, Spain:—

"Regarding edible olive oil, new crop will shortly be available. This commodity was recently placed by our Government on the list of prohibitive exports, owing to the constant rise in values and to the fact that home consumption (olive oil being the staple article of food in the country) was threatened; the feeling generally in most reliable sources is that Spanish ports will not be open again for the exportation of edible olive oils before next December or January.

"We would emphasize the importance of buyers anticipating their business in edible olive oil, owing to the many difficulties of dealing with some on the spur of the moment, especially from the point of view of the tins, in which package we presume most of them will order. Formerly we could get our supplies of these packages in in a fortnight; now we require at least a couple of months, owing to the scarcity of same. And they are always advancing in price, owing to the constant rise in the cost of raw materials.

"As regards prices that will probably rule, we are of opinion that these will be on a high basis during the coming campaign; Spain has to meet the world's requirements and the demand is bound to be enormous. English exchange, too, continues at a low rate, being at a discount at the present time of about 18%, that is, a sovereign is not worth more than about Ptas. 20.50 as against Ptas. 25 at par."

**Ducks 24c; Turkeys 30c;
Fish Prices Unchanged**

Winnipeg.

FISH AND POULTRY.—Fresh salmon was arriving in quantities as large as could be handled, although the demand is not heavy now that the price is so high. Supplies will cease after this week. There is a little fresh halibut arriving, but it is mostly frozen stuff that is selling. All fish quotations are unchanged. Roasting chickens are bringing 22c, domestic ducks 24c, and turkeys 30c.

Pickarel, frozen, cleaned.....	0 12
Haddock, frozen.....	0 09
Whitefish, lb.....	0 12

Salmon, frozen.....	0 18
Salmon, fresh.....	0 23
Halibut, fresh.....	0 22
Halibut, frozen.....	0 20
Cod, frozen.....	0 10
Kippers, boxes.....	2 00
Bloaters, boxes.....	2 00
Lake trout.....	0 16
Mackerel, frozen.....	0 14
Finnan haddie, lb.....	0 13½
Salt herrings, new, ½ bbl.....	7 25
Salt herrings, 20-lb. pails.....	1 85
Smelts, extra.....	0 23
Brook trout, frozen.....	0 35
Sea herring.....	0 07½
Goldeyes.....	0 05
Smoked goldeyes, doz.....	0 70
Poultry—	
Roasting chickens, lb.....	0 22
Fowl, lb.....	0 19
Domestic ducks.....	0 24
Turkeys.....	0 30

**Alberta Potatoes \$1.25;
N.S. Apples Advance**

Winnipeg.

FRUITS AND VEGETABLES.—

Dealers are still quoting \$1.25, for potatoes, but these are Albertas. The quality of Manitobas has been affected by frost. Ashcrofts have been brought in, and are selling at \$2.50 per 100-lb. bag. California celery is now selling on a basis of \$7.50 per crate 100 lbs. Sweet potatoes are bringing \$7.50 per bbl. of 2½ bushels. California head lettuce is down to \$1 per dozen. Valencia onions are selling at \$7 per case. Parsnips are scarce, but supplies will be in this week, and will bring high prices, probably three cents per lb. Nova Scotia apples have advanced to \$6.25 per bbl., the reason given being that the crop is short, and there are very few cars to bring them up. Florida grapefruit is now on the market, bringing \$6 per case. There are no Tokay grapes on the market. Emperors are selling at \$3.75 per case. Pears are selling at \$3 per bushel basket.

Cabbage, lb.....	0 03
Cauliflower, Cal., doz.....	2 25
Celery, Cal., crate 100 lbs.....	7 50
Potatoes, new.....	1 25
Potatoes, sweet, bbl.....	7 50
Pumkin and squash, lb.....	0 04
Carrots, cwt.....	2 00
Turnips, cwt.....	1 50
Head lettuce, Cal., doz.....	1 00
Tomatoes, Cal., box 25 lbs.....	2 50
Onions, Valencia, large case.....	7 00
Onions, yellow and red, cwt.....	3 50
Parsley, home grown, doz.....	0 40
Peppers, green, imported, bu. bkt.....	2 50
Fruits—	
Apples, Nova Scotia, bbl.....	6 25
Apples, Wash. Jonathans, box.....	2 25
Apples, McIntosh Reds, B.C. box.....	2 80
Oranges, Valencias.....	5 00
Lemons.....	8 00
Bananas, lb.....	0 05½
Pears, D'Anjou, crate.....	4 25
Pears, Winternellis.....	3 25
Grapes, Emperor, case.....	3 75
Peaches, Washington, crate.....	1 25
Grapefruit.....	7 00
Grapefruit, Florida, case.....	6 00

ANOTHER SICK BUSINESS

(Continued from page 29.)

what you need when you need it, on \$6,500 as on \$9,000 of stock. Second, that your business is increasing so that \$6,500 will more nearly conform to normal, average turnover.

Economies Always In Order

The plan of buying a truck to save useless horse feed and upkeep is fine. A truck costs something to begin with, but it eats nothing when not in use.

I hope I have told you something use-

ful, but I am not sure. And I shall be mighty glad to have your further letters on any points of accounting, turnover, profits—or errors of my own.

BANNED?

Could you tell me if the order of the Food Controller, re products of corn, etc., will affect us in the sale of starch and corn syrups?—Weyburn, Sask.

Answer.—The order-in-council among other articles enumerates the products of corn. This would unquestionably include such articles as starch and corn syrups. This is unquestionably the interpretation of the manufacturers of these products. Owing to their nature, however, there is every likelihood that these goods will come under the license clause, and will probably under such license continue to be sold in their present form.

THE RAPID RAISE OF "HURRY-UP" HURLEY

(Continued from page 44)

led \$90,000. Three years after the company was organized the profits reached nearly \$150,000, and in February, 1902, it sold out to its only competitor at a price that made thirty-eight-year-old Edward Nash Hurley a millionaire.

The sale of the property was attended by an unusual incident. Mr. Hurley took his tools to London to show them off. They "acted well," but the Englishmen were not quite satisfied. Therefore, Mr. Hurley took out a set of the English tools and put them through the same paces he had just put his own through. The sale was clinched. The papers were drawn up and signed. By the sale contract, Mr. Hurley got, besides a cash payment of \$30,000 which he cabled to his wife instead of trusting it any other way, a large block of stock in the English concern. Long afterward, he discovered an error in the drawing up of the papers which, technically, made the contract absolutely worthless. But to the credit of the Englishmen, they set the matter straight.

Mr. Hurley to-day is as young as he was twenty years ago. He is blunt and forceful. He is teeming with energy and, while driving himself, also drives every one who comes in contact with him, but withal he is tolerant of other viewpoints than his own. He is heavy set, and still shows signs, both in dress and appearance otherwise, of the wholesome, out-of-doors life and work he did when engineering. His hands are thick and his fingers stubby. When he signs his name to shipping contracts his pen frequently tears the paper. He can't use a fountain pen. They are too frail for those burly hands. The pen points he does use wear out quickly. One pen lasts him little more than a week. His forcefulness is too much for them.

Mr. Hurley's knowledge of shipping is small—or rather it was small when he started. He learns quickly—and thoroughly. He tells the following on himself:

"No, I have not had much experience with things that float. My only experience in that line until I took the chairmanship of the Federal Shipping Board was with a tub on Cedar Fork Creek. Cedar Fork Creek runs through Galesburg and under the streets for several blocks, making it a wonderful subterranean river for youngsters to explore in spare moments. I have sailed many an ordinary wash tub through that tunnel with the other boys of the town."

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., Nov. 13.—It was fully expected last week that the potato market would break, but it has not. The prices are from \$28 to \$36. Even selected lowland potatoes bring \$30. A slight decline is looked for in onions. Apples are selling remarkably well. Butter is firm. B. C. fresh eggs are still scarce at 75c per dozen and B. G. storage at 58c. Fresh supplies of rice were received during the week and the market is easier. Beans are plentiful. The flour market has been dragging, with no change in prices. In spite of rumors of advances there has been no change in the price of lard. Business for the first fortnight of the month has been light.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 90
Flour, first patents, Manitoba, per per bbl., in car lots.....	11 30
Salmon, Sockeye, 1-lb. tails, per case 4 doz.
Rice, Siam, No. 1, per ton.....	135 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.....	0 14
Beans, B.C., white	0 16
Potatoes, per ton	28 00 36 00
Lard, pure, in 400-lb. tierces, lb.	0 25½
Butter, fresh made creamery, lb.	0 48
Eggs, new-laid, in cartons, doz.	0 75
Eggs, B.C., storage	0 58
Cheese, new, large, per lb.....	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 13.—Crisco keeps climbing, and a further advance of 40c is recorded, making it now \$10.95 per case. Rolled oats declined 15c, but recovered same amount within two days. Further advances are expected. Imperial jelly powders advanced to \$12.60 per gross. Siam rice is quoted at \$6.75 to \$7.50. Tomatoes, two-and-a-halves, are \$4.75 to \$5.25. Peanuts are higher, the roasted variety being 18c per sack lots. Welch's grape juice, MacLaren's mustard, peanut butter, and chow chow pickles, in five-gallon pails, are all higher this week. There are no white Japan beans on the market at present. Choice evaporated peaches, 25's, are 15½c.

CALGARY:

Beans, small Burmah, lb.	0 11
Flour, No. 1 patents, 98s, per bbl.	11 00
Molasses, extra fancy, gal.....	0 95
Rolled oats, 80s	3 75

Rice, Siam, cwt.	6 75	7 50
Tapioca, lb.	0 13½
Sago, lb.	0 13½
Sugar, pure cane, granulated, cwt.	10 50
Cheese, No. 1 Ontario, large.....	0 25	0 26
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 40
Lard, pure, 3s, per case.....	16 20
Eggs, No. 1 storage, case.....	13 50
Tomatoes, 2½s, standard case... 4 75	5 25
Corn, 2s, standard case.....	5 00
Peas, 2s, standard case.....	4 00
Apples, gals., Ontario, case.....	2 65	2 85
Strawberries, 2s, Ontario, case... 5 50	5 85
Raspberries, 2s, Ontario, case... 5 40	5 85
Peaches, evaporated, lb.	0 15½
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 00
Salmon, pink, tall, case.....	8 75	9 50
Salmon, Sockeye, tall, case.....	16 00
Do., halves	18 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Nov. 13.—Business locally is reported very good. Brooms have advanced from one to two dollars per dozen. All lines of brushes have gone up in price from 25c to 50c per dozen. All lines of oils, such as castor and sweet oil are higher. Peanuts advanced one cent per pound and Crisco advanced forty cents per case.

Beans, small white Japan, bu... ..	7 15
Beans, Lima, per lb.	0 19½
Flour, No. 1 pats., 98s, per bbl.	12 20
Molasses, extra fancy, gal.....	0 70
Rolled oats, bails	4 00
Rice, Siam, cwt.	8 00
Sago and tapioca, lb.	0 15½
Sugar, pure cane, gran., cwt.	10 10
Cheese, No. 1 Ontario, large.....	0 24½
Butter, creamery, lb.	0 43
Lard, pure, 3s, per case.....	16 30
Beans, white, bush.	9 50 10 00
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.....	0 30
Eggs, new-laid	0 45
Pineapples, case	5 75
Tomatoes, 3s, standard case.....	5 40 5 80
Corn, 2s, standard case	4 90
Peas, 2s, standard case	4 20 4 25
Apples, gals., Ontario	2 55
Strawberries, 2s, Ont., case.....	6 30
Raspberries, 2s, Ont., case.....	6 30
Peaches, 2s, Ontario, case	4 30
Plums, 2s, case	3 40
Salmon, finest sockeye, tall, case.	15 00
Salmon, pink, tall, case	8 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 13.—Scarcity of sugar is causing difficulty in securing supplies and the impossibility of filling orders is a disturbing feature of the situation but dealers here hope to tide over the period until the first of the year with-

out actual hardship. Prices are unchanged pending the decision of the Food Controller re licensing package cereals, purchases being made only for immediate use. Purchases of California beans stopped suddenly to-day with the receipt, through Food Control Department, of copy of United States Government circular fixing maximum prices, advocating purchases of supplies only for requirements to the end of November and giving intimation of lower prices. The scarcity of cars preventing shipments make it impossible for California dried fruits to arrive in Maritime Provinces before the first of the year instead of November with the exception of small lots. Another drop in potatoes during the week was followed by a raise to the same figure, owing to a firmer tendency arising from early cold spell hampering shipments. The supply is good but the outlook for winter prices is that they will be not less than the present which is \$4. The markets were practically unchanged during the week. Yellow eyed beans advanced from \$9.50 to \$10. Messina lemons are higher at \$7 to \$7.50.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario	11 95
Cornmeal, gran., bbls.....	13 50
Cornmeal, ordinary, bags.....	4 75
Molasses, extra fancy, gal.....	0 78 0 80
Rolled oats, bbl.	10 00
Beans, yellow-eyed	10 00
Rice, Siam, cwt.	8 50 8 60
Sago and tapioca, lb.	0 17 0 18
Sugar—
Standard granulated	9 15 9 20
No. 1 yellow	8 65 8 70
Paris lumps	10 50 10 75
Cheese, N.B., twins	0 24 0 25
Eggs, new-laid	0 50 0 55
Eggs, case	0 46 0 48
Breakfast bacon	0 34 0 35
Butter, creamery, per lb.....	0 48 0 50
Butter, dairy, per lb.....	0 44 0 46
Butter, tub	0 40 0 44
Lard, pure, lb.	0 30 0 30½
Lard, compound	0 24 0 24½
American clear pork	64 00 70 00
Beef, corned, 1s	4 25
Tomatoes, 3s, standard, case.....	5 10
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case.....	4 70
Corn, 2s, standard case	4 80
Peas, 2s, standard case	3 80
Apples, gals., N.B., doz.	4 00
Strawberries, 2s, Ont., case.....	5 00 5 25
Pork and beans, case	4 00 5 50
Salmon, Chums	8 00 8 50
Sardines, domestic, case	6 00
Cream tartar	0 64 0 66
Currants, lb.	0 20 0 21
Raisins, choice, lb.	0 12½
Raisins, fancy, lb.	0 12½
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 14 0 14½
Candied peel, citron	0 35 0 37
Candied peel, orange and lemon.	0 28 0 30
Evaporated apricots, lb.	0 21
Apples, N.S., bbl.	2 50 5 50
Potatoes—
New, native, barrel	4 00
Tomatoes, Ont., basket	1 00
Onions, Canadian, 75 lbs.....	2 90 3 00
Lemons, Cal. Messina, case.....	7 00 7 50
Oranges, California, case	4 00 4 50
Grapefruit, case	6 00 7 00

PRODUCE AND PROVISIONS

Hog Market Steady; Lard Goes Higher

Montreal.
PROVISIONS.—The quality of live hogs being received here continues to be very poor indeed. Receipts for the week are light again and there is little promise of improvement. There is a big decrease from last year in this respect. Bacons, dry salt meats, and cooked meats remain unchanged, while there has been a tendency to higher prices for lard and shortening, which some are quoting at $\frac{3}{4}$ c per pound higher all round. We quote as follows:—

Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots....	0 26	0 27
Long clear bacon, small lots...	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 43	0 44
Hams, roast, per lb.	0 46	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 27½	0 28½
Tubs, 60 lbs.	0 27¾	0 28½
Pails	0 28	0 28¾
Bricks, 1 lb., per lb.	0 28¾	0 29½
Shortening—		
Tierces, 400 lbs., per lb.	0 22½	0 23½
Tubs, 50 lbs.	0 22¾	0 23¾
Pails, 20 lbs., per lb.	0 23	0 24
Bricks, 1 lb., per lb.	0 25	0 25¾
Hogs, dressed	25 00	25 50
Live	17 75	18 00

Poultry Demand Good; Receipts Are Light

Montreal.
POULTRY.—There is a fair movement of poultry here, but receipts of dressed poultry from the country are very light. This is partly due to the unfavorable condition of the roads, which the farmers do not care to travel. The quality of what comes in is rather poor, owing to the higher prices for feed. The receipts of live poultry are better and as the weather improves and becomes colder there will probably be a larger movement, both of live and dressed poultry.

Poultry—		
Old fowls	0 23	0 26
Chickens, milk-fed, crate fat-tened, lb.	0 18	0 28
Old roosters	0 18	0 19
Roasting chickens	0 28	0 28
Young ducks	0 28	0 28
Turkeys (old toms), lb.	0 30	0 32

Storage Eggs Moving; New-Laid Are Scarce

Montreal.
EGGS.—There is very little of note this week in the egg market. Interest has been aroused in one respect with re-

gard to export, and accommodation has been secured for the shipment of from 5,000 to 6,000 cases, overseas, by some export firms. Few new laid eggs are obtainable and these find their way into local retail channels for the most part. Trade generally is fair and the poorer grades, in the absence of fresh stock, are being gradually moved.

Eggs—		
New-laid (specials)	0 52	0 54
Selects	0 46	0 48
No. 1's	0 43	0 44
No. 2's	0 42	0 43

Cheese Demand Is Fair; Receipts Are Lighter

Montreal.
CHEESE.—The cheese market is unchanged. Receipts continue to be very light as compared with a year ago, and many factories have already ceased mking. There is no change to report from last week's quotations, and at these prices there is just a fair movement. The prices asked for cheese undoubtedly have a real effect on curtailing demand and this will perhaps be less this season than during the average fall period.

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

Butter Receipts Light; Tendency Is Higher

Montreal.
BUTTER.—There is no interesting feature in connection with this week's butter market. The supplies coming forward are just about ample to meet the local demand. The prices asked have changed little, but there is a decided firmness in the market all round. Choice prints are real scarce and very little of this finds its way here. We are quoting "best grass-made creamery" and "best grass-made creamery (choice)" this week. Prices are as follows:

Butter—		
Creamery prints (fresh made).	0 44½	0 45½
Creamery solids (fresh made)....	0 42	0 45
Dairy prints, choice, lb.	0 42	0 43
Dairy, in tubs (choice)	0 40	0 40
Best grass-made creamery	0 46	0 46
Do., choice	0 47	0 47

Honey Quoted Higher; Maple Sugar Up 2c

Montreal.
HONEY.—The movement of honey is small owing to a limited supply. There has been a normal demand the past week, but stocks are depleted and with little hope of their increasing soon. There has been a tendency to higher prices and dealers are inclined to hold firm on the following quotations:—

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 17	0 17
Buckwheat, 60-lb. tins, lb.	0 16½	0 16½
Clover, 5-10 lb. tins, per lb.	0 19½	0 19½
Clover, 60-lb. tins	0 19	0 19
Comb, per section	0 21	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 20

Bacon Shows A Firmer Tone

Toronto.
PROVISIONS.—There was a firmer tendency in roll bacon during the week when one large dealer moved the price of quotation up 1c per pound, which makes the range from 29c to 31c per pound. The arrival of live hogs during the week was somewhat light and those that did reach the market gave evidence of being unfinished. This affected the amount of products, particularly of lard, that was available. There has been a good demand on barrel pork, some concerns reporting that they are oversold on this product. Prices for barrel pork were firm and an advance of \$1 per barrel was recorded in mess pork, and a similar amount on pickled rolls. Dressed hogs and live hogs held unchanged in price.

Hams—		
Medium	0 30	0 30
Large, per lb.	0 24½	0 29
Backs—		
Plain	0 38	0 42
Boneless, per lb.	0 43	0 46
Bacon—		
Breakfast, per lb.	0 37	0 42
Roll, per lb.	0 29	0 31
Wiltshire (smoked), per lb.	0 34	0 34½
Dry Salt Meats—		
Long clear bacon, lb.	0 27½	0 28
Fat backs	0 28½	0 28½
Cooked Meats—		
Ham, boiled, per lb.	0 42	0 44
Hams, roast, per lb.	0 44	0 50
Shoulders, roast, per lb.	0 37½	0 47
Barrel Pork—		
Mess pork, 200 lbs.	51 00	52 00
Short cut backs, bbl., 200 lbs.	55 00	56 00
Pickled rolls, bbl., 200 lbs.	51 00	52 00
Hogs—		
Dressed, abattoir killed	24 00	25 00
Live, off cars	17 00	17 00
Live, fed and watered	18 75	18 75
Live, f.o.b.	18 00	18 00

Pure Lard And Shortening Up ½c

Toronto.
LARD, SHORTENING.—A very firm market prevailed for pure lard and shortening during the week. Raw materials in the shape of fats and oils were decidedly strong. There is a good demand for both lard and shortening, with light receipts reported. One large concern is not selling any lard for immediate shipment and will only quote on the basis of 28c in tierces for December shipment. In the shortening market there was an equally strong position with

a temporary embargo reported on raw materials coming from United States. It is expected this situation will clear up in the near future. Shortening was firmly held at an advance of 1/2c in some quarters, making the range of prices 24c to 24 1/4c per pound on tierce basis.

Lard—

Pure tierces, 400 lbs., per lb.	0 28
Shortening, tierces, 400 lbs., lb 0 24	0 24 1/4
In 60-lb. tubs, 1/4c higher than tierces; pails, 1/2c higher than tierces, and 1-lb. prints, 1 1/2c higher than tierces.	

**Licenses For Sale Of
Margarine Not Issued**

Toronto. BUTTER.—As yet the licenses for the sale of margarine have not been issued by the Dominion Government, although the majority of the commission men put in their applications last week. It is understood that all the licenses will be issued at the same time and that they will, in all probability, be forthcoming in the very near future. Dairy butter is exceedingly scarce as nearly all supplies are being consumed at country points before reaching the larger distributing centres. Fresh made creamery prints are somewhat scarce as much of the milk supply is being used in manufacture of condensed milk and similar products. There is still a lot of storage creamery butter available, but the price in this commodity is holding up well by reason of the higher cost at which it was placed in storage. No export space has been available as yet and this affected the storage creamery toward an easier tone, prices being down 1c to 1 1/2c per pound.

Creamery prints, fresh made.....	0 45	0 47
Creamery solids, fresh made	0 43	0 44
Dairy prints, choice, lb.	0 44	0 45
Dairy, prints, lb.	0 38	0 40

**Storage Eggs Down 1c;
Market Still Weak**

Toronto. EGGS.—There was continuance of the weakness in the market for storage eggs during the week and prices were down 1c on No. 1 storage. New-laid eggs, however, are very scarce and prices are accordingly firm with an advancing tendency. Consumption of eggs is light and export is nil, as space is not yet available. Reports from the United States indicate the stocks of storage eggs at the first of November amounted to 2,886,000 cases as against 2,241,000 cases to the corresponding date last year, showing an increase of 645,000 cases. In butter there is also an excess in the United States over the same period last year, the amount in storage up to November 1 being 70,571,000 cases as compared with 68,556,000 cases last year, an excess of 2,015,000 cases. Some eggs from the United States are being sold in the local market.

Eggs—

New-laid, in cartons	0 55	0 56
Storage selects, ex-cartons.....	0 45	0 47
Storage, No. 1, ex-cartons.....	0 43	0 44

**Cheese Factories
Finishing Season's Make**

Toronto. CHEESE.—Some of the cheese factories are reported to have finished their make of the season and production of cheese is expected to decrease from this time forward until production starts for next year. There has been no change in the price of cheese although there has been expectation that the Cheese Purchasing Commission might raise the price above 21 1/4c per pound. There is no indication that the Commission intends to raise the price. Expectation has perhaps been fostered by the wish on the part of the producers that it might be higher.

Cheese—

New, large	0 22 1/2	0 23 1/2
Old, large		0 24
Stilton (new)	0 25	0 26
Twins, 1/4c lb. higher than large cheese. Triplets 1/2c lb. higher than large cheese.		

**Live Ducks And
Turkeys Firmer**

Toronto. POULTRY.—Higher prices were offered for live ducks, turkeys, hens, and spring chickens during the week. Live roosters and hens under 3 1/2 pounds weight were lower in price. There were fairly good arrivals of spring chickens in some quarters, but some dealers asserted they were not getting enough for their requirements. Live ducks were quoted up to 16c per pound, turkeys at 18c for old birds and 24c for prime young birds. Roosters were quoted down to 13c per pound. Hens over 5 pounds were quoted from 18c to 19c for live birds and at 13c for hens under 3 1/2 pounds. United States prices on poultry were higher and this had a strengthening effect on the local market.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	\$.-0 16	\$.-0 20
Geese-0 13	.-0 18
Turkeys	0 18-0 24	0 23-0 28
Roosters-0 13	0 17-0 18
Hens, over 5 lbs.	0 18-0 19	.-0 22
Hens under 5 lbs.-0 13	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.-0 17	0 21-0 22
Squabs, dozen	4 50

Prices quoted to retail trade:

Hens, dressed	0 22-0 25
Ducks	0 22-0 25
Chickens	0 26-0 28

**Maple Syrup Shows
Considerable Advance**

Toronto. HONEY, MAPLE SYRUP.—Maple syrup showed a decidedly firm tendency during the week and higher prices were recorded. No. 1 gallons, six to case, are now quoted at \$11.70 per case; No. 2, half gallons, 12 to case, at \$12.25 per case; No. 3, quarts, 24 tins to case, \$12.25 per case; No. 3, quarts, 12 bottles to case, \$5.50 per case; No. 4, pints, 24 tins to case, \$7.20 per case; No. 4, pints, 24 bottles to a case, \$6.40. One gallon tins, six to case, are quoted at \$13.50 per case, while 5-gallon tins are quoted at \$10.50 per tin. In barrels of 25 or 40 gallons the price is \$2 per gallon. Clover honey continues to show an upward tendency, in some quarters 5-lb. pails being quoted at 23c per pound.

Honey—

Clover, 5 and 10-lb. tins.....	0 20	0 23
60-lb. tins		0 19
Buckwheat, 60-lb. tins
Comb, No. 1, doz.	3 00	3 50
Do., No. 2, doz.		2 50

Do., No. 3, doz.	2 25
Jars, 7 oz., doz.	1 40
Do., 10-oz., doz.	2 00
Do., 12-oz., doz.	2 50
Do., 16 oz.	3 25
Maple Syrup—	
No. 1, gallon tins, 6 to case....	11 70
No. 2, half gal. tins, 12 to case....	12 25
No. 3, quart tins, 24 to case....	12 25
No. 3, quart bottles, 12 to case....	5 50
No. 4, pint tins, 24 to case....	7 20
No. 4, pint bottles, 24 to case....	6 40
N.B.—Above are wine measure.	
Gallon tins, Imperial, 6 to case....	13 50
5-gallon tins, Imperial, per tin....	10 50
Barrels, 25 or 40 Imp. gals., gal.	2 00

**Expect Lower Price
On Live Hogs**

Winnipeg. PRODUCE AND PROVISIONS.—Because of the embargo on live stock, receipts of hogs last week were light, and the market consequently advanced to \$15.75. With heavy runs anticipated this week, lower prices are expected. Provision prices have been firm, but are unchanged, with the exception of back bacon, on which there is a shortage; prices have advanced slightly. The pure lard market has advanced a half cent to 26c. Butter.—Creamery prices are unchanged, and jobbing trade is quiet. There is no movement in dairy butter. Eggs.—The market is unchanged, and current receipts light. It is estimated that 2,500 cases of storage eggs were shipped East during the week, with further orders on hand pending boat space. Cheese is unchanged.

Hams—

Light, lb.	0 30	0 32
Medium, per lb.	0 28	0 30
Heavy, per lb.	0 26	0 28

Bacon—

Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.		0 39
Backs, regular		0 38
Backs, select		0 45

Dry Salt Meats—

Long clear bacon, light.....	0 27
Backs	0 31

Barrelled Pork—

Mess pork, bbl.	48 00
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Lard, Pure—

Tierces	0 26 1/2
20s	5 60
Cases, 5s	16 43
Cases, 3s	16 50

Lard, Compound—

Tierces	0 22
Tubs, 50s, net	11 13
Pails, 20s, net	4 70

Fresh Eggs—

No. 1 candled	0 40	0 42
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Cheese—

Ontario, large fresh	0 24	0 24 1/2
Manitoba, large fresh		0 23

Butter—

Fresh made creamery, No. 1 cartons	0 45	
Fresh made creamery, No. 2	0 44	
Dairy, prints	0 40	
Dairy, tubs	0 38	0 39

**DRASTIC REGULATION OF PACKING
INDUSTRY**

(Continued from page 21.)
portance to Canada, would be practically thrown away. Then, too, if the set price for Canada were not the same as the United States, the Canadian packer would be at a still further disadvantage. Canadian packers had been compelled to go into the American market for supplies, and this business had meant great things for Canada, because all the actual work of processing had been done on this side. If this were made impossible through the difference of the conditions existing in the two countries, it would be a very considerable blow to Canadian trade.

Escaped from Germany

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

Canadian Finances After the War

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

Back from the Arctic

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

Slackers and Conscription

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

The Nation's Business

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

Sketches of Trench Life

By Gunner McRitchie

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

The Late Sir Mortimer Clark

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

A Complete Novelette

By Peter B. Kyne

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

Short Story

By Ethel Watts Mumford

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

Short Story

By W. A. Fraser

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

Hendryx and Oppenheim

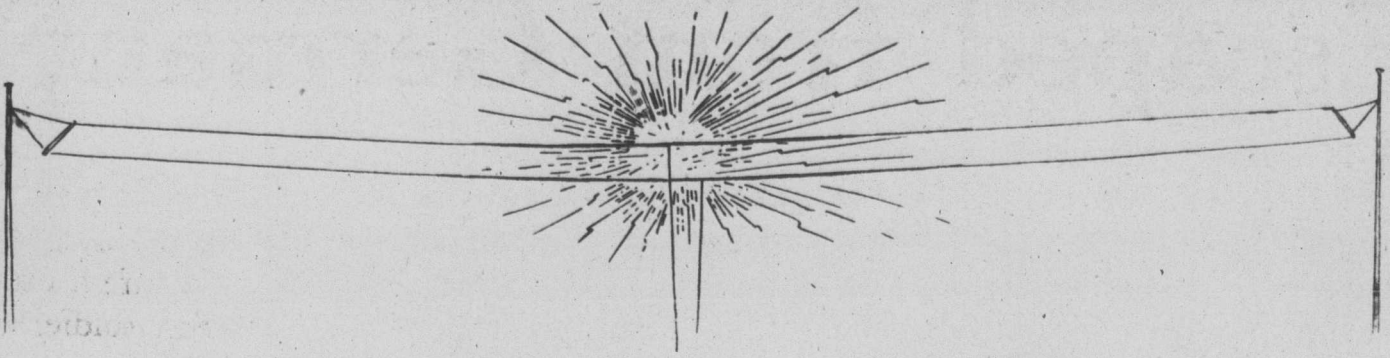
SERIALISTS

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

MACLEAN'S MAGAZINE

for November

At All News Dealers 15c.



GET QUICK ACTION

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

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

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

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R. B. Seeton & Co., Halifax, N.S.



W. C. Edwards & Co., Ltd.

**OTTAWA
ONTARIO**

Manufacturers of

BOX SHOOKS

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

MELROSE'S TEAS

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

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

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

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

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

Furnivall's
FINE
FRUIT
PURE JAM

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

The new season's pack is a splendid line of delicious goodness that surpasses, if possible, our previous quality record.

Never be without a good stock of Furnivall's Jams. Show them daily in your displays.

FURNIVALL-NEW, Limited
Hamilton, Canada



Brunswick Brand Sea Foods

No Better Obtainable

These high-class sea foods appeal to the most cultured tastes—their guaranteed goodness has met with the approval of all lovers of quality fish.

With fish growing in popularity as a daily article of diet the call for Brunswick Brand is steadily increasing. Profit by this demand. Show Brunswick Brand always. Suggest them to your trade.

Here's the list:

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

**Connors Brothers
Limited
Black's Harbor, N.B.**

QUOTATIONS FOR PROPRIETARY ARTICLES SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

BAKING POWDER
ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 30
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 35
5-lb.	24 50

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

DOMINION CANNERS, LTD.

JAMS

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

Screw Vac top Glass Jars. 1½ oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

**DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles**

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce. 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce. 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1.75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2.00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2.00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gal.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	6 62
5's Tin, 8 pails in crate, per pail	6 76
7's Tin or Wood, 6 pails in crate	6 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.....	0 17½
In cases 12—12 lb. boxes to case	0 17

**COCOA AND CHOCOLATE
THE COWAN CO., LTD.**

COCOA.

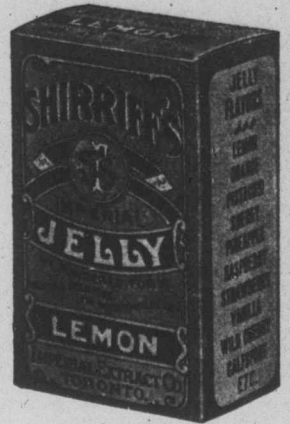
Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, ½-lb. tins, doz..	2.45
Perfection, ¼-lb. tins, doz....	1.35
Perfection, 10c size, doz.....	.95
Perfection, 5-lb. tins, per lb. .37	
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 99	
Sweet Chocolate—Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box.....	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 15
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, ¼'s, 6 and 12-lb. boxes	0 23
Icings for Cake	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 30
Chocolate Confections Per doz.	
Maple buds, 5-lb. boxes.....	0 39
Milk medallions, 5-lb. boxes. 0 39	
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.....	0 39
Lunch bars, 5-lb. boxes.....	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box..	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake. 0 75	
Almond nut bars, 24 bars, per box	0 95

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

What Your Customer Likes Best

is a jelly powder she **knows must** be good. She shies at the task of figuring out possibilities of success or failure with a product she knows little about. Instead of wasting precious time on explanations, let the Shirriff reputation close quick sales with

Shirriff's Jelly Powders



The Shirriff name has for years stood for quality. The women know that Shirriff's jelly powders *must* be good. They *are*.

always asked for instead of having to be sold; that is our experience.

They make many varied desserts. There is a full line of delicious fruit flavors. Once tried they are

If you do not sell Shirriff's, order a case or two now and watch your sales grow.

Imperial Extract Company - Toronto



Custard that Compels Custom

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

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

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

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

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

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



SUN-KIST
SEEDLESS RAISINS

REG. U.S. PAT. OFF.

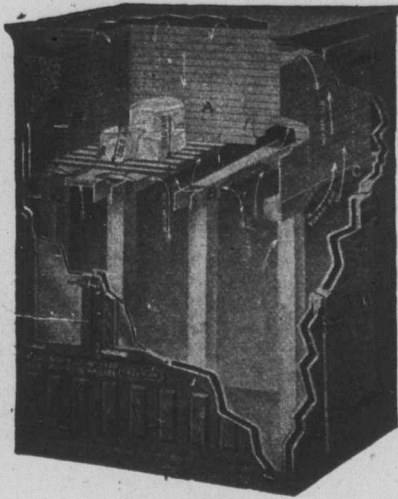
It is really surprising how business on SUN-KIST Seedless Raisins will grow when you give them a chance. They are the most delicious of all raisins—a special, sweet, thin skinned, delicately flavored variety, grown without seeds. No wonder they sell so fast and folks come back for more—they require no seeding—no washing—they are ready for immediate use.

Packed—and backed—by 50 years' experience.

Wholesale distributors in every territory. **ASK THEM**

Freeman's Dry Air Refrigerator

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



Price list and catalogue free and mailed to any address.

This Interior View

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

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

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



Always
Worth
While

MARSH'S Grape Juice

Let us send you, prepaid, a five-case lot of this Pure Concord Beverage.

Try it out. See how well it sells. Note the boost it will give your profits. Then ask yourself if you can afford not to sell it.

The Marsh Grape Juice Company

Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.
Ontario Agents

Rose & Laflamme, Ltd.
Montreal, Que.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

- Size—
2 1/2-quart Tall Cylinder Can
No. 1 Pint Cylinder Can ...
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

- 2 1/2-quart Tall Cylinder Can...
No. 1 Pint Cylinder Can.....
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

- Eagle Brand, each 48 cans...\$8 75
Reindeer Brand, each 48 cans 8 45
Silver Cow, each 48 cans... 7 90
Gold Seal, Purity, each 48 cans 7 75
Mayflower Brand, each 48 cans 7 75
Challenge, Clover Brand, each 48 cans 7 25

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

GELATINE

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

W. CLARK, LIMITED MONTREAL

- Assorted meats, 1s. *\$4.25.
Compressed Corn Beef—1/2s. *\$2.90; 1s. *\$4.25; 2s. \$9; 6s. \$34.75; 14s. *\$75.
Lunch Ham—1s. *\$4.25; 2s. \$8.
Ready-Lunch Beef—1s. *\$4.25; 2s. \$9.
English Brawn—2s. \$8.50.
Boneless Pigs' Feet—1s. \$3.50.
Roast Beef—1/2s. \$2.90; 1s. \$4.00; 2s. *\$8.85; 6s. \$34.75.
Boiled Beef—1s. \$4; 2s. \$8.85; 6s. \$34.75.
Jellied Veal—1/2s. \$2.90; 1s. \$4.25; 2s. \$9.
Corned Beef Hash—1/2s. \$2; 1s. \$3.50; 2s. \$5.50.
Beefsteak and Onions—1/2s. \$2.90; 1s. \$4.25; 2s. \$8.50.

- Cambridge Sausage, 1s, \$4; 2s, \$8.00.
Boneless Pigs' Feet, 1/2s, \$2.50; 1s, \$3.50; 2s, \$8.50.

- Lambs' Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.35; 1s, \$3.35; 4s, \$20.
Sliced Smoked Beef, glass, 1/4s, \$1.75; 1/2s, \$2.75; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.

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

- Potted Meats, Glass—Chicken, Ham, Tongue, venison, 1/4s, \$2.00.
Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7.50; 1 1/2s, \$12.00; 2s, \$15.50.

- Ox Tongues, glass, 1 1/2s, \$14.00; 2s, \$17.00.

- Mincemeat in tins, 1s, \$2.70; 2s, \$3.80; 5s, \$12.00.

- In Pails, 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16 1/2c lb.
In Glass, 1s, \$3.25

- Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.

- Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

- Clark's Tomato Ketchup, 16 oz., 12 oz., 8 oz.

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

- Individuals, 85c doz.

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

- Individuals, 95c doz.

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

- Individuals, 95c.
Pork and Beans, Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.

- Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.

- Clark's Chateau Chicken Soup, \$1.75.

- Clark's Chateau Concentrated Soups, 13 kinds, \$1.25.

- No. 1 assorted, \$1.30; No. 2 assorted, \$1.30.

- Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.

- Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.

- Canadian Boiled Dinner, 1s, \$2.50.

- English Plum Puddings, 1/2s, \$2.45.

MUSTARD

COLMAN'S OR KEEN'S

- Per doz.tins
D. S. F., 1/4-lb.\$ 1 85
D. S. F., 1/2-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., 1/4-lb. 1 15

Per jar

- Durham, 4-lb. jar, each..... 1 30
Durham, 1-lb. jar, each..... 0 37

JELL-O

GENESEE PURE FOOD CO.

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

JELLO ICE CREAM POWDERS

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

Sunset Soap Dyes

It's Easy to Sell Food to Hungry Men

—and it is just as simple to sell Sunset Soap Dyes to thrifty women. These wonderful dyes are rapid sellers because they meet the ever-present demand for non-fading dyes that can be satisfactorily used at home. Simple and cleanly; practical and economical. A big find for your customers; fast profit-makers for you.

FOR PRICES AND TRADE DISCOUNTS WRITE

HAROLD F. RITCHIE & CO., Ltd., *Canadian Distributors, Toronto, Ont.*

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

Send Us That Photograph

The CANADIAN GROCER is published in the interests of the Grocery Trade from coast to coast. It is the effort of those charged with its production to make its contents of use and interest to every one of its numerous subscribers. You can help us in this matter if you will.

There are photos of window displays, or store interior that you might send us.

There are suggestions on selling methods, and novelties in display, that would be of interest to all our readers.

Will you help us to make this paper an even greater success by assisting us in these ways with pictures and suggestions?

In sending in picture of a window display, tell us about how it sold the goods.

The Editor, Canadian Grocer

143-153 University Ave., Toronto, Ontario

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory,
Leamington, Ont.

Principal Factory,
Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax
St. John
Quebec
Ottawa
Winnipeg
Edmonton
Lethbridge
Calgary
Fernie, B.C.
Moose Jaw
Saskatoon
Vancouver
Victoria

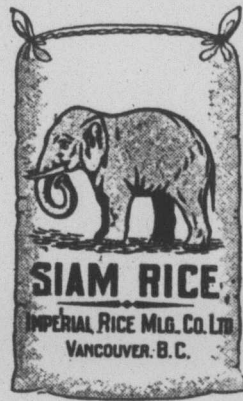
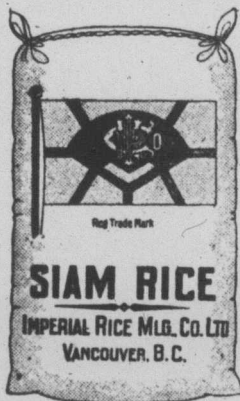
John Tobin & Co.
Baird & Peters.
J. B. Renaud & Co.
Provost & Allard.
The Codville Co., Ltd.
The A. Macdonald Co.
The A. Macdonald Co.
Simington Co., Ltd.
Western Canada Wholesale Co
The Codville Co., Ltd.
The Codville Co., Ltd.
Kelly, Douglas & Co.
Kelly, Douglas & Co.

Margarine

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

F. W. FEARMAN CO.
LIMITED
HAMILTON

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



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

KLIM

Hotel size, 6 10-lb. tins to case	\$15.50
Household size, 1-lb, 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

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

Culinary Starch

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

BRANTFORD STARCH

Ontario and Quebec

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

SYRUP

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

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

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

Barrels, about 700 lbs.....	0.07½
Half bbls., about 350 lbs....	0.07½
¼ bbls., about 175 lbs.....	0.08
2-gal. wooden pails, 25 lbs..	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs..	5.25

LILY WHITE CORN SYRUP

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

ST. LAWRENCE SUGAR REFINING CO.

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

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	\$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	4 00
½ lb.	2 00

NUGGET POLISHES

Polish, Black, Tan, Toney	Doz.
Red and Dark Brown90
Card Outfits, Black and Tan.	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

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

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

Mr. Bruce's Counsel

SPECIFICALLY APPLIED, MR. BRUCE'S COUNSEL may be said to recommend that business men should read every week THE FINANCIAL POST OF CANADA, to inform themselves concerning current events in the realm of Canadian business and public affairs.

Frank E. Mutton, Vice-President of the International Time Recording Company, of Canada, wrote the following letter to the publishers of THE POST:

Attention, Editor:

Recently we sent you a subscription covering the delivery of THE FINANCIAL POST to each of our Sales Agents and Salesmen throughout Canada. This was prompted by the fact that, in our opinion, your paper is the best barometer in Canada of what is going on in the different industries from one ocean to the other in this country. Your paper contains information invaluable to any traveling representative of any firm.

(Signed) F. E. MUTTON.

Dated Oct. 12, 1917.

IN effect, THE FINANCIAL POST represents a Current Events Club, met weekly for the consideration and study of current affairs in Canada in relation to itself and the world at large. It represents the assembly of many, many surpassingly well-informed contributors who discuss intelligently, lucidly and proportionately, Canada's public and business affairs. No more stimulating and worth-while paper is published in Canada for the man who wants to be able to talk confidently, at the club, luncheon, board meeting, business council, public meetings, about Canadian public affairs.

THE price, \$3, is nothing to the man who really wants to know. Three dollars spent for knowledge that multiplies a man's power and pleasure and satisfaction is a small, small sum to pay. We make our appeal for subscriptions to men who really want to know and who will take time each week-end to read profitably.

If you are willing to give this time, prove it by signing and mailing the coupon below

The Financial Post of Canada

.....1917
THE MACLEAN PUBLISHING CO., LIMITED,
143-153 University Ave., Toronto.

Send me THE FINANCIAL POST. I will remit year's subscription, \$3.00, on receipt of bill.

Name
With
(Name of firm, etc.)
Address

Talk Current Events

A Talk by H. Addington Bruce, Author of "The Riddle of Personality," "Psychology and Parenthood," Etc.

WHAT do you know about the doings in this great world wherein we live?

Do you try to form a really intelligent and well-considered opinion regarding events the world over?

Do you ever discuss their significance with friends and neighbors?

If asked what you think of any particular event, you are perhaps ready with an answer. Is your answer anything but a snap judgment, determined by prejudice rather than by reasoning analysis?

I put these questions not to be disagreeable, but because, if necessary, I want to spur you to appreciate the value that there is in discussion of current events.

Many people, fortunately, appreciate its value instinctively. Perhaps you are one of these. Many others are beginning to appreciate it.

This is shown by the growing popularity of clubs and classes on current events.

Only a few years ago such clubs and classes were almost unheard of. To-day most of our bigger cities have half a dozen of them or more.

In one city—Boston—a talented woman of my acquaintance draws an income of thousands of dollars a year from her leadership of current events classes.

Other men and women have similarly discovered that interest in current events is increasing so rapidly that they can well afford to organize classes like those conducted by the Boston woman.

Still, there remain many people—thousands of people—who never discuss current events. Many thousands more discuss only such events as come under the headings of "crime," "the theatre," and "sports."

These are the people I want to reach. They are the people I want to rouse to recognition of the practical helpfulness they will find in discussion of current events in general.

Current events clubs and classes might well be organized in every neighborhood, with weekly meetings to take up the outstanding happenings in international affairs, national politics, literature, art, music, science and industry.

Regular attendance at, and active participation in, these meetings will prove to be an education in itself.

It will enlarge the mental horizon and broaden the moral sympathies. By disciplining the mind to active thought it will raise the level of workaday efficiency.

It will make for a more alert, a more conscientious citizenship. It will give zest and color to a life which perhaps has hitherto been pathetically drab.

Unsuspected powers will be awakened. With a better grasp on the realities of life, the whole personality will expand.

One evening a week is certainly not too much to give to a discussion of the day-to-day developments in our wonderful world.

It may mean doing without an evening at cards or at the musical comedy, or at the dance hall. But this, after all, is not a terrible sacrifice.

And from the occasional talk over current events will come more profit than could possibly come from any number of evenings spent in card-playing, dancing, or listening to musical comedies.—Reprinted from the Toronto Daily Star.

Look It Up In

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

Full information on every article handled by the grocery trade. Hundreds of trade "Pointers" which are of practical value in buying, selling and caring for goods. An *encyclopedia of all foods* that you have ever seen or heard of. *Food dictionaries* in English, German, French, Italian and Swedish.

1,200 subjects, 500 illustrations, 80 full-page color-plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

WHAT JOBBERS SAY

"We find it one of the finest and most valuable books we have ever seen in a long time; every wholesaler as well as retailer should have one."
The John Bird Co.

"It is a very fine book and we have occasion to refer to it many times."
Kimball Bros. Co.

"I appreciate your splendid book a great deal. Its valuable information will help me in my business as a grocery salesman."

A. C. Robinson, with the Daniells Cornell Co.

"A most interesting book and we find a constant pleasure in referring to it."

Newport Paper & Grocery Co.

"The best thing we have seen for the education not only of the retail but also of the wholesale grocer."

E. T. Smith Co.

"A very attractive looking book and one which we should think every groceryman would be glad to own."

E. G. Whittelsey & Co., Inc.

GROCERS' OPINIONS

"I value your Encyclopædia very much and find it very instructive."

S. G. Hunt, Twin Mountain, N.H.

"I surely do appreciate your book."

M. N. Doubleday, North Dana, Mass.

"We think it a very valuable book—very instructive."

O. B. Parks, Westfield, Mass.

"We are more than pleased with the Encyclopædia and value it very much."

Wookey Bros., Waterbury, Conn.

"The very best book I have ever seen."

S. E. Campbell, Fairlee, Vt.

"I wish to thank you for bringing this book to my notice."

H. S. Young, Norwichtown, Conn.

"A fine instructive book."

O. A. Stevens, Ludlow, Me.

"One of the finest books I have ever seen."

L. N. Perreault, Attleboro, Mass.

PRICE \$10.50; DELIVERY PREPAID. Send your Order to

THE CANADIAN GROCER
TORONTO, CANADA

New Lemons

First shipments to hand.

New Crop

Almonds

and Filberts.

A large variety of

Apples

Boxes and Barrels.

Finnan Haddie

and other sea fish coming
in car lots.

Whitco Brand

Ciscoes

Packed in 15 lb. boxes.

Very Tasty.

Weekly Price List Mailed to Any Responsible Dealer.

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Toronto

Are You Interested?

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

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

No Other Paper Reaches All These Men.

Is Selling a Business?

In Buying a Business?

In Engaging a Clerk?

In Securing a Position?

In Securing a Partner?

In Disposing of Second-hand Fixtures?

Then you should use.

Canadian Grocer's Classified Ad. Columns.

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

Canadian Grocer

143-153 University Ave., Toronto

New Crop

"St. Nicholas"

"Queen City"

"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent

TORONTO

Let us handle your fruit requirements

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

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

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

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

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.



Do your customers like good catsup?

You can satisfy the most particular people with the delicious purity of

Sterling Tomato Catsup

Its goodness is guaranteed. No preservative—no artificial coloring—nothing but the positive purity that has made Sterling Products the favorites of hard-to-please housewives.

See that your stock is well displayed.

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

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Wanted

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESSES FOR SALE

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

AGENTS WANTED

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

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

AGENCIES WANTED FOR IRELAND

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

GOODS FOR SALE

FOR SALE—MULTIGRAPHED FORM LETTERS, for effective collection of slow accounts. Order just what you require of each "strength." Wording and punctuation correct. Sterling Brannen, Fredericton, New Brunswick.

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

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.

MISCELLANEOUS

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

SALESMEN WANTED

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

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

POSITION VACANT

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

FIXTURES FOR SALE

TWO WALKER BIN COUNTERS, WALKER bin shelving with 3 run of drawers, computing scale, refrigerator, coffee grinder, cheese cutter and oyster container. Practically new. Fine opportunity. Write, wire or phone. Rosedale Grocery, 1064 Yonge St., Toronto. Phone N. 5205.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife. Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

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

THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM

READ IT BACKWARD

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

CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.

The Canada Nut Co., Limited

"Specialising in Shelled Peanuts."
Large stock always on hand.

VANCOUVER, B.C.

HO-MAYDE

We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Bread Improver.

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.

Western Agents.

C. & J. JONES,
WINNIPEG.

HO-MAYDE PRODUCTS CO., - TORONTO

SPOT CASH

FOR
Tea LEAD


SHIP AT ONCE
INDEPENDENT METAL COMPANY, Limited

175 King St. East
TORONTO

Long Distance Phone, Main 2378

OAKLEY'S KNIFE POLISH

20-102-7788



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

Kindly mention this paper when writing advertiser

LARGEST CANADIAN DEALER
WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

Why you should advertise on Buyers' Guide Page

Many dealers are sometimes in doubt as to where they can buy supplies of various kinds. The Buyers' Guide gives it to them in condensed form, easily located.

Advertise in the Buyers' Guide page and reach nearly all the aggressive Canadian dealers.

CANADIAN GROCER

143-153 University Ave.

TORONTO, ONT.

KING GEORGE'S NAVY

CHEWING
TOBACCO

will put your tobacco sales on a firm footing

And tobacco selling is a money-making line that every grocer should carefully consider.

People there are in every community who are "strong" for a real, good Chewing Tobacco such as King George's Navy.

They like the palate tickling goodness of King George's Navy. A first purchase brings them back for more and clinches their tobacco trade for the King George dealer.



Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S DOG CAKES

*Poultry Foods, Canary
and Parrot Mixtures*

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.

Oh, Canada!

Our boys at the front are doing
Nobly.

Are we doing our best to

BACK OUR BOYS?

Have You made up your mind to

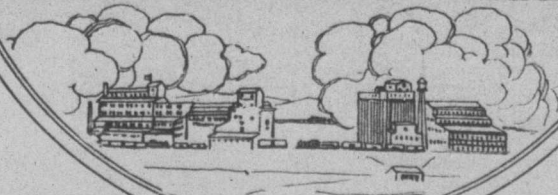
BUY WAR BONDS

to the limit?

"Carry On" Canada

Walter Woods & Company

HAMILTON - ONTARIO



A Victory Bond Salesman

Your continued good business depends upon Canada's prosperity.

The sale of our grain, beef, bacon, munitions and manufactured articles to the Mother Country and our Allies is what is making Canada prosperous.

But our Government must assist in financing these purchases, and at the same time provide funds amounting to one million dollars a day to meet our own War obligations.

To get money for these purposes Canada is now offering Victory Bonds for sale.

It is your duty, therefore, first of all, to

Buy Victory Bonds



CANADA'S VICTORY LOAN
1917

Daily Capacity
27,400 Bags of 98 lbs.

Yourself—just as many as you possibly can. Then BOOST VICTORY BONDS—explain to your customers why they must buy them.

A VICTORY BOND is the safest investment in the World for you, and yields $5\frac{1}{2}\%$.

Space contributed by

LAKE OF THE WOODS MILLING CO.,
LIMITED

Montreal

"The House of Character"

Winnipeg

Offices in 16 Canadian Cities