

**PAGES
MISSING**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, OCTOBER 6th, 1916

No. 40



Retail Merchants Handling

ROBIN HOOD Products

Find Business BETTER Than Usual

Our New Window Trim is Just Ready. Be Among the First to Get One. Write

ROBIN HOOD MILLS, LIMITED

MONTREAL

MOOSE JAW

CALGARY

Suggest

Borden's

**When
taking
orders**



Made in Canada

Remember—Borden quality will please the most discriminating and will turn casual customers into steady patrons of your store. That is the big driving power behind Borden success—incomparable quality.

Don't think that your benefits from the sale of BORDEN MILK PRODUCTS stops with the extra profit you make—No—your benefit is only starting.

Mrs. Jones is persuaded by you and the attractiveness of your window trim to use Borden's Eagle Brand Milk or one of the many other lines; she is pleased with the quality and its great convenience, and tells her friends so.

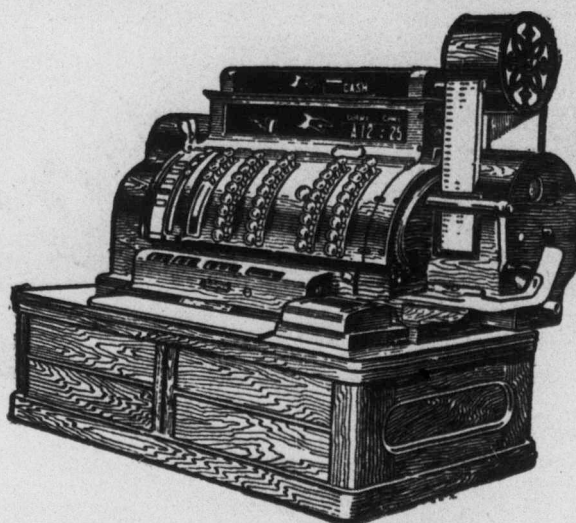
They in turn buy Borden's from you and incidentally make other purchases — the result of your efforts then begins to show in increased business for your store, for other departments.

A trial supply will convince you that this is not an exaggeration of fact. Why not put Borden's to the test.

Your wholesaler will send you a supply.

Borden Milk Co., Limited
MONTREAL

**Branch Office: No. 2 Arcade Building,
VANCOUVER, B.C.**



The Secret of Success is Service Rendered

Progressive merchants are constantly seeking new ways to improve their service to customers.

Service to customers is the watchword that guides the merchant in selecting employes. Service to customers is back of every labor-saving device he installs.

Merchants who equip their stores with the up-to-date National Cash Register invest in the greatest service-rendering device ever perfected.

**Our complete new model protects the customer.
It protects the clerk. It protects the proprietor.**

It records correctly all transactions between clerks and customers.

It furnishes every customer with a receipt or sales slip, with a duplicate for the merchant.

It prints on this the amount paid or charged.

It helps the merchant towards a reputation for good service and square dealing.

It prints a visible list of 14 or 42 of the latest sales, telling the proprietor what has happened during his absence from the store.

The National Cash Register helps to give service that pleases the customer while in the store. It builds confidence in the establishment that brings customers back.

Sold on small monthly payments or liberal discount for cash.

**The National Cash Register Company
of Canada, Limited**
Toronto, Ont.

It prevents disputes with customers over money and accounts.

It enables the merchant to tell what each clerk is worth to him and how much business each department is doing.

It protects the clerk against errors and the proprietor against loss.

It saves time and worry, attracts trade and increases profits.

SIGN AND SEND THIS COUPON NOW.

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

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

.....
Firm name.....
Address

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

Bread Profits

Many Grocers are saying: "There is no profit in Bread." It is quite time that the percentage of profit is lower—but the fact remains that to the Grocer doing a *cash* trade—Bread is still a valuable part of his daily business.

Take to-day's quotations—14c wholesale—selling price 16c or 14½% on cost price—DAILY.

Please keep that one point clearly before you in considering this matter — "DAILY"—Bread is one of the very few lines that the people buy EVERY DAY—If I try to influence the public to ask for BODLEY'S Bread at your store—you then have the opportunity to sell them other goods. Grocers should get cash for bread, otherwise a higher price should be charged to cover the cost of credit.

A TABLE ON PROFITS

On Monday	buy 20 loaves	for \$2.80	and sell for \$3.20
" Tuesday	" 23	" " 3.20	" " " 3.68
" Wednesday	" 26	" " 3.68	" " " 4.16
" Thursday	" 29	" " 4.16	" " " 4.64
" Friday	" 33	" " 4.64	" " " 5.28
" Saturday	" 37	" " 5.28	" " " 5.92

Your purchase of 20 loaves on Monday—compounded daily by your increasing sales—yields over 100%—increase.

If, however, your sales are stationary and you buy 20 loaves daily, your profit on the purchasing price is 14½% DAILY, or on the week's turnover—computed daily is 87%. Deduct your cost of doing business and surely you have a fair profit.

Personally, I would like to see Bread selling for a lower price—but the flour situation makes that impossible.

I am trying to build up a Bread trade with the Grocer and my salesmen are not canvassing all the houses around your doors.

I want *YOUR* trade.

YOU can supply the people.

Is not that plan in your interests?

BODLEY'S HOME-MADE BREAD

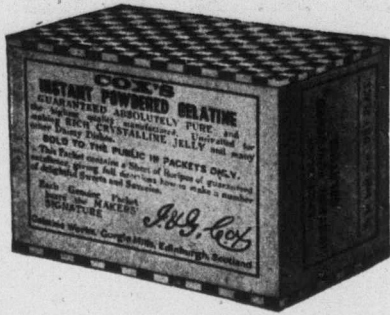
Get Service to-day
Phone Main 1809

5 Auto Deliveries
Gerrard 3160

C. J. BODLEY, - TORONTO

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

When Your Customers Entertain



The Checkerboard box enables you to get good shelf effects: and as it is well known to your customers "its place in the sun" is assured.

Cox's Gelatine is an honest British Product.

MANY an attractive and delectable confection can be made with a good gelatine; and your customers will be exceedingly grateful to you if you will bring to their notice

Cox's Instant Powdered Gelatine

(Sheet of recipes in every package)

Cox's Gelatine dissolves instantly, and being pure and flavorless is wholesome, and lends itself to many treatments and flavorings.

For Summer, Autumn, or Winter, this fine gelatine has its uses.

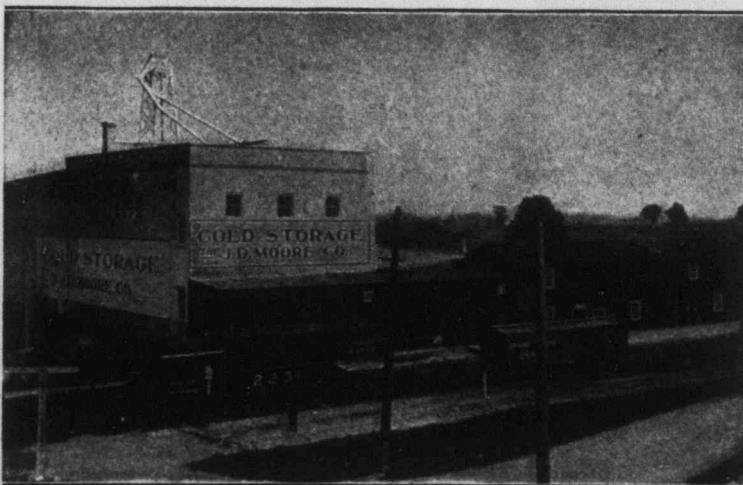
How is Your Stock?

Talking to the Point—

CLASSIFIED ADS. get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads. are so productive of the best kind of results.

CLASSIFIED ADS. are always noticed. They are read by wide-awake, intelligent dealers, who are on the lookout for favorable opportunities to fill their requirements.

TRY A CONDENSED AD. IN THIS PAPER.



When contemplating buying or selling produce of any kind in quantities get in touch with us.

We have a strictly up-to-date Cold Storage plant which enables us to give local and export trade an unexcelled service. We supply only best quality eggs and butter in car lots or less.

Save money on our public Cold Storage system. Charges moderate. Full particulars on application.

Canada's old reliable produce house

The J. D. Moore Co., Limited
ST. MARY'S, ONT.

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

Beans for Profits

A few selling points you should know.

Tell your Customer
—that Simcoe
Beans are Can-
ada's Best, selected
and finest flavored
beans.

They are prepared in
clean factories
and by tasty pro-
cess.

Simcoe Beans are economical,
costing much less than
the raw white when you
consider the trouble
saved.

Simcoe Beans are prepared
with Tomato or Chili
Sauce, Plain or with Pork
—and, Mr. Grocer, you
make more than by sell-
ing raw white Beans.



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

**DOMINION CANNERS
LIMITED**

HAMILTON :: :: CANADA

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

Tighten your grip on Jam and Bottled Goods Sales

Ensure yourself bigger, better Jam sales by insisting on ANCHOR CAPS on every brand in your store. The manufacturer, proud of his product, protects its flavor, its goodness, its purity against all contamination with the positive security of ANCHOR CAPS.

To fail to give you this dependable Seal is to withhold from you your most convincing sales inducement. People know that ANCHOR CAPS stand for better flavor, absolute freshness, original purity.

Why let goods of doubtful security hamper your sales or turn trade elsewhere? Get a positive grip on better jam sales by seeing to it that every brand in your store is sealed with ANCHOR CAPS.



Anchor Cap & Closure Corporation of Canada, Limited

50 Dovercourt Road, Toronto, Canada

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the result will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and

YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date 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. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than \$50,000 to produce, but it sells for*

ONLY \$10.50, DELIVERY PREPAID.

Send your order to Book Department

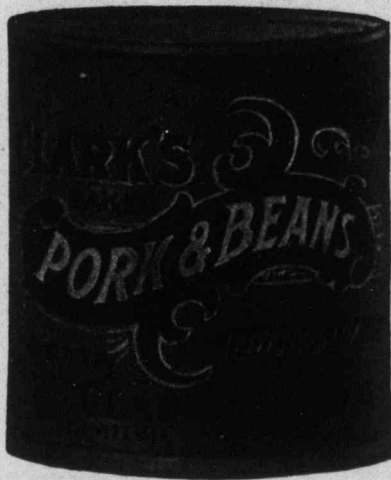
MacLean Publishing Co., 143 University Avenue, Toronto, Canada

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

CANADIAN



BRITISH



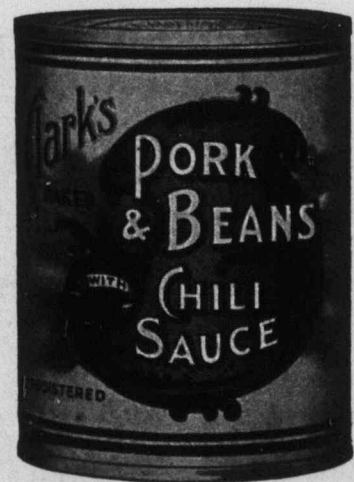
CLARK'S PORK and BEANS

are now as always the
leaders in

QUALITY

This is War Time

When you can get the
QUALITY at home, spend
your money to your own
and your country's advan-
tage. Keep it circulating
in Canadian and British
channels.



W. CLARK, LTD.

MONTREAL



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

As a substitute for expensive
potatoes why not suggest

RICE

Mount Royal Milling & Mfg. Co.

D. W. ROSS CO'Y, Agents

Montreal

Have you tried

WETHEY'S ORANGE MARMALADE?

It is making
a hit.

Harris Built Up An \$85,000 GROCERY BUSINESS On Eggs -



How? Simple enough.
He established a reputation in
his town for handling nothing but
"strictly fresh" graded eggs, used them
as a leader and drew hundreds of new
customers into his store.

But that wasn't all. He guaran-
teed the safe arrival of all egg orders
in the home by delivering them in

Star Egg Carriers and Trays

We could tell you of hundreds
of similar instances — better
still, we can show you how you
yourself can accomplish a pro-
portionate increase in your own business.

Write us to-day for copy of our booklet No.
210. It will give you some pointers on egg han-
dling which you, no doubt, have never even
thought of.

STAR EGG CARRIER & TRAY MFG. CO.
1620 Jay Street ROCHESTER, N. Y.

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

**In your Locality
are many
Dogs and Cage Birds**

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

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

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

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England. 846

Tell your

customers about this excellent Stove Polish and you will find it is easy to sell

**GIPSY
Stove Gloss**

HARGREAVES (CANADA) LIMITED,
33, FRONT STREET, E. TORONTO.
Western Agents: For Manitoba, O. F. Lightcap, Winnipeg.
For British Columbia and Yukon: Creeden & Avory,
Rooms 5 and 6, Jones Block, 407 Hastings Street,
West Vancouver.

*A Reminder from the Old
Country*

**Rich Xmas
Plum Puddings**

The Best on the Market.

**ORDER EARLY
to ensure prompt delivery.**

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

Cases Extra at Cost.

Tuxford & Nephews
Melton Mowbray, - - - England



**CENTURY
SALT**

Century salt put the cents in the profits

Century Salt is not combined with cheap ingredients; the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT CO LIMITED
SARNIA. ONT.

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

MACKENZIE & MORRIS
LIMITED
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO

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

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

**W. H. Millman
& Sons**
Wholesale Grocery Brokers

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

FEATURE FOR THE TRENCHES

**G. Washington's
Refined Coffee**

Canadian Sales Agents:

Edmund Littler,
169 William St., Montreal, P.Q.

W. Geo. Varty,
29 Melinda St., Toronto, Ont.

W. G. Kyle,
261 Stanley St., Winnipeg, Man.

E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

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

IF you want a thoroughly ex-
perienced, reliable man to represent
you in the Toronto market for your
carload fruit or produce of any kind,
communicate with me, results assured.
Apples, Onions, Potatoes, Beans, Honey,
Poultry, Butter, Eggs, Cheese.

FRED J. WHITE
27-29 Wellington St. East
TORONTO ONTARIO

WESTERN PROVINCES

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

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

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

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

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

Manufacturers'
Agents
Wholesale
Grocery
Brokers

**Winnipeg
Manitoba**

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

MARITIME PROVINCES.

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

J. N. COCHRAN
Manufacturers' Agent and Grocery
Broker
FREDERICTON, N.B.
I have a connection with both wholesale
and retail trade throughout the entire
Maritime Provinces.

CHAS. H. McDONALD & CO.
Manufacturers' Agents
Post Office Box 727, St. John, N.B.
We have splendid storage facilities and a first
class connection with both wholesale and retail
trade. Get in touch with us in regard to
handling your line.

**The Anglo-Portuguese Sardine
Packing Co., Limited**
SETUBAL. PORTUGAL
Most up-to-date Packeries in Portugal. French
methods of Packing. Selected fish and Pure
Oil only. If you want RELIABLE packers,
communicate with us.

Important Notice

Have you observed the extra fine quality of late of

St. Lawrence  Golden Yellows

They are perfection in colour and grain.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

NEWFOUNDLAND

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

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

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

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

British firm having a large connection among best buyers in Great Britain invites correspondence and offers from
Shippers and Packers of
Pork, Frozen and other
Meats, Dairy Produce,
Canned Goods, etc.

CIF, FOB, and landed terms.
Advances against consignments.
References exchanged.

WM. THOMAS & CO.
General Provision Commission Merchants
and Brokers
London Bridge House, London, S.E.
Telegraphic and Cable Address:—Prodalros. Tooley
London, A.B.C. Code, 5th Edition.

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

To the Trade

WE regret that inconvenience has been caused to our customers owing to delay in shipments, but on account of the extraordinary labour conditions it is impossible for us to avoid it, and we must therefore ask your forbearance.

THE CANADIAN SALT COMPANY, LIMITED
WINDSOR ONTARIO



**Sells for 5c
—worth 10c**

PUT your customers in touch with Babbitt's Cleanser—the biggest value on the market retailing at 5c, but worth double.

You will easily get the housewife interested. Show her the big sized can, the full weight, and tell her about the premiums we give in exchange for the trade-marks.

There is a good profit to be made by pushing the sales of Babbitt's Cleanser. And it's a repeater.

Agents:

WM. H. DUNN Limited
Montreal

DUNN-HORTOP, Limited
Toronto

AT LAST WE HAVE THEM

*Fibre
Vinegar
Measures*

PINT QUART FUNNEL


\$2.50 per Set

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

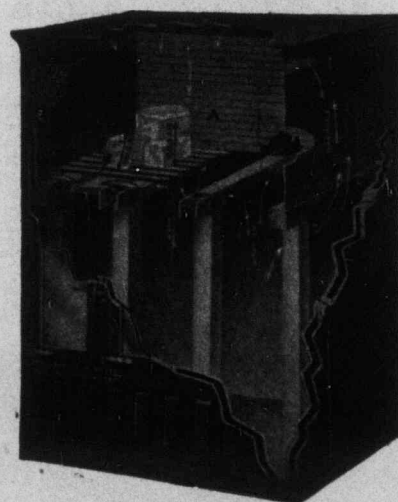
WALTER WOODS & CO.
HAMILTON and WINNIPEG

Freeman's Dry Air Refrigerator

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

This Interior View 

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



Price list and catalogue free and mailed to any address.

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

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

WAGSTAFFES'

the best

Hello!

The Jolly
Mincemeat
and Plum
Pudding
Season
is here again



Wagstaffes'
Always De Luxe

Mr. Grocer:

Get your order in quick. Prices are likely to change any date owing to the Dried Fruit Situation.

Your Mincemeat and Plum Puddings need to be bought right.

WAGSTAFFE LIMITED
HAMILTON, CANADA

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

Tartan BRAND

THE SIGN OF PURITY
Phone Orders at our Expense
Phone Nos. 3595, 3596, 3597, 3598, 4656

Why is every Tartan Brand dealer satisfied?

Because they find that Tartan Brand Lines not only sell quickly, but their quality is such as assures a steady come-back business.

When we say we "want none but satisfied customers" we mean it, and the fact that our customers are satisfied is the best testimony to the real quality of Tartan Brand goods.

We want you too to put our claims to the test. We can supply your needs in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, and Jelly Powders—they are all Tartan Brand.

Do you want fancy groceries, foreign or domestic? Write us. Mail orders promptly attended to.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

Nothing that would in the slightest degree tend to lower the high standard of Furnivall quality is allowed to enter into their manufacture. Pure, fresh, sun-ripened fruits preserved under the most ideal conditions in a factory equipped with the most modern apparatus—that is the secret of Furnivall quality.

Stock up to-day and note results.

Furnivall-New, Limited
HAMILTON, CANADA

Furnivall's

FINE
FRUIT
PURE JAM

AGENTS:

Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg, Man.—W. L. Mackenzie & Co., Ltd. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy.

Ask Your Wholesaler for

PURITY OATS

Made in
Canada

**SPECIAL
OFFER**

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

Your customers are just as anxious to purchase the really best oats as you are to sell them.

The profit-sharing coupon in every large size package means that customers will give Purity Oats a trial.

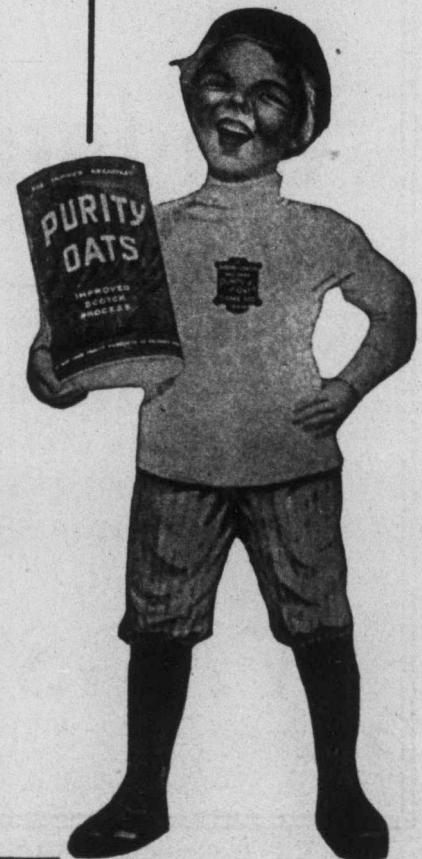
The big, full, even, white flakes make such delicious porridge as only the highest grade of Western Canada oats can make. That means growth of sales worth while.

Write for attractive Purity Oats window display.

Western Canada Flour Mills Co., Limited
Millers of World Renowned Purity Flour

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

The Purity Kid



**“You reap what you sow,”
says an old proverb.**

For twenty-two years we have been sowing the kind of seed shown in the illustration—and for twenty-two years the sales of Red Rose Tea have continued to grow.

To-day there is scarcely a hamlet in the whole wide Dominion in which you cannot procure a package of Red Rose Tea. City people and country folks by the hundred thousands have become regular users. Grocers by the thousands have found it to be a trade-builder of the first rank.

Red Rose Tea
“is good tea”



A Letter to the Groceryman :

Everybody being out, and Bobbie and Dorothy having taken possession of their father's office, Bobbie proceeds to do business.

“You're my st'nogofer,” he says to Dorothy. “Take this dictation.” And Dorothy, at the typewriter, takes this letter:

“Mr. Groceryman: Send me and Dor two packages of Strawberry

JELL-O

and two packages of Orange Jell-O and two packages of Raspberry Jell-O, and send real Jell-O and not that other kind.”

That is a businesslike letter and it shows, for one thing, that Bobbie knows what he wants—“real Jell-O”—and doesn't want to take chances with anything else instead, as some older people do.

Jell-O is always put up in packages bearing the word JELL-O in big red letters on the front.

The grocer who sells Jell-O certainly has a chance to turn his Jell-O customers into very profitable customers, if the old saying is true that “A pleased customer is a good customer.”



THE GENESEE PURE FOOD COMPANY

BRIDGEBURG, ONT.

**Posi-
tively
the
only
Patented
Refrigerator
made
that can claim
warm air flues
across cooling
room ceiling
and connect-
ed with warm
air flues
around walls.**

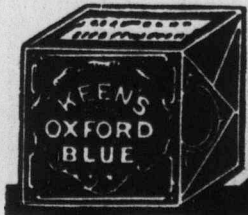
Patented
1886-1900-
1910-1914.



REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc. Write for the Eureka catalog.

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

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



Keen's Oxford BLUE

—the blue with a reputation

A special display on your counters and shelves will remind your customers that KEEN'S OXFORD BLUE is what they want.

You cannot go wrong when you recommend goods which have such an enviable reputation.

Magor, Son and Company, Limited

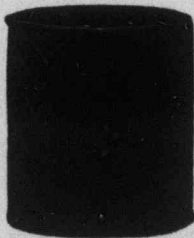
191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

Malcolm Milk Products are satisfying new customers every day



—satisfying them in a way that is a mighty sure guarantee of a continuance of their patronage not only in this but along other lines as well. Malcolm Milk Products will consolidate old trade and turn first sales into steady repeat orders.



THE Malcolm lines are strictly Canadian-made, a product of Canadian Capital and Canadian Labor. So that in pushing the Malcolm Milk Products you not only add to your own profits and prestige, but you are doing "Your Bit" towards building up Canadian industry.



PROVE the selling qualities of these leaders. Send to-day for a trial supply and note results of a Malcolm window trim.

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

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

CANADIAN GROCER

Vol. XXX.

TORONTO, OCTOBER 6, 1916

No. 40

Bakers' Side of the Bread Question

Why Price of Bread to the Consumer is Higher—Bakers Show Cost of Doing Business to be Greatly Increased—Some Views as to the Grocer's Attitude—One Man Urges Strictly Cash Handling of Bread as the Solution.

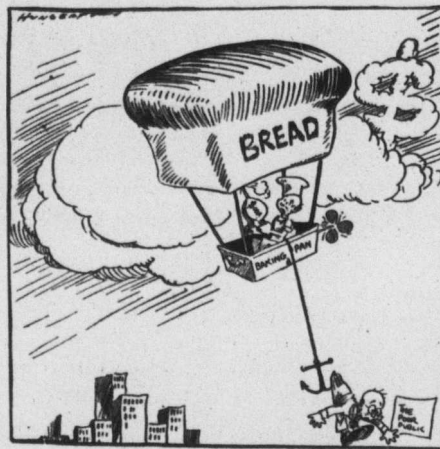
IN last week's CANADIAN GROCER there was an article reflecting the grocers' side of the bread question. The present one reports the view of the baker. It shows his standpoint with regard to the consumer and also with regard to the grocer. CANADIAN GROCER does not necessarily endorse what this article contains. It reports the bakers' side of the bread question, so that the grocer may consider this too.—Editor's Note.

Toronto, Oct. 4.—A few days ago bakers raised their prices to the public by 2 cents, selling a small loaf, formerly sold at 7 cents for 8, and a large, formerly sold for 14 cents, to 16. The large loaf will be taken as the standard of discussion in this article. This has risen from 10 cents in 1914 to 16 cents to-day; those are consumer prices. CANADIAN GROCER talked to some of the bakers about the matter.

"Here it is in a nutshell," said one. "The public want to know why we raise the price of bread. The press is at our throats demanding to know why in thunder we dared to advance bread by 2 cents a large loaf. Press and public—at least the unknowing and unreasoning section of it—think we are trying to rob people of their daily bread. We are, of course, doing no such thing. We are not exploiting the public to the tune of a single nickel. We have raised prices because prices to us, of ingredients, of labor, of cost of doing business, have also been raised.

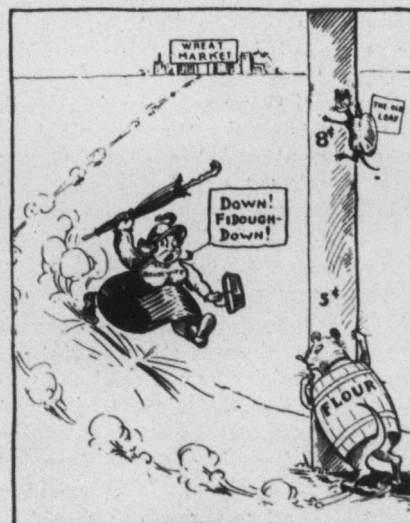
"Take flour alone. In 1914, about the time when the war broke, first patents sold at \$5.80. To-day they are \$8.80, or a percentage increase of practically 52 per cent. In that time bread to the public has increased from 10 to 16 cents, or an increase of 60 per cent.; virtually the same increase is shown in both flour and bread, figuring only on the higher cost of flour alone, to say nothing of other rising costs."

Another baker adduced a reason equally important from his point of view. "The cost of labor is increasing mightily," he said. "To begin with,



Another Zeppelin Atrocity.
—Hungerford, in Pittsburgh Sun.

hundreds of men have left the bakery trade and gone to fight. Their places have to be taken by 'green' men. The labor situation is so acute that even these are demanding and have to have money which they could not have got two years ago. Labor cost has increased by a very large per cent. Moreover, you can't keep your men when you have got them. Every time we have raised the price of bread to the public, compelled so to do, our men have been under the



What is happening in the bread market?

impression that we are coining money and demanded better wages. They have had to have it; otherwise they would quit, and it's hard enough to lose men for patriotic reasons without losing them when, at some expense, it is true they can be kept."

Still another reason was also advanced why bread should be raised in price. Cost of doing business in such things as paper and string as well as minor ingredients used in bread making is also considerably higher.

"You know where paper is," said one baker. "Way out of sight, so far as price goes. People think we do not use much paper. We use a great deal. And we are paying much more for it."

Foreseen Long Ago

"The rise in price of bread was foreseen long ago," said a prominent baker. "We all saw it coming, and had the general public been aware of the signs of the times they must have seen it too. At that, Toronto bakers are the last to put up their prices. Montreal and Winnipeg have been higher than Toronto for years. In Chicago, bread per small loaf is 10 cents, and was raised to that price after the bakers met and tried to offset the necessity for either raising the price or reducing the size. Flour is so much higher that it is impossible to continue selling at the bread price even of a month ago. Flour is jumping something like 30 or 40 cents a week. It is unreasonable to suppose that the baker can stand paying ever more and more for his ingredients and continue to sell at the old price to the public. Bakers cannot make and sell bread at the present prices of material and labor for less than 8 cents for a 24-oz. loaf."

One baker cited his prices for the last two years. They are as follows:—

	For 24-oz loaf.
August, 1914	5c
All 1915	5c
May, 1916	6c
August, 1916	7c
September, 1916	8c

"The only reason why bakers were able to hold their prices of bread during '14 and '15," said one baker, "was the fact that wheat, though it did shoot up meteorically, steadied again, and so did flour. And also bakers bought large stocks of flour to protect themselves. But you may take it from me that flour could be bought by the baker at or around \$5 two years ago. It is around \$8.50 today." (Bakers' prices paid for flour differ according to grade).

As to the Grocer

CANADIAN GROCER also asked what the bakers thought of the attitude of the trade that bread should either be sold to them less than it is, or else the baker should sell to the public at more than the present price of 16 cents for a large loaf, and allow the grocers to do the same.

"They claim there is no money in handling bread when they buy it at 14 cents and sell it at 16 cents for a large loaf. But there would be," said one baker, "if they would only boost their sales of bread as they boost their sales of other lines, say, canned goods or sugar. The trouble with the grocer is that he considers bread and milk, because they are always in some sort of demand as not worth pushing ahead.

"Now he claims 2 cents on a cost price of 14 cents is not enough. It is 14½ per cent. on cost price, not on selling price. Now, here's the point, that 14½ per cent. is 14½ per cent. a day! Surely that pays the grocer. Supposing the grocer bought 20 loaves of bread on Monday. They would cost him \$2.80. He should sell them all. Let us suppose he does. He sells them for \$3.20. He takes that \$3.20 on Tuesday and buys 23 loaves of bread—not quite 23, to be exact, but put it at that. By a little further boosting he should be able to sell three more loaves on Tuesday than on Monday. He takes in \$3.68 that day. On Wednesday he buys 26, on Thursday 29, on Friday 32, on Saturday 36 loaves (he would sell more on Saturday). Each day, supposing he clears his stock out pretty well, he makes a profit of 14½ per cent.: a daily profit.

"Does not that cover cost of handling?"

"But," said your correspondent, "bread would have to be sold strictly for cash to make that percentage a day."

"Why isn't it sold for cash?" was the baker's reply. "The bread wagon sells for cash to the woman at the door. If the grocer took a stand on it, he too could sell for cash. Why does he not? If he doesn't, and he claims that credit helps to swallow his 2c on 14c cost price, the bakers are not to blame. It is the grocer's own business how he sells. If he allows credit on bread—a daily ne-

(Continued on page 23.)

Alternating Fruit and Poultry

The Former is the Summer Specialty—Latter is Featured in Winter—Specializing in One Line as Against Generalizing in All—An Ottawa Grocer's Text and How it Has Worked Out.

SPECIALIZING in two lines—one at each main season of the year, and making general groceries subsidiary to the seasonable leader—is the method of W. T. Aeland, of Bank Street, Ottawa.

He has, of course, a general grocery store. He handles everything which might be found in the average grocery, but he specializes along one line in summer, and along another in winter. Canadian Grocer recently took up with Mr. Aeland the reasons for thus specializing, and gleaned something as to how the plan worked out.

"I have done it for years now," said Mr. Aeland. "It has always paid me. My theory is the theory of the specialist. I believe in specializing. Many grocers work equally hard to build up a general business, or, to put it another way, a business equally good in all lines carried. It seems to me that success along those lines is further delayed than along mine. My theory is that people will come to a specialist when they want that in which he specializes. For example:

"Supposing, now, that I just conducted this store as a grocery store; supposing that I attempted to build up every department to a high point, I could afford to let no department slack in the least. By that I mean not alone that I should have to make each department pay, but that also I should be continually evolving ideas and schemes so that each department would show really big results. Canned goods, for instance, must beat last year's record. Provisions must be continually beating the figures of the month before. A fish department—if I had one—would require a special selling scheme all the time, which would place it in such a position that its progress was assured. Flour and feed is another department. Fruits and vegetables is another. All these would be continually demanding special attention; that is, if one sets out with the idea of making every department pay for itself. You cannot concentrate on so many things at once, and get the best results. You cannot devote to six departments the ideas and the energies you can devote to one.

"I figured, then, that I would have my store known through the length and breadth of the city as a special store. I decided to make good along two lines—one in summer and the other in winter. For the rest, I would carry all lines, but they would be *etceteras*. They would be 'supers.' The two main lines should be the money-bringers, and, therefore, to them would I devote my endeavors.

"I decided to make a great play with fruits in the summer season. I do well over fifty per cent. of my gross summer business in fruits. All other lines together aggregate the remaining percentage. I have made my store known as the fruit store first, and the grocery store second. It has been advertised accordingly. It looks that way, from outside, judging by the windows. And our being established here for so long has gotten the idea over into people's head that this is a fruit store in particular in the summer.

"The same idea of specializing applies in the winter. I think I need not hesitate to say that we have the biggest poultry trade in Ottawa. We specialize in poultry. We do not carry some lines which some grocers do. Poultry has been a success with us. We, therefore, do business in what we have proven, and the results abundantly justify us."

Mr. Aeland's store bears out what he says about specializing. The visitor to it knows immediately that it is a fruit store in the summer. A big store in area, there is a counter only down one side. This is for general groceries. All other sides are lined with baskets of fruit and barrels of vegetables. As the store is square, the effect is one of neatness and yet busyness. Mr. Aeland says that he sees to it that tidiness is the dominant note. His store reflects this. The windows are large, and with a big floor area. This is covered with such vegetables and fruit as can stand the sun. As these are not many, the windows are never overcrowded, and good bright display is effected.

Mr. Aeland, in speaking of this plan of specializing on one seasonable line, pointed out one important consideration. That was the market trend. If there is little variation, he explained, fruits and vegetables were a crackerjack line for a specialty. If prices fluctuated much, however, their vagaries upset his calculations, since he bought in heavy supplies. In the case of a method like his this is an important point.

Doubtless the idea of specializing, as Mr. Aeland has worked it out, is not one which could be laid down as an excellent rule under any conditions. It might not, and probably would not, work out so well in a smaller centre where a store which was a universal market was requisite. But for a city of the size of Ottawa Mr. Aeland has shown that, in his case at any rate, specializing in a seasonable line is a paying resource, particularly when you alternate it with another to cover the round of the year.

Campaign for Pancakes and Syrups

Dealer Sets Out to Do Big Business All Winter Through — Lines are Seasonable for Months Together—Display Methods That Will Draw — Concerted Endeavors of Staff to Make Success

Sixth of the Masters Series by E. A. Hughes.

JAMES J. Masters walked into the store one morning, apparently in a brown study, for he nodded to the staff somewhat absent-mindedly.

"He's ferretting out some other campaign, I guess," said Cooper, the display man and window trimmer.

"Oh, there's always something seasonable to Masters," agreed another clerk.

They were right. Masters summoned the bunch to a conference early next morning to take up the question of a campaign for pancake flour and syrups.

"We're swinging out of the last tail-end of a summer," said he, when all the boys had come, "and into the early fall. Before we know where we are, we'll be in the dead of winter. Why, good grief, the World's series will be over and gone for another year in a few days from now. I've been thinking of the good work we could do, not so much in a special way and for a special line. this time, boys, all winter through. I refer to the ingredients which go to make up 'Pancakes and Syrup.' This is pre-eminently a dish for cold weather. We've got a few months of cold weather before us, and we'll start in right now to lay our plans for selling a whole heap more pancake flour, maple syrup, corn and cane syrups this year than ever we've done before. You know, people are fond of pancakes and syrup. Ever see the bunch of orders handed in when any restaurant puts them on for a special? Believe me, this is a pancake-eating country. People can't consume many of them in the summer months, but they sure do go to them when they want a nice dish for the winter evenings.

All Staff to Help.

"Now instead of figuring out first what special stunt we can put on to get this thing going, let's first have a look at what we can all do in the general way to make a really handsome turnover in pancakes and so on this winter. Here's a great chance once again for the art of suggestion. Let every one get busy and suggest, suggest, suggest. Don't let a woman come into this store and ask for anything from a wash cloth to baking powder without your selling not only what she wants but some pancake flour and syrup in addition. "Count that customer lost who only buys what she asks for," said some wise man who knew

more about the grocery trade than we've forgotten. In this case, the something else should be pancake flour and syrup, right through the winter. This is where this campaign differs a trifle from some of the others we have put on from time to time. Don't weary in well doing. Let every man dig in and boost pancake flour and syrups. We've got to have a really good year in these lines, to make up for the lack of attention formerly.

"Now to start off with, we must have some special stunt which will draw people's attention. Who has any suggestions?"

The bunch were quiet for a little while. Finally Cooper spoke up.

"Well we'll have to have something rather special in the window. How about some actual pancakes?"

"Where would you get them?" asked another of the boys.

"Why, they could be made at my home, for the matter of that. Just think,

a table in the middle of that window; plates, two or three of them, with pancakes on, and some little jars of various syrups, maple, cane and corn."

"And a tablecloth, too, Mr. Cooper," urged the junior.

"Oh, sure. Must have the thing complete. Then we could line the base of the window with bags of flour, alternating with jars of different syrups. We would have a mighty good display, I think."

"As to interior display," continued Cooper, "we might use the unit table idea again. As we are going to keep up the campaign all winter long, we could not very well have pancakes made fresh every day for all that time. But we might have a good display on a table near the entrance of flour and syrups. This should be indexed by a card, in good, bold writing, telling how this pancake flour should be used. It is, of

(Continued on page 23.)

For Cold Weather Days

WE have swung into the Fall, and before we know it, winter will be on us, with its chilling days. Here is where preparedness comes in. You will need during those cold days coming, food which is warming and healthful as well. Have you forgotten how good pancakes used to taste? The pancake habit is an old one and a good one. Why not warm up with pancakes and delicious syrup, and make the cold weather days this winter welcome for the bracing invigorating feeling they bring, and the luscious food in the shape of this old dish?

Pancakes and Syrup

The phrase brings back old memories to you, doesn't it? Why not re-create them. This dish is easy to make, and appetising and healthy for the youngest and oldest alike.

Pancake flour, all ready to use	Per bag.....\$.....
Maple Syrup, luscious, and of course, pure	Per gallon.....c.
Corn Syrup, in sanitary sealed jars.	Per jar.....c.
Cane Syrup, appetizing and good for you.	Per jar.....c.

COME AND SEE US

We are here to serve you. You know the store

J. J. MASTERS

Tel. 99.

Corner King and Main

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

JOHN BAYNE MACLEAN, President.

H. T. HUNTER, Vice-President.

H. V. TYRRELL, General Manager.

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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

OFFICES:

CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-153 University Ave.; Telephone Main 7324. **Winnipeg**—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN—

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

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

PUBLISHED EVERY FRIDAY.

Vol. XXX.

TORONTO, OCTOBER 6, 1916

No. 40

EDITORIALS IN BRIEF

CHRISTMAS begins to loom up in the offing.

* * *

THE MARGIN on bread is very small and so the uproar in the press is peculiarly unjust to the baker and grocer.

* * *

YES, BREAD is costing more, but the public should think of the price they are paying in Germany for black bread.

CANNED GOODS WILL BE HIGH.

REPORTS are now coming in from various men in a position authoritatively to state their opinion of the pack of canned vegetables. It now seems quite certain that all corn, peas and tomatoes will be very short. One inspector stated last week that this season's pack of vegetables will not be more than one-third of the average. Exceptionally bad weather, at an unfortunate time earlier in the summer is largely responsible, and in the case of tomatoes, in several districts the plants seemed to have been touched by the frost of a few days ago, very much to their disadvantage.

If the pack of canned vegetables is only to be one-third of the average, and it does not look as if that forecast will be very much bettered, grocers will do well to take advantage of present prices, and buy their supplies now. There is unquestionably an excellent demand for these vegetables for export, since they are popular and necessary lines in the trenches. Also the labor situation in Canada is not at all conducive to reducing cost of production, and altogether the outlook for canned vegetables this fall and winter is extremely firm. Grocers will do well to note this sign and act accordingly.

MONEY IN HONEY

THERE are in Ontario alone about ten thousand people keeping bees. Presumably they are not doing so for the good of their health, and it is reasonable to suppose that they are making money thereby. It is stated more or less authoritatively that many are making an income of \$2,500 a year and up from keeping bees. Honey has not yet taken its proper place as a foodstuff. Nutritious and wholesome, far larger quantities of it are consumed than is supposed. Moreover the consumption is growing, as produce men agree. Bee-keeping, and its success, largely depends upon two things; one, whether or no these so engaged know how to handle bees, and, two, favorable weather. As to the latter this summer has been ideal. Warm and especially sunny weather has brought out an extra large number of honey-yielding flowers. Bees have revelled this year. The supply is said to be excellent. With regard to the grocer's view of it, honey is more or less a luxury. There are few articles to which he devotes so little time and energy. There is real money, however, in a wider public for honey. Toothsome as well as health-giving, it could be put into the necessary class—if preserves and jams be such—were grocers to get behind it and push. There is money in honey, alike for the grower and the grocer.

PREPARING FOR FALL

THESE are the days when every grocer should be thinking and planning his fall work, how better and more effectively to go about it. With the fall weather conditions change and the character of people's tables and cellars alters. Experience does much to guide the grocer in his seasonable reorganization, but

careful study and systematic planning do even more. The grocer should figure definitely into what old lines he must put more vigor, and what new ones he may take up with more or less success. The staff must be heartened, and duties must be allotted. The whole store must be made one hundred per cent. efficient. Advertising in the daily newspapers should be mapped out. Window displays and interior arrangement should be arranged, and campaigns seasonable at some special time figured out. Show cards may need renewing, and new ones will be needed. Equipment should be looked to. In short, everything which will help to make the store more efficient for business-getting this fall than ever before should be carefully considered and determined.

In this connection, the Annual Fall Number of CANADIAN GROCER will go to the trade on the 27th of October. It will be better than ever. Full of practical suggestions and plans which dealers themselves have found worth while; interior displays; ideas on equipment; systems of handling and co-ordinating departments; specially valuable market information,—page after page of matter which will be a guide for the grocer in his fall and winter trade. Watch for it. Consult it in your own fall planning. It will pay as a business resource.

LET US GIVE THANKS

AS a result of the combined efforts of the Moon and the Federal Government, Monday, October 9, has been declared Thanksgiving Day. On that day the mid-day feast will be of especial importance, and then, speaking in all seriousness, we will give thanks to Almighty God, for—well for what?

Canada is at war. As a nation we are engaged in the most destructive, most terribly consequential war of all time. At many Thanksgiving dinner tables there will be the vacant chair—the chair that in some cases will never again be wanted.

Those engaged in business have passed through a trying year, they have been beset with unprecedented difficulties. They have been face to face with problems for which the history of business offered no solution. They encountered entirely novel hindrances.

The harvest has been but fair and labor difficulties have proved a great handicap. The weather was not altogether kind either early or late, for sowing or harvesting, and in West and East the crops have been reduced.

What have we to be thankful for?

Well there is much.

Thankful we should be, and are; that Canadian men have proved their worth at the unaccustomed tasks of war; that they have in such large numbers seen the gleam and followed it unafraid.

Thankful we may well be for the pride in the sorrow of those who mourn.

Thankful as business men we may be for the

prosperity which this virile country has enjoyed, and prouder for the spirit of undismay in which unaccustomed problems have been faced—yes and to a large degree mastered.

Thankful we may be for the goodly revenue which the crops will bring, ensuring further plenty for all; and thankful most of all for the desire to serve evidenced on every hand.

Let us give thanks to Almighty God!

FISH FOR THE SOLDIERS

ACCORDING to a report from London, made to Victoria, B.C., a British Columbia fish ration for the British Army will soon be an accomplished fact. From advices received from Sir Richard McBride, the agent general for the province of British Columbia and London, such a ration will be the portion of the entire British Army, very shortly. Not only are Canadian troops at the front to have a dish of British Columbia halibut and salmon but such a dish is to be enjoyed by their fellows in the ranks of the British Expeditionary Force in France. It is perhaps not generally known that while at present British Columbia halibut is a popular food, furnished to the Canadian troops it has never been given to the British troops, yet it stands handling excellently well and the system of icing and freezing enables it to be conveyed to different camp centres, and remain quite sanitary. Salmon, while it has been used for years in the British Navy, has never been taken up by the Army. Indeed such lines as have been served to the Navy have been for the most part red salmon, sold by representatives of American interests. The reason for this was that the price slightly undercut the price per case in London of British Columbia sock-eye. As a result of Sir Richard McBride's efforts, however, a trial order for one hundred cases of pink British Columbia salmon for the Admiralty is reported to have been given.

Sir Richard McBride in thus arranging trade, in the interest of his Province, is to be commended, for his action and effort will mean a great stimulus to the fishing industry of British Columbia. It is understood that the new orders for fish will mean that at least half a million dollars weekly will go to the fishing industry of Canada and Sir Richard in a letter, says he has no doubt that British Columbia will get the lion's share of this business.

An interesting by-product of this supplying of British Columbia salmon to the services is that it will help to overcome a prejudice which has existed in England for some time against pink salmon. The British public for some reason or other has been inclined to look somewhat disparagingly upon pink salmon, preferring the red variety.

This prejudice should be swept away by the publicity afforded through the efforts of Sir Richard McBride.

Constructive Plan to Assist Retailers

The Movement Formulated by the Ad. Clubs of the World to Standardize Business Systems and Render Tangible Assistance to Merchants—An Explanation
From the President

RECENTLY, Herbert S. Houston, President of the Associated Advertising Clubs of the World, delivered an address before the Montreal Advertising Club, in which he outlined the remarkable movement that is now definitely under way to assist retail merchants in the matter of store systems. The movement is one of such importance that a resume of the address was received direct from Mr. Houston for CANADIAN GROCER, and it is appended herewith:—

“A few days ago I drove out to the scene of the recent disaster at the Quebec Bridge. I gazed at that immense structure, impressed beyond words by the solidarity, the massiveness of it. But there was something lacking—the great middle span. From the ends of the other sections hung those great chains, broken and tangled, mute evidence of what had occurred.

“Now, the Quebec Bridge was all right. It was structurally sound. It was one of the great achievements of human brains and human hands of our time. But—in a casting of the lifting apparatus, away over on the southwest corner was a tiny flaw, not much, but sufficient to plunge that 5,200-ton mass of metal to the bottom of the St. Lawrence River.

“And that, to my mind, exactly illustrates the position of American (and when I say American, I mean North American) business to-day. It is structurally sound, and one of the greatest achievements of the successive generations. But in it there is a flaw, not large, but like the flaw in the casting of the Quebec Bridge, vital enough to weaken the whole structure.

“Business to-day is 95 per cent. sound. Only about 5 per cent. of it is dishonest and it is this 5 per cent. that the Vigilance Committee of Associated Advertising Clubs of the World and all good merchants seek to eliminate. This 5 per cent. is the rotten apple in the barrel.

Co-operation the Key to Honest Advertising

“It is co-operation amongst the allies that is winning this war. The co-operation of all of us is needed for our own task. The Advertising Club asks you all to help, merchant and manufacturer, jobber and clerk. It is with honest advertising that we are chiefly concerned. The value of our co-operation is well illustrated by a recent case. The Good-year Tire Co. had spent \$14,000 for

some years in unsuccessfully trying to bring to book a dishonest manufacturer who always invoked the aid of the law by claiming that his big competitors were endeavoring to destroy him, the little fellow. The case was brought to our attention. In sixty days and at a cost of only \$2,300, we had put that dishonest advertiser out of business.

A Convert

“But all the offenders are not dishonest. Some are only ignorant. The one we must prosecute; the other educate. Recently our attention was called to a case in Minnesota, a dry goods man, who was advertising an all-wool child's sweater at 98c. Our committee bought one and found it to be all shoddy. They called his attention to this fact. He informed them that he was running that business and would run it to suit himself. He would not listen to reason, so the committee invoked force. The merchant was prosecuted under a recently enacted Minnesota statute covering such cases and our point was made. But this story has a sequel. This merchant only required enlightening. The next year he came to our committee and asked to head the subscription list for the prosecution of untruthful advertising in his state.

The Flaw in the Structure

And this, just plain, simple honesty, is the biggest simple asset of our merchandising system to-day. Dishonesty is the flaw in the casting of the industrial structure. It is you, the merchant, the manufacturer, and we of the Advertising Club, who must establish confidence in the integrity of business so that we may compete against one another on a basis of quality of our service and our goods and not on the extravagance of our statements.

The Point of Contact

The attitude of the buying public toward the merchant and his statements must be altered. At present it inclines to be cynical and doubtful of them. By honest statements in our advertising we can and will alter this condition. Now, the United States Trade Commission, after a lengthy and impartial investigation, has found that the greatest weakness in the business structure is the inefficient accounting methods of the average retailer. In other words, the retailer is not a good business man in the modern understanding of that term. Think of it. At the point of contact with the ultimate consumer, the most important link in the business chain, this

great weakness has been allowed to develop.

Business Records for Retailers

“It is to correct this condition that we have inaugurated the present campaign of introducing a system of scientific and simple Business Methods for Retailers. Data are now being collected on the actual working of the new system in the case of grocers, hardware dealers, boot and shoe dealers and jewelers. Eventually, all other classes of merchants will be reached. The list is being added to constantly. Some of the great colleges of the country, the U. S. Federal Trade Commission, the American Society of Chartered Accountants, are co-operating with us in preparing these systems which will enable the merchant at any time to tell just where he stands. The first pamphlets descriptive of the Business Records will be gotten out in the next few weeks and distributed to the trades concerned. A point about the systems is that they have been tested and proved.

Some merchants make the mistake of supposing business to be a proposition of one dimension, the margin of profit. They are wrong. There are two dimensions; the size of the individual profit multiplied by the speed of the turnover determines the total profits of the business.

W. H. Ingersoll, of the Ingersoll Watch Co., to whom is due great credit in working out our systems of accounting, tells of an interesting case he unearthed in his investigations. He asked a certain dealer how he kept his stock. ‘Oh,’ the dealer said, ‘I keep the goods that move fast handy to the counter here and the rest of ‘em in the back room.’ And, he added in a burst of confidence, ‘I don't have to go back there very often, you see, so it ain't worth while having them up close.’

Mr. Ingersoll asked him on which the profits were greatest. ‘Oh, the goods at the back. Big profits in them, only I don't never sell none. There ain't much profit in them other goods up front, but when I keep handing ‘em out all the time there is.’

“And that will be one of the chief objects of these Business Records—to show to an absolute certainty to the dealer just what goods give profits and what goods accumulate dust.”

At the conclusion of this notable address, the audience availed themselves of Mr. Houston's offer to answer any question asked.

In reply to the question as to what had been done toward effecting an organization for the pushing of the system outlined, Mr. Houston said: "A well organized selling organization has been formed by James W. Fisk, who trained the selling staff of the great Lord & Taylor store of New York. The possibilities of service to retailers in our idea so appealed to Mr. Fisk that he consented to take \$2,000 a year less than he had been receiving from Lord & Taylor. He and his organization will work through the Advertising Club."

"Another feature of our work for retailers is the Short Course for Merchants, requiring one week. Frank Stockdale, formerly of the staff of System, gives six lectures in each town visited on the best merchandising practices of to-day. The success of these lectures is phenomenal. He has never yet lectured in a town which has not enthusiastically supported us since, so that he is now booked up until January. The Advertising Clubs of the towns visited have usually arranged to secure Mr. Stockdale, and up to date the clubs have financed the cost by the sale of tickets and courses to merchants and clerks. The charges are only nominal, and I do not know a club that has had to pay a cent out on this course. The headquarters of the Associated Advertising Clubs of the World are in Indianapolis, Indiana, and full details of the plan can be secured from P. S. Florea, the secretary there."

Asked as to how far the system was practical rather than theoretical, Mr. Houston said: "The Business Record System for boot and shoe dealers has been tried out for several months in Massachusetts. The book of instruction will be made up from the actual day to day experiences of men who have tried it. It will be couched in the simplest language. The society of chartered accountants have helped in all of our work and they stand ready at any time to help any merchant who solicits aid, at a reasonable fee."

In reply to the question as to what other classes of dealers would be helped, Mr. Houston said: "We started out with the grocers because everywhere there are grocers and the grocery trade appears to attract men of small capital and no previous training to an unusual degree so that it was obviously most in need of help. Eventually, we will place the systems before all retailers in the order of their importance as a class."

Warren D. Browne, the secretary of the Montreal Publicity Club, then asked whether or not the manufacturers were willing to render any assistance in placing the new system of bookkeeping before the retail trade. He remarked that one of the great difficulties the manufacturers had in distributing goods was that retailers were continually go-

ing out of business, particularly in the case of retail grocers.

Mr. Houston said: "The big manufacturing concerns of the United States have promised their whole-hearted assistance in spreading our idea amongst their customers. They have promised to turn their salesmen loose to boost the systems in every city and hamlet. They call it the most constructive thing ever done for the retail trade of the country. Detailed information will be furnished to manufacturers and others by each local association to use on any particular branch of trade."

F. W. Stewart, manager of Cluett, Peabody & Co., Inc., for Canada, and president of the Montreal Publicity Association, and Frank H. Rowe, Canadian representative of the Executive Board of the Associated Advertising Clubs, then made brief speeches laudatory of Mr. Houston, and the constructive idea which the Associated Advertising Clubs are developing for the service of retailers.

A CORRECTION

In the ad. of C. J. Bodley, on page 3 of this issue, a typographical error has occurred in the first line, the word "time" being used instead of the word "true." It should read: "It is quite true that the percentage of profit, etc."

THE BAKERS' SIDE OF THE BREAD QUESTION

(Continued from page 19.)

cessity, the most common and urgent of food—he swallows his own profit."

"The grocer complains that he can't handle bread profitably at 2c a loaf profit," said a baker to CANADIAN GROCER. "He urges the rising cost of doing business. But what of the baker's rising cost of doing business? Two years ago we bought flour around \$5 a barrel. A barrel makes, roughly, 90 large loaves of bread. Our cost price on 90 loaves to-day is \$8, at least. That is each loaf, for flour alone, costs us 8½c to-day where it cost us 5½c two years ago. I am taking these as hypothetical figures only. But our advances have nothing like covered the advances made by the miller on his flour!"

Another baker showed that whereas he used to sell a large loaf to the grocer at 8 cents, which he sold for 10 cents, he sells a loaf to the grocer to-day for 14 cents, which the grocer sells for 16 cents.

"But, while the number of cents profit I made on selling to the grocer has never changed," he said, "the percentage of profit is vastly less, since we are taking it on a higher number of cents as cost price."

Discussing the question of whether the bakers would be able to meet the grocers by giving them a lesser buying price than the present one of 14c, one prominent

baker declared it to be impossible.

"It wouldn't pay us. We would be out of pocket on it. All we can do is what we have always done—that is, refuse to sell to grocers who do not sell at the 2c profit, which most of the retail trade have agreed on. We have always stood pat and refused to sell bread at all to the grocer who undercuts his fellow-grocer. And we shall continue to stand pat. But, for myself, I can't see that it will be possible to give the grocer a lower rate. And I don't intend to raise the price to the consumer till the rising cost of conducting my own business compels me to."

One baker expressed his opinion that grocers would be foolish if they cut out handling bread.

"Many a corner grocer does big business in bread," said he. "The little grocer derives a big revenue from it. The grocer in a wealthy district does not, since his customers get their bread at their own door. But the little man who sells to middle and poorer classes make money handling bread. He would lose considerable revenue if he cut it out."

CAMPAIGN FOR PANCAKES AND SYRUPS

(Continued from page 19.)

course, quite ready for use; water is the only thing necessary to add. This should be stated, for the benefit of those customers who haven't made pancakes before. Then, another card setting forth the appealing qualities of pancakes and syrups should also be used. So we would back up the campaign being conducted by every one of us personally with this written appeal."

"That's right, agreed Masters. "Now we come to advertising. I think we'll run single column space in both of the dailies in the town every day for a while to get the thing started. After that we might run, say, one ad. a week, through the winter months. Or failing that, perhaps, we could devote a small space in our regular advertising to mentioning pancakes and flour right along. That is a detail which we can settle later. But we'll certainly get the opening gun trained, and have an ad. in right away."

Captain H. Gilbert Nobbs, who lived in Toronto for some years just prior to the war, and who attained his captaincy in the Queen's Own, has been killed in action. While in Toronto Capt. Nobbs was manager for Canada for Holbrooks, Limited. He resigned his commission in the Queen's Own in order that he might go overseas with a British regiment, which he did.

Mr. Nobbs was well known in the trade both in Canada and the United States. He introduced the goods of Holbrooks, Limited, here several years ago.

Writing a Good Advertisement

What Advertising Writers Earn—Helpful Directions to the Untrained Writer—Tests to Apply—Making Advertisements Strong and Resultful

By John C. Kirkwood

Mr. Kirkwood says in this contribution that any man who can express himself plainly and forcefully can become a writer of good advertisements, and he provides the would-be advertising writer with real help in his effort to produce advertisements of selling power. So-called clever and brilliant writing is roundly condemned as being below the truest level of achievement.

IF you have any notion of developing yourself as a writer of advertising, rid yourself of the idea, if you have it, that cleverness or brilliance in your advertisements is required. You may want to write so-called clever advertisements, but let me assure you earnestly

QUALITY GROCERIES.

The road to health begins and ends in the grocery and provision store. The highest quality and cleanliness is our standard and anything that fails to measure up to that mark we refuse to sell. We can always show a large variety of the various table delicacies and necessities. Phone orders receive the same attention as those personally given. Highest price for your produce.

Copy with thought and temperature in it. Strong in its statement of policy, principles and service.

that those whom you wish to read your advertisements don't want smart, or clever, or brilliant writing.

You may possibly have read or heard of advertising writers making \$25,000 or more a year; and if you see their advertisements, and read them through and through, and know that they have been prepared by these high-priced men, you may come to one of two conclusions—either that these men aren't worth the money they are reputed to earn, or that you can do almost as well yourself. You need to be careful, however, in your estimates. The certainty is that these high-priced men have acquired the art that conceals art.

Just a word on this matter of what professional advertisement writers earn. In Canada, many very good writers earn no more than \$25 a week; fewer

BE PHOTOGRAPHED

this year on your birthday at Fell's Studio. Phone 19. Seaforth.

Commendable. Says enough. Note the imperative style, and the definitiveness—"on your birthday"—of this advertisement—all in a dozen words.

earn \$40; some earn \$50; and those who earn \$3,000 a year or more are very, very few. In the United States, the advertising writer who can command a salary of \$100 a week, \$5,000 a year, is a star man. I may add this: The de-

mand for good advertising writers in Canada is growing all the time.

I hope that no reader will conclude that I am endeavoring to undervalue the ability required to be a good writer of advertising; and I hope also that many readers will conclude that it is in them to become producers of good advertisements; for writing a good advertisement is not at all a hard matter for any man who can express himself plainly and forcefully—and most of us are able to do this.

Instructions to the Beginner

Two questions suggest the nature of the text or wording of an advertisement:

What do you want to say?

What does the reader want you to say?

We'll suppose that you are to write an advertisement on a mattress. The reader may not be interested in mattresses, but the article is selected merely to establish the principle. Ask these questions:—

What do you want the prospective purchaser to know about the mattress?

What does the prospective buyer want to know about the mattress?

Your friends can buy anything you can give them—except your photograph.

It took a mighty good writer of advertising to say so much in so few words. Dynamic "copy," because it sets the mind a-going, and the will resolving.

The beginner, and the so-called clever writer, taught perhaps by some correspondence school, will probably begin his advertisement with a high-flown essayette on "Sleep—Nature's Sweet Restorer," and will use up a large quantity of adjectives. But the prospective buyer doesn't want any such beginning. Why, then, should the writer insist on giving his prospect something not only not wanted, but positively objected to?

It is quite permissible, and is generally quite right, to make some preliminary appeal to the reader's interest, by such headlines as these, for example:—

Are you a good sleeper?

Waking up unrested.

Sleeplessness and the mattress.

Testing an Advertisement

When you have written the text of your advertisement—"Copy" is the word used in the profession—test it by ascertaining if it answers this question:

Does it give the information the prospective buyer is likely to require?

NORTHERN WOOL MEANS COMFORT AND WARMTH.

We emphasize Northern because Northern wool is different from other kinds.

Nature protects Northern sheep from cold and snow with an unusually long, tough, warm wool, just as she protects Northern fur-bearing animals with a long, thick fur.

Made by a special process, Patrick North Country Cloth retains all the weather-proof qualities of the original wool fibres. That is why you can count on Patrick Coats to keep out wind, cold and moisture, to wear long, to make you Bigger Than Weather.

Patrick Coats for grown-ups and children are fine for all out-dooring, from motoring to skating, from walking to sleighing. Other products — outing jackets, auto-steamer rugs, great coats and sweaters.

The Patrick Book, illustrated in colors, you can have for the asking.

The headline sums up the argument. Note the reasonableness of the argument. Also note how suggestive the "copy" is. This advertisement is manifestly the work of a highly-trained writer.

Applying this test you may find that you have omitted particulars about the nature and color of the fabric of the mattress; about the filling; about the weight and measurements.

There you have it: Give the reader your argument and information, and also provide answers to his or her probable or inevitable questions, should a purchase be contemplated.

Visualizing the Buyer

You cannot write a good or strong advertisement without visualizing the buyer, and placing your finger, so to speak, on his or her pulse; and without conjuring up his or her probable or possible attitude towards your proposal.

It may be that you are to prepare an advertisement on footwear; or furniture, or a food product, or tools. What the particular article is doesn't matter much. What does matter is—how is your proposal likely to be received? Are you addressing prospects likely or unlikely to be attentive and responsive to your proposal? These questions you

must answer, and in the light of the answers, you will know what and how to write.

Say something in your headline or opening sentence that will in your judg-

KEEPS CHILDREN HEALTHY AND HAPPY.

No ordinary child can thrive on the cold, draught-swept floors of homes ventilated (?) by open doors and windows. Nor can any child thrive in hot, stuffy rooms filled to the danger point with breathed-over, worn-out, vitiated air. And there are thousands of adults who can't either—proved by their everlasting headaches, insomnia, dull feelings and kindred ills. Foul air is just undermining their health too. Only they seldom realize it till too late.

Furnace heat is healthful, economical and satisfactory.

A good warm air heating and ventilating system, besides perfectly heating the house completely renovates and humidifies the air—on an average of three times per hour! It draws in fresh air, superheats it and sends it all over the house, keeping every room full of pure, revitalized, refreshing warm air. And such results as these, remember, you can get from no other direct heating system.

Then consider the economy side. The right warm air system properly installed saves first cost, saves fuel cost, saves operative costs, saves repair costs, saves time, trouble, puttering around. And, you don't sacrifice one particle of comfort or service.

Heating Plan Free—Amazing Book Free
If you are interested, we will send without obligation, a complete working plan for installing a warm air heating and ventilating plant in your home, drawn up by expert engineers to meet your individual requirements. And with the plan, we will send the name of a local dealer capable of installing it, skillfully and quickly. But right now—
Send for Free Book.

This book has made thousands realize the tremendous significance of the warm air heating and ventilating idea. It is packed with heating facts, backed up by signed opinions of the medical profession—things you should know for your own good.

It's free! Write for it To-day.

Very interesting "copy;" informative, persuasive, urgent. Note in particular the appeal of the headline and opening sentences.

ment arrest attention and hook it. You can do this if you imagine yourself to be addressing some real person—some person whom you know by name and whose custom you want. What will persuade him or her to buy what is advertised? The answer to this question will give you your "copy" material.

Making Advertisements Strong

Writing a good advertisement where the space at one's command is limited, may come to be like writing a telegram in ten words: The first attempt may include too many words, and something must be struck out or altered or abbreviated without sacrificing clearness or definiteness. The work of condensation may require the transposition of words or phrases, or other alterations, but the final result will tell everything that at the beginning seemed impossible to express so briefly, yet so lucidly.

Writers of mail-order advertising and of the descriptive matter which goes below illustrations in a mail-order cata-

logue, know how to write with brevity, yet satisfyingly. Usually they are under the necessity of cutting out sentences, phrases and words from their first attempt. Probably the original draft of their text matter or "copy" was very much longer and looser than what survives the pruning process. It surprises even an experienced writer how much can be deleted without loss, but, on the contrary, with real gain in clearness, terseness and force.

Not what you dash off is likely to be your best effort, and should not be your final effort. Write down what comes to you. Write down all that comes to you. Then examine what you have written. Often you will find that you can cross out the first two paragraphs without sacrificing anything of value. Often you will find the best beginning in your third paragraph. Sometimes you may find that transposing paragraphs adds greatly to strength and orderliness of thought and statement.

The Writer's Style

The character or temperament of the writer of advertising is frequently revealed in his style. One man will use short words and short sentences. Another will manifest a tendency to be wordy. Another will embroider his writing with colorful adjectives and phrases, and elaborate it by redundant sentences. But the great aim should always be simplicity, directness, clearness and sufficiency of information. Brevity is secondary to these things.

It is to be remembered that the object of the written and published advertisement is to make sales. This being so, anything in the writer's style or "copy" that subtracts from the main purpose of the advertisement—this by over-statement or under-statement, or by diffuseness, or by lack of climax—is bad.

YOUR BATH.

Your bath should be a distinct pleasure instead of a part of the day's routine. The soap makes all the difference.

Ivory soap lathers so freely and feels so mild you can take great handfuls of the bubbling lively suds and rub them into the pores.

This is far different from rubbing soap on a wash-cloth and passing it over the skin. You enjoy not merely the cleansing effect of the pure white soap and the clear sparkling water combined in the millions of minute bubbles but also the refreshing action of a thorough massage.

Afterwards, the smooth Ivory lather can be rinsed out as easily as it is rubbed in. Every particle of the soap is loosened and dissolved immediately, leaving the pores clean in the strictest sense.

The rubdown can be as brisk as you wish because no part of the skin is made sore or sensitive by the soap. And last, but not least, from the time you step into the tub, the floating cake is right at hand and in sight.

Well-written "copy" by a high-priced writer. Gives one fresh knowledge about soap and bathing, and is therefore interesting. And creates a desire for Ivory Soap that will almost certainly lead to its purchase and use.

"Tell it and sell it." Let this be a watch-phrase.

Put Urgency Into Advertisements

Sometimes the public actually wants advertisements to stimulate to decision and action an apathetic or resisting will. Suppose, for example, that you are conscious of a poor use of your spare time, and that there is in you a feeble desire to use your spare time for self-improvement. Suddenly you see an advertisement that challenges your inter-

Combination Davenport and Divanette Sofa Beds in Special Selling Monday at \$26.00.

A stately sofa by day, and a comfortable bed by night, offered at a price that brings this great convenience within reach of every home.

The Davenport sofa bed or divanette is one of the most convenient pieces of furniture one can have in the house, for it can be used in living-room, den, bed-sitting-room, sunroom or sleeping porch with advantage, and is particularly useful in small flats or apartments. These offered Monday at this remarkably low price are in quarter-cut oak, in fumed or golden finish, and some in mahogany finish. All have upholstered backs and spring seats, covered with pantasote or green denim. They have panelled ends and wide arms. Spring of bed has all-steel frame, with heavy link weave and helical spring ends and sides. All are in Pullman revolving style, easily transformed to double size bed. Extra special Monday each \$26.00

"Copy" with a very definite appeal in it. Supplies desired information with satisfactory fullness.

est—the advertisement of a course of physical training. You read that one of the reflex results of the course will be a strengthened will power. The very thing that you feel you need most. In the light of your condition and irresolution, you want that advertisement to be tremendously strong and urgent—to inform you, rouse you, persuade you, and make you decide to take the training advertised.

This brings me to a point. Advertisements, like flesh-and-blood salesmen, ought to be keen and urgent. Just as we do not want to be served by limp, uninterested and uninteresting, easily-refused salesmen, so we do not want the advertisements addressed to us to be cold, dull, and devoid of conviction and urgency.

I am addressing myself to men who are in earnest in their desire to write good—not clever or brilliant—advertisements; and who are ready to take time and trouble to achieve their desire.

Kelly and Hughes, general merchants, Sombra, have dissolved partnership. Mr. Kelly will carry on the business in future. Mr. Hughes will reside at Sarnia.

Suggestions for Thanksgiving Displays



An abundance and yet not too much to make it crowded.



A suggestion which induces thought of Hallowe'en as well.



CURRENT NEWS OF WEEK

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



Maritime Provinces

H. J. Redden, Aylesford, has gone out of the grocery business.

O'Leary & Lee, of Richibucto, have purchased from the Bank of Nova Scotia, liquidators for J. Sutton Clark, the fish curing and canning plant at L'Etang, N.B. As soon as the plant can be got ready for operation they will start canning sardines and lobsters.

Leonard Brothers, of St. John, have purchased the plant of the North Atlantic Fisheries, Ltd., at Hawkesbury, N.S., the largest and best equipped plant in Canada for the handling of fresh and frozen fish. The plant was erected in the Straits of Canso four years ago at a cost of \$250,000.

The announcement that Armour & Co., of Chicago, have taken over the Dickinson tannery in Woodstock, N.B., has been received with interest in provision circles in New Brunswick, as it has given rise to speculation whether the big packing firm intends to branch out in other lines in this province.

Quebec

Victor Dne, Longueuil, has sold the stock of his grocery store.

The stock of the grocery store of Elias Goora, Montreal, was damaged by fire and water. The loss was partially covered by insurance.

Ontario

O. B. Green, Hamilton, has gone out of the grocery business.

Richard Hewins, Hamilton, sold his grocery store to C. W. Middleton.

The Dominion Soap Co., Ltd., Hamilton, Ont., have obtained a charter.

J. C. Best, Strathroy, has moved his grocery business into new quarters.

Jos. Miller, Hamilton Rd., London, has sold his grocery store to Thos. Taylor.

Eunice Bennett has purchased the grocery store of Laura Kelly, Toronto.

Mrs. Terrie has opened a grocery store on Mount Pleasant avenue, West London.

Mrs. Simpson and Miss Smith have opened a grocery store at 132 Briscoe street, London.

Walter Winnett, Toronto, has sold his grocery business, 118 Sumach street, to W. H. McKee.

M. Woods has purchased the grocery

business of J. C. Walker, 452 Bloor street west, Toronto.

Thos. Carey, traveler for the Toledo Seale Co., in the London district, has been moved to the United States.

J. Shabarker has purchased the grocery business of Thos. Breen, Ottawa way avenue and Wellington street, London.

By the courtesy of H. C. Herschman, advertising manager of the Swift Canadian Company, about fifty members of the Toronto Ad Club were able to go over the plant of the Swift Canadian Company, greatly to their education and benefit.

David Marshall, M.P., Aylmer, Ont., supervisor of the Dominion Cannery, who was in Ottawa recently, stated that this season's pack, more particularly in regard to the vegetables than the fruit, will not be more than one-third of the average.

The Quaker Oats Company, London, will begin alterations to its yard tracks and the building of a new spur line and scales, in the near future. The total expenditure in buildings and other expansion improvements this year will approximate \$100,000.

A meeting for the purpose of reorganizing the Port Arthur branch of the Retail Merchants' Association of Canada, Ontario Provincial Board, was held in the council chamber, Port Arthur, recently. The question of amalgamating the Fire Underwriters' Association of Port Arthur with this organization was discussed. The meetings will in future be open to the public.

Lemon Bros., Owen Sound, wholesale produce dealers, who lost their warehouse by fire early last spring, and occupied during the summer months that formerly used by McDougal and Evans, will begin to occupy their big new warehouses and office at the old stand, this week. The company will use the cold storage plant of McDougal & Evans for the present, until the installation of that department is completed in the new building.

The Canada Starch Company, Fort William, are erecting some new buildings on the property immediately adjoining the company's present buildings. The new buildings include a four-storey brick building, to be used for packing dry starch; a one-storey and basement warehouse, to be used exclusively for

storage of finished goods, a boxmaking factory where all boxes will be assembled. It is expected that the new buildings will be completed and in operation early next year. It will be one of the most modern set of factory buildings of this nature in Canada.

Western Provinces

Peat & Co., Winnipeg, are selling their grocery business.

H. Madden, Madford, suffered loss to his grocery store by fire.

Geo. A. Tapley, Moose Jaw, has discontinued his grocery business.

H. Warkentin has purchased the general store of J. A. Martens, Dalmeny.

T. J. Cowan, Dismore, sold his grocery store to Wilence Bros. & Fishman.

W. A. Clow has succeeded Mr. R. Schuman, Virden, in his grocery business.

Harry Bolus has succeeded G. Simon, Blenheim, in his dry goods and grocery business.

J. H. Weibe has succeeded the Waldeck Trading Co., Waldeck, in their general store.

J. F. Fummerton & Co., Innisfail, Alta., is opening a grocery store in Kelowna. He will occupy the Crowley Block, recently vacated by W. M. Parker & Co.

Fire starting from an unknown cause, September 27, completely destroyed the general store owned by F. E. Nicholl, Killam, Alta. The loss will be well over \$50,000, and there is about \$45,000 insurance on the building and stock.

J. Nicol, who has for several years been in charge of the window display at Nation and Shewan's, Brandon, Man., has gone to McKinnon's departmental store, Weyburn, Sask., where he will have fourteen windows to display.

C. J. Summers, Calgary, has sold his grocery store.

Mrs. R. A. Stephens has discontinued her grocery business.

The grocery store of D. L. Wilson, Brandon, was destroyed by fire.

S. J. Deroche, Winnipeg, sold the stock of his grocery store to Mrs. Saidie Bryer.

The Cameron & Heap Co., Ltd., Dauphin, Man., have been granted Dominion charter.

WHITE SWAN FOODS



FOR more than twenty years Grocers all over Canada have recognized WHITE SWAN as the standard of quality, and ever since the Dominion Government passed an Adulteration Act, WHITE SWAN Products have all been guaranteed and sealed with a GOVERNMENT WARRANTY, which protects the dealer against fraudulent adulteration and is the consumer's guarantee as to purity.

We confidently make this offer to you—

"If the contents of any package which bears our 'Surety of Purity' emblem should prove in any way unsatisfactory, we will make a cheerful and full refund of your money."



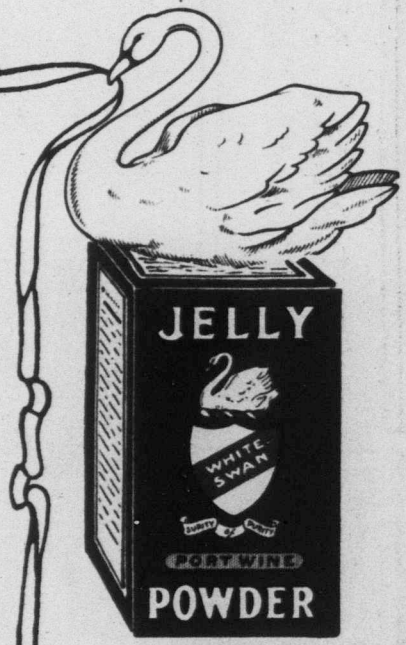
Biscuit Flour

FOR making biscuits, gems, muffins and rolls. Self-rising. The uniform percentages of seasoning and leavening ensure absolute success in baking.



SELF-RISING PANCAKE FLOUR

EVERY member of the family enjoys the delicious, satisfying



Jelly Powder

A DELICATE, dainty dessert, full of fresh, fruity flavor. Only the finest English Calf Gelatine is used.

Self-rising. The uniform percentages of seasoning and leavening ensure absolute success in baking.

Per case, 2 doz., \$2.70.



PAKED FLOUR
EVERY member of the family enjoys the delicious, satisfying flavor of White Swan Pancakes. Easily made and economical, too. Just mix the flour with an equal amount of water and the batter is ready.

Per case, 2 doz., \$2.70

...tastes, full of fresh, fruity flavor. Only the finest English Calf Gelatine is used.

Per Dozen, 90c.

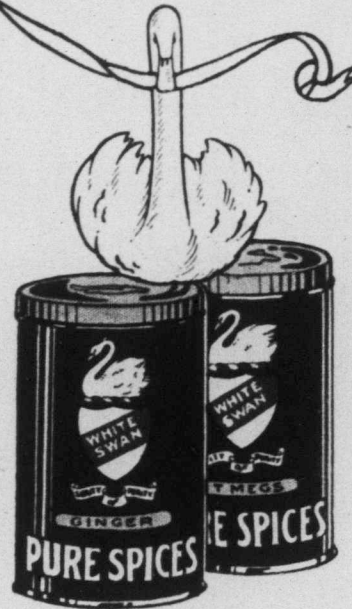


Wheat Flakes

MADE from carefully selected Canadian White Winter Wheat. Special process of preparation retains the protein, phosphates and bran—the full nourishment of the whole wheat.

Per case, 2 doz., \$2.70

At All Good Grocers



Spices

THE best that the East offers, despite advancing markets. Only hard, clean, wholesome berries are found in White Swan; all stems, hulls, and low grade stock are carefully excluded.

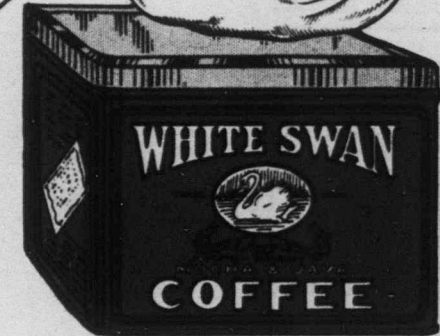
In handsome shaker tins.

Per doz., 90c.

Extracts

THE purest and strongest procurable prepared only from highest grade essential oils and choicest vanilla beans. Guaranteed stronger than the Government standard, and sold under the "Government Warranty" of absolute purity. Not artificially colored nor fortified in any way.

Per doz., \$2.25



COFFEE

50 YEARS' experience in blending and roasting makes White Swan Coffee indescribably delicious. The choice grade of coffee beans used means an exquisite aroma that wins a large following of enthusiastic customers.

36c. per pound

White Swan Spices & Cereals, Limited, 156 Pearl Street, Toronto, Canada

This ad. (exact size) in addition to other large ones, is appearing (without prices) in Daily Papers and is bound to create valuable prestige and consumers' acceptance for every one of the lines featured.

ORDER THROUGH YOUR JOBBER OR DIRECT.

Put in a "WHITE SWAN" Display and link up your store with our Advertising—it will make more sales for you and more profits for both of us

Write for Free Window Material and Further Information.



THROUGH OTHER SPECTACLES



WHAT A LEMON WILL DO.

(From the *Retailers' Journal*.)

Lemonade made from the juice of the lemon is one of the best and safest drinks for any person, whether in health or not. It is suitable for all stomach diseases, excellent in sickness, in case of jaundice, gravel, liver complaint, inflammation of the bowels and fevers. It is a specific against worms and skin complaints. The pippin crushed may be used with sugar and water and taken as a drink. Lemon juice is the best antiscorbutic remedy known. It not only cures the disease, but prevents it. Sailors make daily use of it for this purpose. We advise every one to rub their gums with lemon juice to keep them in a healthy condition. The hands and nails are also kept clean, white, soft and supple by the daily use of lemon instead of soap. It also prevents chilblains. Lemon is used in intermittent fevers, mixed with a strong, hot black coffee, without sugar. Neuralgia, it is said, is cured by rubbing the part affected with a cut of lemon. It is of value also to cure warts. It will remove dandruff by rubbing the roots of the hair with it. It will alleviate and finally cure coughs and colds, and heal diseased lungs if taken hot on going to bed at night. Its uses are manifold and the more we employ it internally the better we shall find ourselves.

USING THE COFFEE GROUNDS

(From the *Tea and Coffee Trade Journal*.)

Coffee grounds, even if they are the leavings of "ersatz" coffee, are no longer to go to waste, but will contribute their share toward the nourishment of man and beast in Germany, according to a report in *The London Mail*, telling of the organization in Berlin of a plan to make use of the coffee grounds hitherto thrown away in most cases with kitchen refuse.

It is the result of successful experiments to convert dried grounds into nourishing fodder for cattle. Special filtering process has also been devised for winning a certain "extract" from the grounds, which has been found suitable for human nourishment. It is now proposed that all public institutions, such as barracks, hospitals, and prisons, join with householders in systematically saving up the coffee grounds, which will be collected officially at regular intervals.

COMBINATIONS IN FOREIGN TRADE

(From *Journal of Commerce*, N. Y.)

So deeply has populism entered into the mind of politicians that combinations to facilitate trade in foreign countries are regarded with the utmost suspicion, and unanimous consent could not be had in Congress for a measure permitting manufacturers to combine to maintain selling agencies, and in other ways reduce the cost of doing an export business. This is evidence of the extent to which human action is the result of prejudice or sentiment rather than of intelligence and reason.

The popular uprising against trade combinations was due to their power of suppressing competition and increasing prices. Thirty years ago Congress concluded that competition could not be depended on between railways, and therefore established a regulative commission, somewhat inconsistently, however, trying also to prevent combinations; and in the original Sherman law it undertook to enforce competition among industrialists. We now have a Trade Commission to supplement the Sherman and Clayton laws, and we are still trying to

get some competition out of railroads, though with the power of fixing rates vested in the Interstate Commerce Commission, it cannot matter whether the railroads are controlled by one company or a hundred companies.

It was a perfectly rational proposition to prevent high prices by preventing corporations from combining and suppressing competition. But the purpose of combination for the export business is to make it possible to reduce prices and compete with other nations on more favorable terms. Even if this were not the purpose, or the effect, and the result of combinations were to advance prices, there is no reason why we should concern ourselves about the welfare of the foreigners whose money the exporters are seeking.

There has been a very general belief in this country that goods were sold abroad cheaper than at home, and this has not been wholly without foundation, though there may have been less of it than one would infer from political speeches. There is reason for this feeling only so far as domestic prices may be artificially sustained in order to make it possible to sell goods abroad at cost, or very near it.

In Germany there has been no objection to this sort of trade, and the kartels, which control the greater part of the export trade, are sustained by the Government and by public opinion in charging high prices at home and selling abroad for any price that competition, or the extermination of a foreign industry, may make necessary.

American public opinion will never go so far as to tolerate that. But where the smaller exporters desire to seek foreign orders in bulk to be divided among themselves, or to divide among several concerns the cost of maintaining a foreign selling agency, it is the height of folly for American politicians to get in the way of a business that brings foreign moneys here to disburse as wages to American workmen.

THE RECRUITING PROBLEM

(From *The Financial Post*.)

At various times during the past two years we have dealt with the rotten lack of system in recruiting, for which our Ministers of Militia, Trade and Labor were to blame. We urged the appointment of a Director-General of Recruiting. On May 27th last we said:—

Director of Recruiting Needed.

The recruiting question continues to be a serious one in many industrial establishments. Many men whose services are of the greatest value to Canada and the Empire are volunteering from a sense of duty for service overseas, while thousands of untrained young men, who could be spared, are not responding to the calls of recruiting agents.

There are several classes of employment which are luxuries from which hundreds of men could be released. There are others which are not absolutely essential to the conduct of business. These classes should be tabulated and recruits sought among them.

In England the Government permitted the withdrawal from the army of such men as were necessary for the industries, and is now replacing them by those who can be spared.

Condemnation of the Ministers of Labor and Militia is not confined to Eastern Canada for not getting together on the question, but we are hearing it from the West. *The Regina Leader*, in quoting from an article in *The Financial Post*, expresses its own opinion thus:—

"The whole country is becoming aroused over the question of recruiting, and with particular reference to the absence of any leadership from Ottawa, and the failure of the militia authorities to provide any system. People are only now beginning to awaken to

the danger to the country if the haphazard, happy-go-luck way of enlisting men is to continue. The demand for a national registration of the manhood of the Dominion is increasing, while talk of conscription is heard from many places."

What is needed is a Director-General of Recruiting, a good executive officer, who will adopt a methodical, businesslike procedure.

The Government has now decided to act on our suggestion. They will appoint a "Director-General of National Service," and Sir Thomas Tait will take the place. Sir Thomas ought to be an ideal man. He has had charge of recruiting at Montreal. He began as stenographer to Sir William Van Horne, president, Canadian Pacific, and worked his way up to a general superintendent; when he was asked to take charge of, organize and systematize the Australian Government railways.

If party politics would let Sir Robert Borden select his Cabinet Ministers—as *The Post* has advocated—with the same good judgment as he has shown in this and several other instances since the war began, the country would support him in spite of the various combinations that are now being formed against him, within and without his party. There are a number of great executives in Canada in the Liberal as well as the Conservative party, who would sacrifice their own comfort and affairs to join his Cabinet to help him at this time.

DAYLIGHT SAVING A SUCCESS

(From *Maritime Merchant*.)

Just before the last issue of the *Merchant* had gone to press, the city of Halifax reverted to standard time. After a summer's trial we think it can be said that daylight saving was on the whole a success. At least, on the principle of the greatest good to the greatest number there would seem to be no reason why the plan should not be repeated in future years, for the experiment has been successful enough to warrant that. It would be much better if it were to be made general by federal legislation throughout the whole Dominion, but falling that, or even falling provincial legislation for Nova Scotia, we think the city of Halifax should repeat the plan of "daylight saving" in future years.

The popularity of the present year's innovation was particularly marked among a certain class. People whose occupations took them to work at 8 o'clock or later in the morning were practically all in favor of the scheme. Those, however, whose work began at 7 o'clock standard time did not see the same advantage in it and it was natural that they should not; for the thing that made it so popular with their late-rising brethren was that it gave them a new hour out of the juiciest part of the day that in previous years they had been accustomed to spend in bed.

COAL-MINING METHODS USED IN HANDLING FRUIT

(From *Popular Mechanics*.)

Several men employed by a farmers' fruit-packing organization in California, are called prune miners because it is their task to pick and shovel their way into tons of prunes which are stored in the association's warehouse. To this packing house all the farmers bring their prune crop to be weighed and graded, after which it is stored in bins according to size. These bins hold about 40 tons, and by the time shipments are made, the prunes are packed into a solid mass, and can only be dug out with picks. Before being packed in the shipping boxes, they are run through boiling water for three minutes.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

SUMMARY OF MARKET CONDITIONS

THE one exception to higher prices in the markets this week was the decline of \$1 per 100 in live and dressed hogs. The tendency on almost all other lines has been upwards. A further advance of 20c in flour makes a new high record in flour prices. In the face of an advancing market there is a heavy demand. All feeds are firm and in big demand. Package cereals are in good demand. Sugar remains firm with an advance expected. Butter and eggs and cheese have advanced during the week. The market for canned goods is very firm and higher prices will shortly be issued on some lines. Prices are easier on poultry. Several new varieties of fruit have appeared on the market. Figs are expected to be the most popular of the dried fruits. Manchurian and Indian beans now being imported are having a tendency to keep prices down. Business generally is good despite the high prices. Wholesalers are experiencing difficulty in securing supplies rather than of securing orders. Reports from Western Canada indicate that business is good. Snow in Saskatchewan this week has interfered with threshing operations. In some sections there is a great scarcity of labor.

QUEBEC MARKETS

MONTREAL, Oct. 3.—Firmness, but no unexpected movement upwards, and certainly none downwards, characterized the Quebec market situation for the present week. Molasses remained firm; sugar very firm, but with unchanged prices. An opinion prevailed in some quarters that manufacturers would welcome increased prices for sugar, but certainly no hint is given anywhere of any coming rise as yet. All wheat products and associated products showed great firmness and rising prices. Currants went up again, and nuts proved of similar tendency. Everything points to a Christmas dinner table, the fare on which will cost about double its cost last year. In the canned goods situation prices firmed up as had been expected, but canners are coping courageously with their difficulties, and the total pack may yet come out better than had been expected. High grades of canned salmon, however, are hopelessly short this season, though some large offerings of Chums temporarily lacked buyers on the market, which seemed well supplied with these.

Sugar Market is Now Very Firm

SUGAR.—A stronger market was experienced for sugar at the beginning of the week, with, however, no alteration in prices as quoted last week. The primary markets were firm, with Cubas at 5c.

There are no very confident sugar prophets making themselves heard on the markets, for prophesying at present in sugar is difficult. Demand generally is exceedingly good, taking market conditions into consideration and the firm state of prices. Manufacturers regard the situation as satisfactory, and the outlook for the future good.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	7 40
50 lb. bags	7 50
2 and 5-lb. bags	7 70
Extra Ground Sugars—	
Barrels	7 75
50 lb. boxes	7 95
25 lb. boxes	8 15
Yellow Sugars—	
No. 1, 100 lb. bags	7 00
Dark yellow, 100 lb. bags	6 80
Bright coffee, bbls. only, cwt.	7 25
Powdered Sugars—	
Barrels	7 55
50 lb. boxes	7 75
25 lb. boxes	7 95
Paris Lump—	
100 lb. boxes	8 1
50 lb. boxes	8 10
25 lb. boxes	8 20
Crystal Diamonds—	
Barrels	8 00
100 lb. boxes	8 10
50 lb. boxes	8 20
25 lb. boxes	8 40
Cartons	9 05
Half cartons	9 75

Canned Peas and Beans Up Again

CANNED GOODS.—There is little relief to the general firmness of the market for canned goods. Canned peas (standard 2-lb. tins) rose by 10c to \$1.20 per case. Early June peas went up by 10c also to \$1.35 per case. Canned string beans rose 5c to \$1.05. With the threatening of frost, canners had redoubled

their efforts to secure as good as pack as possible of tomatoes, and with some success, for results were encouraging; but the prices for these canned goods must continue high, and the market is very firm. There was an easing of market slightly, and not quite so pressing a demand for Chums in the canned salmon market; but all the higher grades are eagerly sought and hard to obtain, if obtainable at all.

Currants Still Firm Raisins Steady

DRIED FRUITS.—The Christmas dinner is going to cost more this year if dried fruits, such as currants, and delicacies, such as almonds and raisins, keep on climbing aloft as they have been doing. The market for dried fruits is firm as last week, and some higher prices are quoted here and there, while some prices are still steady. California white figs have been temporarily withdrawn from the growers' market to return as supplies increase at possibly higher prices. Currants still flirt with the highest price standards. Prunes are firm. New apricots and peaches are higher priced than in former market experience. Raisins remain as quoted last week, but are firm.

	Per 100 lbs.	Per lb.
EVAPORATED FRUITS.		
Apples, choice winter, 25-lb. boxes	0 68½	0 09
Apples, choice winter, 50-lb. boxes	0 16	0 17
Apricots	0 19	0 20
New	0 13	0 15
Slabs	0 14	0 15
Choice, 25's, faced, new crop	0 13	0 14
Nectarines, choice	0 10	0 11½
Peaches, choice	0 10	0 12
Pears, choice	0 13	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 25	
Lemon	0 20	
Orange	0 21	
Currants—		
Filiatras, fine, loose, new	0 16	0 17
Filiatras, packages, new	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 10	0 12½
Ferds, choicest	0 09½	0 09½
Hallowee, loose, new	0 09	0 09
Hallowee, 1-lb. pkgs.	0 09	0 09½
Khadrawee	0 09	0 09½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	0 11½
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
1 lb. glove boxes, each	0 10	0 11
Cal. bricks, 16 oz.	0 10	0 11
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	1 50	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 15	0 16
50 to 90, in 25-lb. boxes, faced	0 10	0 11
90 to 100, in 25-lb. boxes, faced	0 10½	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75	
Muscateles, loose, 3-crown, lb.	0 09½	0 09½
Muscateles, 4-crown, lb.	0 09	0 10
Cal. seedless, 16 oz.	0 12½	0 11½
Fancy seeded, 16 oz. pkgs.	0 10½	0 10½
Choice seeded, 16 oz. pkgs.	0 10½	0 11
Valencias, selected	0 11	0 11½
Valencias, 4-crown layers	0 11½	

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

Molasses is in a Firm Market

MOLASSES.—The market for molasses remains as firm as ever, and inclines towards increased prices, though prices are not increased this week. There is every prospect of the firm condition of this market continuing right on until new season's crop appears. In sympathy with the molasses situation, corn syrups are in very firm market also, though prices for these have not altered since July. Quotations are around 4¼c per lb. for barrels, or about 59c per gallon delivered in Quebec and beyond. The brisk demand for syrups is likely to maintain in opinion of those close to the markets. The supplies of corn syrup available are so far plentiful.

	Fancy.	Choice.
Barbadoes Molasses—	Island of Montreal.	
Punchoons	0 62	0 59
Barrels	0 65	0 62
Half barrels	0 67	0 64

For outside territories prices range about 3c lower. Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Nut Prices Show Some Shadings

NUTS.—There is little change as regards the nut situation this week. All varieties of nuts are in a market characterized by firmness. Some varieties have gone up a little in price as compared with last week's lower quotations. Some show a shading downwards. On the average, nut prices seemed a trifle easier, but with every prospect of nuts being quite amongst the luxuries for Christmas. Sicily filberts, for instance, showed ½c increase, Tarragona almonds 1c, and Grenoble walnuts a cent up per lb. in one large wholesale house. For Tarragonas jobbers were being asked by growers for 19c per lb., which was, however, still a price available on the wholesale market to retailers.

Almonds, Tara, new	0 19	0 20
Grenobles	0 17	0 18
Marbots	0 13½	0 14
Shelled walnuts, fresh cracked, lb.	0 38	0 40
Shelled almonds, 28-lb. boxes, per lb.	0 40	0 41
Sicily filberts	0 17½	0 18
Filberts, shelled	0 40	0 40
Pecans, large	0 19	0 20
Pecans (Texas shelled)	0 60	0 60
Brazils, new	0 15	0 16
Brazils (shelled)	0 65	0 65
Peanuts, American, roasted	0 09	0 12½
Peanuts, No. 1 Spanish, shelled	0 10	0 10
Peanuts, No. 1 Virginia, shelled	0 09½	0 09½

Rice and Tapioca in Steady Demand

RICE AND TAPIOCA.—In good demand and at moderate but firm prices, rice shows no variation from last week's prices, except as regards imported Patna in bags of 224 lbs., which was quoted last week as low as 0.04c per lb., but which is not obtainable as easily now. The price should read now 0.07 to 0.08 cents per lb., and the same prices are asked for imported Patna, whether in the full size, half, or quarter-size bag. Pearl tapioca is down as compared with last

REARRANGEMENT OF MARKETS

Acting on suggestions received, as a result of inquiries among progressive retail grocers, we have made some changes in the general arrangement of the market reports. The weekly reports on fruits, vegetables, fish and poultry, which have hitherto appeared in separate departments, have been incorporated in the general report. Under the new arrangement, a Quebec Province grocer, for instance, will now be able to read a complete and continuous report on all lines, with the exception of flour and feeds, and produce and provisions. The latter will for the present appear in separate departments. The new arrangement will greatly simplify the market reports, and with the new sub-headings should be more practical and convenient for the busy grocer. We are glad at all times to receive suggestions as to how the market service can be improved. We shall be glad to have the comments of grocers, favorable or otherwise, regarding the new arrangement.—Editor.

quotes to 8½c or 9c per lb., and seed tapioca shows a slight shading downwards, being now on the market at 9-9½c as compared with 10½-11c lately. There are small prospects of any very abundant supplies of tapioca from the primary markets so far.

	Per cwt.
Rangoon Rices—	
Rangoon, "B"	4 30
"C.C."	4 10
India bright	4 45
Lustre	4 80
Fancy Rices—	
Mandarin, Patna	4 50
Pearl	5 00
Imperial Glace	5 75
Sparkle	6 30
Crystal	6 00
Snow	6 20
Ice drips	6 30

Prices are per 100 lbs., packed in bags (280 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).



—Stinson, in Dayton News. CLIMBING.

	Per lb.
Imported Patna—	
Bags, 224 lbs.	0 07
Half bags, 112 lbs.	0 07
Quarter bags	0 07
Velvet head Carolina	0 08 0 09
Sago, brown	0 06½ 0 07
Tapioca—	
Pearl, lb.	0 08½ 0 09
Seed, lb.	0 09 0 09½

Beans Are Again Higher Priced

DRIED VEGETABLES.—Firmness and increased prices for some varieties characterize the market for dried vegetables this week. Beans in particular are very scarce and high priced. Canadian hand-picked are at \$6.75 to \$7 per bushel. Limas are 8½c to 9c per lb., and are in a firming market. Choice re-cleaned California white beans, large and small, are being offered for October shipment on the coast to the jobber at as high as \$6.75 per 100 lbs. Peas and barley are steady at the prices quoted last week, but again the market for these is firm, peas being scarce this season.

Beans—		
Canadian, 3-lb. pickers, per bushel....	6 00	7 00
Canadian, hand-picked	6 75	7 00
Canadian, 5-lb. pickers	5 80	5 70
Yellow eyes, per bushel	0 08½	0 09
Lima, per lb.	3 25	3 50
Peas, white soup, per bushel	5 75	6 00
Peas, split, bag 98 lbs., new crop	3 80	3 80
Barley, pot, per bag	4 65	5 16
Barley, pearl, per bag		

Low Grade Japan Teas Are Firmer

TEA.—A decided firmness and, in fact, increase in the prices of lower grade Japan teas was noticed early in the week, and demand for these teas is evidently increasing. Firmness as regards China teas has influenced the market favorably as to increased consumption of Japan teas. Stocks of gunpowder tea are reported to be low and at higher prices, and U. S. Standard Japan tea was being quoted firmer to the jobber for carload lots. To the retailer this grade would run about 19c to 20c. Large firms of wholesalers recorded a 2c rise in Japan siftings per lb. The whole tea market shows a much better tone of late, demand being good, and with every sign of maintaining. No changes in prices of black teas are recorded this week.

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

Coffee Market is Firm and Quiet

COFFEE.—Again the coffee market is reported normal, and with no changes upward or downward as regards prices prevailing for the principal grades. Demand is showing the usual briskening, due to the advent of colder weather, and though local conditions here and there throughout Canada might be improved as regards consumption of coffee, a general tendency towards improving markets is observable, and coffee merchants are quite confident of doing a good sea-

son's business. The primary markets show no important movements.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 38
Rio, lb.	0 18 1/4	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Carraways Firm and Found Scarce

SPICES.—Considerable demand and none too plentiful supply characterize the primary markets and New York opinions as regards spices, and there is an echo of this tone in Canada. Apart, however, from a brisk upward tendency in coriander and carraways, there is no outstanding feature of change in the market. Pepper is being held for firmer prices, and white pepper in particular is firmer and likely to be higher. Nutmegs, so far unchanged in price, are coming into brisker demand. Cassias, while quoted a little easier than formerly, may be found to cost more later, as new supplies are not very certain as yet. Cream of tartar is easier a little. China cinnamon is firmer, and Dutch carraways much firmer, while Canadian carraways are scarce.

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

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

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch		0 35
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded coconut, in pails	0 21	0 23
Pimento, whole		12-15

New Varieties on Fruit Market

FRUIT AND VEGETABLES.—With supplies plentiful for most fruits and vegetables in demand, and a better market situation expected as regards apples which have been plentiful and at low prices of late, the market for fruit and vegetables opened this week. Some new articles appeared, a few Cape Cod cranberries in small box lots selling at 60 cents a gallon, and in better esteem on the market than some Canadian cranberries offered. Hothouse tomatoes also appeared, a high class variety at 7 cents per lb. A price rise in sweet potatoes is due to better qualities offering. Green and red peppers occupy a prominent place at 20 cents per lb. Corn is scarce, and all but off the market. Banana prices are firm and good demand is noted. Oranges are being quoted, but their price is high, and demand is not

active. The period is fast approaching for the importation of all kinds of vegetables from the United States. Canadian growers insist that it does not pay them to grow these under glass for the Canadian market, though the imported goods must also be grown under glass in the States in the opinion of market men here. Beans are very scarce and the price has doubled from \$1 per bag to \$2 per bag since last week.

Oranges (Cal.)	5 50	6 00
Oranges (Jamaica)	3 00	
Lemons	4 25	
California Tokay grapes	2 75	3 00
California Malagas	2 25	2 75
Colorado peaches	1 40	
St. Lawrence Apples	No. 1 4 00	No. 2 2 50
Wealthy Apples	3 50	2 50
Beets, per doz. bunches	0 40	
Beans, wax and green, per bag	2 00	
Onions, per bag, 75 lbs.	1 50	
Onions, Spanish, per case	5 00	
Turnips, per bag		
Vegetable marrow, per doz.	1 00	
Tomatoes, hothouse, lb.	0 07	
Sweet potatoes, per hamper, 60 lbs.	2 00	
Corn, per doz.	0 18	
Peppers, red and green, per lb.	0 20	

Firmness Noticed In Fish Prices

FISH.—More firmness in prices is again in evidence in the fish trade. One of the two main lines—that is halibut from the Pacific Coast, has been almost unobtainable for the week's supplies. A few halibut have been coming over the border, and are selling at very high prices. Halibut and salmon were in good supply at prices similar to those asked last week. Lake fish are arriving

in fair quantities and selling retail at fair figures. A few lots of pickled fish, such as salt salmon, salt herrings, salt mackerel, etc., have arrived and have been distributed in small shipments at about 25 per cent. higher than last season's prices. Reports are that codfish will be more plentiful now that it is the end of the drying season. Should this prove correct, a decline in prices for codfish may be expected. The opening of the Malpeque shell oyster season having arrived, first shipments of these were due October 4, and regular supplies thereafter throughout the season.

SMOKED FISH	
Haddies, per lb., new cured	0 09
Haddock, fillets, per lb.	0 12
Digby herring, per bundle of 5 boxes	0 75
Smoked boneless herring, 10-lb. box	1 30
SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 45
Prawns, imperial gal.	2 35
Shrimps, imperial gal.	2 00
Scallops	2 25
FRESH SEA FISH	
Halibut	18
Haddock, fancy, express, lb.	7
Mackerel, each	16
Cod, steak, fancy, express, lb.	08
Flounders	6
Salmon, Western	17 —18
Salmon, Gaspe	20
FRESH LAKE FISH	
Pike, lb.	0 09
Perch	0 10
Whitefish, lb.	0 13
Harrings, lb.	0 05
Lake trout	0 12
Eels, lb.	0 08
Dore	0 12
Brook trout	0 50
Swordfish	0 16
Smelts	0 12
Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque shell oysters, per bbl.	12 00
Cape Cod shell oysters, per bbl.	12 00
Scallops (per gal.)	2 25
Clams (med.) per bbl.	8 00
Shrimps, per gal.	2 00

ONTARIO MARKETS

TORONTO, Oct. 4.—There have been interesting developments in the market during the week. For the most part the tendency has been to upward prices. A further advance of 20c per barrel is recorded in flour, with a firmness in the situation, due to the high prices for wheat. Sugar is also firm in price and refiners' agents are expecting an advance. Butter and eggs have both advanced in price, and cheese is firmer, with an advance recorded. Live hogs and dressed have possibly been the one exception to advancing prices, there being a drop of approximately \$1 per hundred in these two commodities. Figs are expected to be the most popular of the dried fruits, as they will be the only line that will retail around 10c per pound. Ontario beans are reported to be a fairly good crop, but Manchurian and Indian beans that are being brought into the market will be a factor in determining the price and keeping it steady.

Sugar Prices Have Very Firm Aspect

SUGAR.—A great deal of strength has developed in the sugar market with

in the past week and the market has now much strength. Supplies of sugar have been seriously depleted due to the stimulus of a big consumption. A good peach and plum crop, coupled with the recent decline, operated to make people use sugar more freely both in the United States and Canada. There is a well founded impression that refiners will be compelled to stay in the market as buyers for the balance of the present year. The combined stock of Cubans on spot and afloat is 100,000 tons less than at this time last year. Cuban sugar has now come to be somewhat of a negligible quantity as there are left approximately only 200,000 tons to take care of possible needs between now and the time when the new Cuban crop comes in about two months hence. If the American meltings are maintained at the present weekly rate of approximately 60,000 tons it will be a serious question whether or not there will be sufficient sugar in sight for the needs of refiners between now and the time when the new crop comes in. Three weeks ago the weekly meltings amounted to 31,000 tons. During the past week they were

61,000 tons. It is somewhat doubtful, however, as to whether or not the consumption will be as large in the immediate future as the peach and plum crop is now practically over.

	100 lbs.
Montreal refined, extra granulated sugars.....	7 46
New Brunswick extra granulated	7 45
Nova Scotia extra granulated	7 36
Yellow, No. 1	7 06
Extra ground, barrels	7 81
Special icing, barrels	7 81
Powdered, barrels	7 61
Paris lumps, barrels	8 06
Assorted tea cubes, boxes	8 06

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. cartons, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Demand for Molasses Has Been Stimulated

MOLASSES.—Dealers in molasses report an increased demand for the product during the past week or two, due it is asserted in all probability to the cooler weather. Bakers are using larger quantities in their baking. All prices hold firm. Corn syrups have had a big consumption during the past four or five weeks with prices holding steady. Cane syrups hold steady in price with the consumption somewhat limited at the present season. A large demand is expected in the near future.

Corn Syrups—	
Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls.....	0 04½
Pails, 83½ lbs., \$1.35; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case.....	2 65
Cases, 5 lb. tins, 1 doz. in case.....	3 00
Cases, 10 lb. tins, ½ doz. in case.....	2 90
Cases, 20 lb. tins, ¼ doz. in case.....	2 85
Cane Syrups—	
Barrels, lb., 5¼c; ¼ bbls.	0 06½
Cases, 2 lb. tins, 2 doz. in case	4 80

Demand for Coffees is Reported Better

COFFEE.—There is a firmness in the local coffee market. Demand has improved with the coming of cooler weather and dealers report the outlook for business this fall exceptionally good. In the primary markets coffee futures were easier during the first part of the week. It is suggested that stocks afloat are accumulating in Rio and Santos and that the afloats in sight are now only 300,000 bags smaller than in 1915. Roasters in consequence are inclined to hold off their buying in the hope of getting concessions. A factor that continues to give firmness to the market is in the depleted stocks of the enemy-powers. Germany, it is pointed out, could use 3,000,000 bags right off the reel in the event that peace is declared. Austria and their other allies would swell the total required to 4,000,000 bags. There is some talk of smaller crops due to drought and other factors.

Coffee, Roasted—	
Bogotas, lb.	0 27 0 31
Jamaica, lb.	0 25 0 28
Java, lb.	0 33 0 38
Maracaibo, lb.	0 25 0 27
Mexican, lb.	0 27 0 31
Mocha, lb.	0 33 0 36
Rio, lb.	0 20 0 21
Santos, Bourbon, lb.	0 25 0 26
Chicory, lb.	0 13 0 15

Cheaper Grades of Teas Down in Price

TEAS.—Common grades of teas for future delivery have declined approximately 1c per pound during the week. The better grades of teas however remain firm in price. Dealers in Indian teas assert that people are buying the better grades of those teas. Buying has not been active owing to the fact that wholesalers generally have been holding for lower prices. In consequence stocks are low. Reports from Northern India state that based on the average of the past three years the shortage in teas in that district will be 15 per cent. below this average. There is a notice-below this average. Spot teas remain unchanged in price, while futures are 1c per pound lower for the common grades.



Chief war starter: Himmel and that's the country my spy system informed me was ripe for rebellion, ready for insurrection, and only awaited a chance to break from the British Empire.

—Racey. In Montreal Star.

ALL SUGARS ADVANCED 10c

Just as CANADIAN GROCER is going on the press, word has arrived that all sugars have advanced 10c per 100 lbs. Quotations on market pages should be read 10c higher.

Caraway Seeds and Coriander Advance

SPICES.—Caraway seed has advanced 4c per pound in the local market. There is a bullish movement under way due to the reported tax that the Dutch government is said to contemplate. The basis for these rumors seems to be pretty well founded and the seed in the primary market has maintained its somewhat phenomenal advance. Locally it is now selling at 35c per pound, with a firmness at that price. Coriander seed has advanced 2c per pound.

There is a shortage reported in the producing area in Morocco in the Northern part of Africa. Peppers have advanced ½c in the primary market but these prices will not affect the local market for some time in the future. The demand for pickling spices of all kinds has been good this fall, quite up to that of former years.

Allspice	0 18
Cassia	0 32
Cinnamon	0 60
Cayenne	0 35
Cloves	0 35
Ginger	0 30
Mace	0 90 1 25
Nutmegs	0 40
Pastry	0 30
Pickling spice	0 22
Peppers, white	0 36 0 39
Nutmegs, select, whole	0 40
Mustard seed, whole	0 28
Celery seed, whole	0 45
Coriander, whole	0 15
Caraway seed, whole	0 35
Cream of tartar	0 51

Figs Are Having Big Run This Year

DRIED FRUITS.—Figs have every prospect of being the most popular dried fruit this year. They are about the only cheap line to be had, the retail price will in all probability be around 10c per pound. This will be about the only 10-cent line on the market. Currants will have to sell from 20c to 25c per pound. Apricots are so high in price that they are not interesting Canadian buyers at all and very few have been sold. Peaches are in about the same position. Raisins are also high in price. Currants advance almost daily in price. During the past ten days no less than four one-shilling advances have taken place. They are now selling at 60 shillings per 112 pounds. Formerly 20 shillings was considered a high price. Prunes are running to three large sizes this year and in consequence the smaller varieties are higher in price. Golden dates are out of stock. Most stocks of dried fruits are running low.

Apples, evaporated, per lb.	0 09	0 10
Apricots—		
Choice, 25's, faced	0 19	0 20
Candied Peels—		
Lemon	0 20	0 21
Orange	0 20	0 21
Citron	0 25	0 26
Currants—		
Filiatras, per lb.	0 16½	0 16
Patras, per lb.	0 17	0 19
Vostizzas, choice	0 17½	0 20
Cleaned, ¼ cent more.		
Dates—		
Packages, 3 doz. in case	3 80	3 90
Prunes—		
30-40s, California, 25-lb. boxes	0 13	
40-60s, 25-lb. boxes	0 11	
90-100s, 50-lb. boxes	0 07½	
25-lb. boxes, ¼ cent more.		
Peaches—		
Choice, 50-lb. boxes	0 08½	0 09
Stds., 50-lb. boxes	0 08	0 08½
Choice, 25 lbs., faced	0 09½	0 09½
Extra choice, 25 lbs., faced	0 10½	0 10½
Fancy, 25 lbs., faced	0 10½	0 11
Raisins—		
Valencia, Cal.	0 07½	0 08½
Seeded, fancy, 1 lb. packets	0 10½	0 10½
Seedless, 12 oz. packets	0 11	0 11
Seedless, 16 oz. packets	0 14	

Imported Canned Goods to Set Prices

CANNED GOODS.—It is expected that considerable quantities of canned goods will have to be imported from the United States this year in order to

meet the needs of Canadian consumers. This is a condition that is new in the canned goods trade. Dealers assert that this factor of the imported goods will fix the prices for all canned goods in this country. What that will be remains to be seen. Crops have not been large in the United States and firm prices are expected to prevail there. Prices on canned tomatoes are expected to be named in the near future. There is no sockeye salmon to be had at present prices. Stocks are all taken some time ago. Corn has advanced for fancy grades 15c per dozen.

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

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	2 90	
½ flats, cases 8 doz., per doz.	1 75	2 00
Five cases or more, 2½c doz. less than above.		
Chums, 1-lb. talls	1 15	
Pinks, 1-lb. talls	1 35	
Pinks, ½-lb. tins	0 75	0 35
Cohoos, 1-lb. talls	2 15	
Red Springs, 1-lb. talls	2 00	
Canned Vegetables—		
Tomatoes, 3's	1 45	
Peas, standard	1 25	
Early June peas	1 45	
Corn, fancy, doz.	1 35	
Corn, 2's, doz.	1 25	
Red raspberries, 2s	2 65	
Red cherries, 2s	2 45	
Strawberries, 2s	2 50	

Shelled Almonds Have Advanced 5c. Per Pound

NUTS.—Stocks of all nuts are low at the present time. The new goods have not yet commenced to arrive. Shelled almonds have advanced from 1c to 5c per pound by various wholesalers. All nuts are high in price and little relief is looked for.

Tarragonas, lb.	0 19	0 20
Marjots, French, in shell	0 15	0 15
Greenoles, lb.	0 18	0 19
Walnuts, shelled	0 41	0 42
Almonds, shelled	0 41	0 45

Foreign Beans Will be Factor in Price

BEANS.—A condition that is new in the bean situation this year is the importation of larger quantities of foreign beans from Manchuria and India. Dealers here have anticipated a large demand this year, and have tapped these sources of supply for the first time. Several large orders in earload lots have been ordered, and will be in the market to relieve the stress on the local bean crop. Reports from the farming districts state that the crop in Ontario will be fairly good this year, although threshing has not yet started generally, and it is a little early to state the exact condition. In some sections damage was recently reported by frost. Michigan beans are reported a fairly good crop this year, but they will not be a factor in fixing the Ontario bean price so much as the Manchurian and Rangoon beans that will be brought in. Even though there is a poor crop in Ontario this year, the condition here will not be as important a factor this year as it has been in times past. The Manchurian and Indian beans require a little more soaking than the On-

tario beans, but are of fine quality when well prepared. They will sell to the retail trade at \$4.75 to \$5 for the choice hand-picked variety.

Demand for Rice and Tapioca is Good

RICE AND TAPIOCA.—Wholesalers report a good demand for rice and tapioca when goods that are now in transit reach the local market. Rangoon rice is slightly firmer in price, being now quoted at \$4.38 to \$4.50 per 100 pounds.

Rangoon B, per 100 lbs.	4 30	4 50
Packling rice, 100 lbs.	4 50	4 75
Texas Japans, 100 lbs.	4 75	6 00
Tapioca, per lb.	0 09	0 10

Supply of Peaches Drawing Near End

FRUIT.—With grapes somewhat damaged by recent frosts and peaches drawing near to the end of the season, the fruit reaching the market has been rather meagre in quantity. Prices are a trifle higher, as the slim end of the season is on. There are some white peaches in quantities that are selling at 25c to 30c per 11-quart basket. The color is against this class of fruit and buyers are not as eager. The price is attractive, however. Duchess apples and astrachans are now off the market. Cranberries are selling as low as \$9 per barrel, with half barrels of 50 quarts at \$5. The quality of these berries is considered good. Verdill lemons are easier in price and are selling all the way from \$4.50 to \$6.50 per case. There are very few California lemons asked for these days when the Italian fruit is on the market in good quantities. A few Bartlett pears are reaching the market, being quoted at 75c per 11 quarts. Some of the later varieties of apples, such as the St. Lawrence, are selling at 25c to 50c for the 11-quart basket. The first of the Italian prune plums from California are now in, the price quoted being \$1.75 for 24-lb. crate.

Apples, basket	0 25	0 50
Bananas, bunch	1 75	2 25
Cranberries, bbl.		9 00
Oranges—		
Oranges, late Valencias, case	4 00	6 00
Grapes, Cal., Case	2 25	2 50
Ontario, 6 qt.	0 16	0 20
Lemons, Verdelli, case	4 00	6 50
California, 420's		6 50
360's-300's		6 50
Pears, boxes	2 06	4 00
Canadian, 6-qt. bkt.	0 15	0 25
11-qt. bkt.	0 30	0 75
Peaches, Elbertas, 11-qt.	0 59	0 75
White, 11-qt.	0 25	0 30
Smock's yellow, 11-qt.	0 30	0 40
Plums—		
Bradshaws, Lombards, 11-qt.	0 50	0 75
Green Gaze, 11-qt.	0 50	0 75
Prune plums, Cal., 4 basket		1 35

British Columbia Celery Reaches East

VEGETABLES.—Some very fine celery from the Okanagan Valley in British Columbia reached the Toronto market for the first time this week. It is

of exceptionally good quality and is selling at \$2 and \$2.25 for cases of four-dozen. Small gherkin cucumbers are nearly off the market. Green tomatoes for pickling are in the market and are quoted at 25c per 11-quart basket. Green peppers are about done. Those that are left are selling from \$1.65 to \$1.75 per sack of 90 pounds. New Jersey sweet potatoes are easier in price by 25c per hamper and are now quoted at \$2. Ontario potatoes are not yet in the market in any quantity. The first mushrooms of the season from New York State, are quoted as \$2 per 6-qt. basket. Citrons, the first of the season, are selling at \$1 to \$1.25 per dozen. They are somewhat scarce as yet. Vegetables on the whole are in poor supply.

Citron, doz.	1 50	1 25
Celery, Canadian, dozen	0 20	0 30
Corn, doz.	0 10	0 20
Celery, B.C., 4 doz. case	2 00	2 25
Mushrooms, 6 qt.		2 00
Onions—		
Spanish, crate 120 lbs.	4 00	4 50
Silver skin, pickling, 11-qt.	1 25	2 00
Peppers, green, basket	0 75	1 00
Red, 11-qt.		1 50
Potatoes—		
New Brunswick, Delewares, 90-lb. sacks	1 65	1 75
Sweet, New Jersey, hamper		2 00
Ontario, 90-lb. bag		2 00
Turnips, 11-qt. bskt.		0 40
Tomatoes, Canadian, 11-qt. basket	0 30	0 60
6-qt. basket		0 25
Green, 11-qt.		0 25
Watercress, 11-qt.		0 75
Parsley, 11-qt.		0 50
Vegetable marrow, 11-qt.	0 20	0 50

Western Salmon; Halibut Scarce

FISH.—There has been a dearth of western salmon and halibut on the local market during the past week. This has been due to the fact that packers situated along the western rivers have been corraling all available supplies they can get their hands on. With the high prices for canned salmon, packers are prepared to pay up well for the fish to the fishermen. In consequence, they have been getting the fish. On the local market, salmon advanced 1c per pound. The supplies of whitefish and salmon trout have been fairly good during the week, with prices holding firm at recent quotations. There are considerable quantities of New Brunswick flounders in the market at the present time, which are selling at 8c per pound. The supplies of whitefish and trout are keeping pace with the needs. Oysters are reaching the market in fair quantities with the quality of the commodity better than normal. Fillet haddies have also advanced 1c per pound.

SMOKED FISH.	
Haddies, per lb., new cured	0 00
Haddies, fillets, per lb.	0 13
Digby herring, box	1 00
Smoked boneless herring, 10-lb. box	1 25
SHRIMPS, LOBSTERS.	
Lobsters, medium and large, per lb.	0 50
Shrimps—	
1 gallon	1 25
2 gallons	2 40
4 gallons	4 60
FRESH SEA FISH.	
Halibut	0 16
Haddock, fancy, express, lb.	0 08
Steak, cod, fancy, express, lb.	0 10
Flounders, Maritimes	0 18
New York	0 10
Salmon, Western	0 17

FRESH LAKE FISH.		
Pike, lb.	0 06
Whitefish, lb.	0 13
Herrings, lb.	0 07

Lake trout	0 12
Oysters—		
Standards, gal.	3 00
Selects, gal.	2 00

Barley—		
Pot, per sack, 96 lbs.	3 20
Pearl, per sack, 96 lbs.	4 30
Peas—		
Split peas, stck., 96 lbs.	5 60
Whole peas, bushel	3 30

MANITOBA MARKETS

WINNIPEG, October 4.—It looks as though there is going to be plenty of money in Western Canada this year, despite the smaller crop. The farmer is getting almost twice as much money as he did a year ago. Last year for No. 1 Northern wheat he was paid 84c, this year he is getting 1.55, and prices are much higher than last year on all coarse grains. In districts where they have feed wheat, i.e. where the grade is as low as No. 6 or feed, the farmers will be able to market all this stuff at about the same price as he got last year for No. 1 Northern, i.e. about 84c. There are cases where he has received a higher price than this, even as much as a dollar per bushel. The only districts that are really bad are those which were cleaned out by hail.

There was considerable surprise expressed last week by brokers and jobbers that the sugar market did not go up. There was sufficient indication that an advance would take place, and nobody will likely suffer for having bought, for the market is in a strong position.

While prices on new pack canned tomatoes and corn are not in yet, there is enough to indicate that prices will be much higher than they were a year ago. Corn is said to be selling to the retailer as low as 2.20. One jobber predicts a price of 3.25 on tomatoes for 2½'s, but this was only a guess on his part.

Sugar Unchanged, Did Not Advance

SUGAR.—To the surprise of everybody, sugar did not advance last week. It is reported that most Canadian refiners were willing to make the advance, but were held back because they were not unanimous. A refiner draws attention to the fact that if refined is not advanced now, when the market warrants higher prices, it will have to be held up later on when raws decline. In the face of a 1.38 advance in raws and a 50-75c advance in New York refined, there is no change in Canadian prices. Since market became firmer, there has been a large amount of sugar sold in Winnipeg.

	Per cwt.	in sacks
Sugar, Eastern—		
Standard granulated	8 00
Extra ground or icing, boxes	8 85
Extra ground or icing, bbls.	8 55
Powdered, boxes	8 05
Powdered, bbls.	7 75
Hard lump (100-lb. case)	8 95
Montreal yellow, bags	7 60
Sugar, Western Ontario—		
Sacks, per 100 lbs.	8 95
Halves, 90 lbs., per cwt.	8 40
Bales, 20 lbs., per cwt.	8 40
Powdered, 50s	8 60
Powdered, 5s	8 85
Icing, barrels	8 60

Icing, 50s	8 80
Cut loaf, barrels	8 90
Cut loaf, 50s	9 10
Cut loaf, 25s	9 15
Sugar, British Columbia—		
Extra granulated sugar	8 00
Bar sugar, bbls.	8 45
Bar sugar, boxes, 50s	8 55
Icing sugar, bbls.	8 55
Icing sugar, boxes, 50s	8 85
H. P. lumps, 100-lb. cases	8 85
H. P. lumps, 25-lb. boxes	9 15
Yellow, in bags	7 60

Syrups Remain Unchanged, Corn Easier

SYRUPS.—No changes are reported in any line of syrup. Corn syrup should be easier, as corn is showing an easier tendency.

Corn Syrup—		
2s, per case 2 doz.	3 18
5s, per case, 1 doz.	3 53
10s, per case, ½ doz.	3 43
20s, per case, ½ doz.	3 42
¼ barrels, cwt.	5 05
B.C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, ½ doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05
<small>(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c higher.)</small>		
Molasses—	Per gal.	
Barbadoes, ¼ bbls., per gal.	0 70
New Orleans	0 37
New Orleans, tins, 24 x 2 lb. case, \$2.35; 24 x 3 lb.		

Currants Firming Steadily, Prunes Scarce

DRIED FRUITS.—Evaporated apples are holding firm, but the trade here are inclined to await developments. New evaporated apples are expected to be ½c to ¾c higher. Sales here are being made around 8c. Prunes.—It looks as though there is going to be a shortage of small prunes this year, as the new crop is running to large sizes. Apricots—All Winnipeg jobbers seem to have bought, but in spite of large stocks held, there is not likely to be a dropping off in prices. Currants.—Market firming all the time, and reports of Greece entering the conflict do not have the effect of easing the market. Local houses are asking around 16-16½c for wet fresh cleaned Filiatras, while for 1 lb. pkg. Amalias 16¾c is asked.

Manchurian Beans Lower, Japs Higher

DRIED VEGETABLES.—Manchurian beans are now being offered here at 4.25, which is lower than was expected. This does not indicate that beans will be cheaper this year. It is hard to say what is going to happen, as harvesting will not take place for several weeks. Asherofts are expected to open around 5.00 per bushel when they arrive. Fancy Japs will likely be somewhat higher.

Beans—		
Japanese white beans, bushel	5 00
Manchurian, bushel	4 25
California Lima Beans—		
50-lb. sacks	0 07½

Cheaper Tapioca on the Way

RICE.—The only change to take place recently in rice is a decline of ½c in extra fancy Californias, one house offering this at 8c in 100 lb. sacks. Tapioca is offered 8¼c to 8½c, and sago 8c to 8½c. Both these quotations are liable to be considerably lower as soon as the cheaper stuff arrives on the market. Some houses are asking higher prices, but there is a tendency on the part of jobbers to clean out their stocks at as low a figure as possible so as not to lose money when the cheaper tapioca arrives on the market.

Canned Goods to be Higher

CANNED GOODS.—Opening prices on new canned tomatoes and corn are not in yet, but the opinion of one wholesaler is that the trade will be quoted on tomatoes about 3.25 for 2½'s, whereas old pack is to-day selling for 2.95 to 3.10. Old corn is selling for 2.20, whereas it is costing 2.28 to-day, and the opening prices will be much higher. There is a big demand for old pack goods at these prices. Canned pears are practically off the market until the new pack arrives at the end of this month. It is expected that canned peaches will be higher. Gallon apples have advanced to 1.75 per case, and are going up due to expected shortage in Ontario.

Manitoba Potatoes Good; Fair Crop

FRUIT AND VEGETABLES.—There has been a fairly good crop of potatoes in Manitoba this year, although it is not large by any means. What there is, however, is of good quality. Local potatoes are bringing 65 to 75c in car lots. On account of the crop in Western Canada being short, it is expected that the supply here will be cleaned up from the East, and that prices will again be high. New apples are coming in from the West and from Quebec. McIntosh Reds opened at 2.50 for No. 1, 2.25 for No. 2, and 2.00 for No. 3. Wealthys opened at 2.25, 2.00, and 1.75. Alexanders are about the same price of the latter. Ontario Falls opened at 5.00-6.00. There are still some Hyslop crab scarce. Peas, corn and tomatoes are not only dearer, but there is likely to be a scarcity locally. Sugar remains firm. Flour is expected to go still higher. Some Christmas lines are now arriving.

(Continued on page 37).

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Saskatchewan Markets

FROM REGINA, BY WIRE

REGINA, SASK., OCT. 4.—Several inches of snow fell throughout Saskatchewan Tuesday bringing harvesting to a standstill. A good brisk fall trade is reported from most sections. Harvesting has been delayed in some districts to a greater extent than others due to scarcity of labor. Crops are reported as better than had been expected.

Many price changes occurred during the week on the local markets. Flour has advanced to \$9.10 barrel. Rolled oats have also advanced and 80's are quoted at \$3.05. Tapioca and sago have advanced 1/4c. Dairy butter is up to 30c. Lard has advanced 50c and 3's are quoted at \$10.75. Eggs have also advanced, new laid now being 38c doz. Tomatoes 3's have advanced to \$3.50 case. Bacon is quoted; backs 28c; sides 30c. Evaporated apricots have advanced 3/4c to 19 1/2c.

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

ST. JOHN, N.B., OCT. 4.—Although Manitoba flour is quoted at \$9.85 and Ontario at \$9, the wheat market conditions indicate even higher prices. St John bakers advanced the price of bread to 10c per loaf on the first of October.

Ontario canned strawberries are now selling lower in New Brunswick than Ontario on account of excessive stocks on hand.

Bacon shows a higher range and is quoted; breakfast 24-25c; roll, 20-21c. Butter has advanced further. Dairy is quoted 32c to 34c; creamery 36c-37c. New laid eggs are quoted 34 to 38c; case, 31c-32c. Lard is quoted 19 3/4-20c. Cheese 21 1/2 to 22c. Cornmeal granulated, barrels has advanced to \$6.75. Buck-wheat flour is off the market awaiting new crop. Rolled oats are now \$7.25. Potatoes are still quoted at \$2.50 but an advance is expected.

Lemons have dropped and Messina are now quoted \$5 to \$5.50. Currants have advanced to 18c. Cream of tartar

is down and is quoted 39c to 42c. Rice is slightly firmer at 5c to 5 1/4c.

Although several advances on sugar have taken place across the border, prices locally remain stationary. The sugar situation has the whole trade guessing. Some firms are stocking up in anticipation of higher prices. Owing to the possibility of a short pack, canned tomatoes and corn are regarded as good purchases at present levels. New prices will be announced shortly. The bean situation is also being watched with interest.

Alberta Markets

FROM EDMONTON, BY WIRE.

EDMONTON, OCT. 3.—Business has shown steady improvement of late, and large orders are coming in from the country north of here. Flour has advanced another 10c to a basis of \$8.75. Beans are now quoted at 7 1/2c. Molasses steady at 76c gal. Rolled oats are firm at \$3.05. Rice is quoted at \$4.50; sago, 9c; tapioca, 10c. Sugar is firm at \$8.55. Cheese is firmer and quoted at 21 1/8c. Butter No. 1, dairy is quoted at 28c. Lard 3's is quoted at \$10.20. Bacon backs are quoted at 25c; sides 26 1/2c. Eggs, No. 1 are up to 35c; storage are quoted at \$8 for thirty dozen case. Tomatoes 3's are quoted at \$3.65 case. Other canned goods are quoted as follows: Corn, 2's, \$2.50 case; peas, 2's, \$2.50 case; apples, 3's, \$1.85 case; strawberries, 2's; \$5.50 case; raspberries, 2's, \$5.50 case; peaches, 2's, \$3.45 case; salmon, pink, \$5.50 case; sockeye salmon is scarce.

Alberta Markets

FROM CALGARY, BY WIRE.

CALGARY, ALTA, Oct. 4.—A number of important changes have gone into effect this week. Lard has advanced 1/2c and 3's are now quoted at \$10.50 case. Cheese has advanced and is quoted 23c-24c lb. Kraft paper has again moved upwards and is quoted locally at 11 1/2c lb.

Sockeye salmon halves are hard to get here, and dried cod-fish is also very

Nuts, mincemeat, currants, crystallized fruits, etc., are all moving upwards. Potatoes locally are a fair crop and are quoted 50 to 55c bushel.

MANITOBA MARKET REPORTS

(Continued from page 36.)

apples on the market at 2.25 case. Italian prunes are down to 1.50 in 4 baskets and 1.10 in peach baskets.

Fresh Fruits—

Apples—	
Ontario Falls, No. 1	6 00
Ontario Falls, No. 2	5 00
McIntosh Red, No. 1	2 50
McIntosh Red, No. 2	2 25
Wealthys, No. 1	2 25
Wealthys, No. 2	2 00
Bananas, lb.	0 04 1/2
Cantaloupes, crate	4 50
Grapefruit, case	9 00
Grapes, Tokays	2 25
Valencia oranges, case	5 25
California lemons	9 50
Peaches, crate	1 25
Crab apples, box	1 25
Prunes, Italian, 4 basket	1 50
Prunes, Italian, peach boxes	1 10
Vegetables—	
R.C. potatoes, new, lb.	0 01 1/2
R.C. onions, 100-lb. crates	3 00
Spanish onions, case	1 50
Tomatoes, Ontario, 11-qt. basket	0 75

Better Supply of Fish; Cod Scarce

Winnipeg—
FISH AND POULTRY.—The supply of all kinds of fish is much better this week, with the notable exception of steak cod, which is very scarce, and will soon be off the market altogether. Pickerel is arriving in quantities now to warrant a cut in the high prices which have prevailed for so long. Fowl can now be secured at 21c, and roasting chicken at 26c.

Fish—

Fresh salmon	0 16
Fresh halibut	0 12
Lake Winnipeg whitefish	0 10
Lake finnan haddie	0 11
Klippers, per box	2 00
Fresh lake trout, per lb.	0 12 1/2
Flosters, per box	2 00
Salt mackerel, 20-lb. kit	3 00
Pickerel, lb.	0 09

FLOUR AND CEREALS

Since the flour and cereal market report (elsewhere in this issue) was written, flour and rolled oats have advanced further at Winnipeg, making the price for first patents \$9 and rolled oats, 80's, \$2.75.

FLOUR UP ANOTHER 30c

While CANADIAN GROCER was on the press, another advance of 30c per barrel was registered in flour, making the price of first patents \$9.50 in small lots and \$9.30 in car lots, Toronto. Second patents are selling at \$8.90 and \$9 and strong bakers at \$8.60 and \$8.80. The steadily advancing price of wheat, caused by reports of damage to the crop in Argentine, is the cause.



FLOUR AND CEREALS



Flour Is Higher; Feeds Very Firm

Market Goes from Firm to Firmer, and Then Some Fall Demand Is Very Marked.

Montreal

FLOUR AND FEEDS.—Absolutely firm, and with prospects of still higher prices the flour market opened for the week forty cents higher than in the beginning of last week. The first twenty cent rise of last week has been followed by a second rise of twenty cents. At that the market steadied, but on Monday morning wheat was up another two cents, and prospects as regards flour were very firm indeed. Nor is there any slackening in demand which has been strong all summer and is ahead of all expectations even for the fall. Some millers have work in hand for the next three months without booking another order. Most millers are working on a smaller margin than usual, and as wheat rises the rise in the price of flour is inevitable also. Opinions as to prospects of wheat for the winter are all towards greater firmness. It is thought in wheat and flour circles, that even an immediate opening of the Dardanelles would produce only a passing and speculative movement in the prices of wheat as it is well known that nearly all the Russian wheat is far inland, and cannot be moved until next summer in any quantity, while the quality of the older crops is questioned, and the new crop of 1916 is known to have been a poor one. Prices of winter wheat had some ups and downs during the past week. Fancy patents experienced a lasting increase. Ninety per cent. settled down to firmness at the prices quoted last week. Feeds are still in as huge demand as ever, but prices for them remain much as last week shadings being here and there noticeable in the market, according to qualities.

Manitoba Wheat Flour—		Per bbl. of 2 bags	
First patents	9 10	
Second patents	8 00	
Strong bakers	8 40	
Winter Wheat Flour—		Car	Small
		lots	lots
Fancy patents	8 00	8 25
90 per cent. in wood	7 50	7 50
90 per cent. in bags	3 40	3 50
Bran, per ton	27 00	27 00
Shorts	29 00	29 00
Special middlings	31 00	35 00
Feed flour	38 00	40 00
Feed oats, per bushel	0 65	0 65

Cereals Firmer; Barley Goes Up

Montreal

CEREALS.—It is the opinion of some of the best known men in the trade that there may be a considerably increased demand for package cereals owing to the greatly increased trade in bulk goods, and the fact that rising prices for bulk goods are not always reflected immediately in the packet cereals. Firmer prices for certain packet goods in wheat are predicted by men in touch with the situation. That one line, now \$3.45 per case may go to \$4.25 is suggested in view of the very strong market and firm prices of wheat. Packet cereals are declared by their advocates to be better value to-day than bulk, and good buying at present prices. Barley went up ten cents this week, and is scarce. Peas and beans are none too plentiful, and firm priced.

Barley, pearl, 98 lbs.	4 85
Barley, pot, 98 lbs.	3 80
Buckwheat grits, 98 lbs.	4 50
Corn flour, 98 lbs.	3 25
Cornmeal, yellow, 98 lbs.	2 95
Graham flour, 98 lbs.	4 20
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 70
Oatmeal, granulated, 98 lbs.	3 70
Peas, Canadian, boiling, bush.	3 00
Rolled oats, 90-lb. bags	3 20
Rolled wheat, 100-lb. bbls.	3 50
Rye flour, 98 lbs.	3 20
Whole wheat flour, 98 lbs.	3 90
Wheatlets, 98 lbs.	4 55

First Patents Now Selling at \$9.20

Further Advance of 20c Per Barrel from That Recorded Last Week Makes New High Record in Flour Prices — Big Demand.

Toronto

FLOUR.—A further advance of 20c per barrel over the price recorded in last issue now puts the price of first patents at \$9.20 in small lots and \$9 in car lots. With wheat at a high level for October cash of \$1.63 $\frac{5}{8}$ at Winnipeg there is a firmness in the flour market at the time of writing. All records for high prices in flour are now eclipsed and there is small possibility of relief in sight. In the face of the advancing price of flour there has been a big demand for the commodity. The store trade has been greatly stimulated due to it is asserted in some quarters to the fact that the housewife has taken to baking her own bread in the face of increased price of the

bakers' loaf. Large loaves of bread are now selling in most instances in this city at 16c per two-pound loaf. The big demand for flour has been stimulated to a certain extent also from the fact that the large bakers and users of flour have come to the conclusion that there is small possibility of seeing cheaper flour this year and have consequently stocked up. It is asserted in some quarters that bread has not yet advanced to a parity with the cost of flour in order to give the bakers a fair margin. Ontario winter wheat flour is very firm and at the time of writing there is strong probability that it will be advanced another 20c per barrel.

Manitoba Wheat Flour—	Small lots, per bbl. of 2 bags	Car lots.
First patents 9 20	9 00
Second patents 8 70	8 50
Strong bakers 8 50	8 30
Ontario Winter Wheat Flour, 90 per cent.—		
High patents 7 80
Second patents 7 30	7 10

Cereals Have Been in Better Demand

Toronto

CEREALS.—There has been a better demand for cereals during the past week. Barley and peas will be a small crop and prices for these will be high. There has been an increase of 20c per bag in the price of oatmeal during the week. It is now selling at \$3.58 to \$3.85 per 98-lb. sack. Rolled oats on the other hand are selling at \$3.15 to \$3.25. Whole wheat flour and grained flour have also advanced, and are now selling at \$4.15 to \$4.35 per 98-lb. bag. Wheatlets are selling at \$4.40 to \$4.65.

Barley, pearl, 98 lbs.	5 00	5 50
Barley, pot, 98-lbs.	4 00	4 25
Beans, prime	5 00	5 25
Buckwheat grits, 98 lbs.	4 50	
Corn flour, 98 lbs.	3 00	
Cornmeal, yellow, 98 lbs.	2 85	
Graham flour, 98 lbs.	4 25	4 35
Hominy, granulated, 98 lbs.	3 00	
Hominy, pearl, 98 lbs.	3 00	
Oatmeal, standard, 98 lbs.	3 57 $\frac{1}{2}$	3 85
Oatmeal, granulated, 98 lbs.	3 57 $\frac{1}{2}$	3 85
Peas, Canadian, boiling, bush.	3 00	
Rolled oats, 90-lb. bags	3 15	3 25
Rolled wheat, 100-lb. bbls.	3 75	
Rye flour, 98 lbs.	3 20	
Whole wheat flour, 98 lbs.	4 15	4 35
Wheatlets, 98 lbs.	4 40	4 65

Mill Feeds Advance Another \$1 Per Ton

Toronto

FEEDS.—All mill feeds advanced \$1 per ton during the past week with the possibility of prices holding firm. Bran, shorts, middlings and feed flour all par-

(Continued on page 41.)



Popular in Thousands of Canada's Homes

This new cereal food is recognized by Canada's best housekeepers as the most healthful breakfast cereal that can be used.

Tillson's "Scotch" Health Bran should now be on display in your store.

Send for Window Display

We will send you prepaid a full window display for this popular health cereal on receipt of request.

State the Size of Your Window

Order a trial shipment from your wholesaler or direct.

**Canadian Cereal and Flour
Mills Company, Limited
TORONTO**

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



PRODUCE AND PROVISIONS



Live and Dressed Hogs Plentiful

Decrease in Price of Hogs, Live and Dressed, But Lard Firms Up a Little

Montreal
PROVISIONS.—Considerably increased supplies of hogs sent the prices for both live and dressed down in Montreal at the beginning of the week. The extent of the decrease was from 40c to 50c for live, and 50c for dressed. Live hogs were fetching \$11.50 to \$11.75 and dressed around \$16.50. In provisions generally and pork products particularly, however, no marked changes took place, and certainly none downward. Lard, on the contrary, rose half a cent a pound, and shortening a quarter of a cent per pound.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Bacon—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 30
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders, roast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17½	0 17½
Tubs, 50 lbs.	0 17½	0 18
Pails, 20 lbs., per lb.	0 15½	0 15½
Bricks, 1 lb., per lb.	0 19½	0 19½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 14½	0 14½
Tubs, 50 lbs.	0 15½	0 15½
Pails, 20 lbs., per lb.	0 14½	0 15
Bricks, 1 lb., per lb.	0 15½	0 16
Hogs—		
Dressed, abattoir killed	18 00	
Live, F.O.B. Montreal off cars.	11 65	11 75

BUTTER RISES BY TWO CENTS PER LB.

Montreal
BUTTER.—A 2c rise per pound on all grades of butter was the feature of the market for dairy produce at the beginning of this week. Butter continues in a very firm market, due to increased demand locally, great export activity, and continual inquiry for more for export. It is reported that at least one Montreal firm is feeling out the New York market with a view to large purchases there. Butter arrivals in Montreal for the week ending September 30th were 14,537 cases, as compared with 14,848 cases for the corresponding week last year.

Butter—		
Creamery, prints	0 40½	
Creamery, solids	0 40	
Dairy prints, choice, lb.	0 34	0 37
Dairy prints, lbs., in tubs.	0 33	0 35

EGG PRICES FIRM, BUT UNCHANGED

Montreal—
EGGS.—Receipts of eggs in Montreal for the week ending September 30th were 26,933 cases, including all eggs for export via Montreal. Last year 16,775 came in for the corresponding week. More and more cold storage eggs are now being used. Receipts of eggs from the country are getting less and less all the time. Prices of eggs in the country are 32c f.o.b. for storage eggs, and as high as 40c less express is being paid for strictly new-laid eggs. Local demand for eggs is good. There is also considerable export inquiry. Egg prices in Montreal to the retailer are unchanged from last week.

Eggs—		
New laids, cartons	0 40	0 45
New laids, ex-cartons	0 40	0 42

CHEESE PRICES ARE VERY FIRM AGAIN

Montreal
CHEESE.—Selling at St. Hyacinthe Board on the last day of September at 21½c, cheese was declared to be in the firmest market known in the history of the cheese industry of Canada. At the beginning of the week in Montreal the market continued very firm. Receipts in the city were 73,953 cases, as against 58,491 of the previous year, an increase in supply fully justified by demand, which is very strong, especially for export. Government buying is said to be partly responsible for the high prices for cheese.

MARKET FOR HONEY FIRM AND UNCHANGED

Montreal
HONEY.—Prices are unchanged for honey for the present week in Montreal, the market being firm and demand quite good. Supplies of honey are coming in without any indication of shortage so far, though there has been a rumor that in some districts buckwheat honey is scarce owing to failure of the expected crop.

Honey—		
White clover, in tins, per lb.	0 10	0 11
Buckwheat, per lb.	0 08	0 09
White clover, in comb	0 14	0 15

MARKETS LOOK GOOD FOR POULTRY NOW

Montreal
POULTRY.—Deliveries of poultry in Montreal this week have been the heaviest seen so far this year. Demand, however, has been good, owing to the Jewish

holidays. Dealers are preparing for another heavy delivery of poultry this week. Present prices for live poultry are considered very high, and are inducing many farmers to sell their poultry earlier than usual. There is still a great deal of complaint as to the quality of the birds. Poor thin birds are not worth shipping, as there is practically no sale for them, but it pays the farmer well to crate feed poultry for a couple of weeks, the prices realized being much higher.

Fowl—		
Chickens, milk-fed, crate fattened, lb.	0 18	
Live fowls	0 12	0 16
Old roosters	0 12	
Broilers	0 15	0 16
Roasting chickens	0 17	
Young ducks	0 13	
Live ducks, old	0 11	
Turkeys (old toms, dressed), lb.	0 23	

Live Hogs Drop \$1 Per Hundred

Farmers Are Sending Larger Quantities to Market Now That Harvest Activities Are Over—Dressed Hogs Also Down \$1 to \$1.25 Per Hundred

Toronto—
PROVISIONS.—There has been a drop of approximately \$1 per hundred on both live and dressed hogs during the past week. Now that farmers are able to turn their attention to shipping stock, larger quantities have been reaching the market, with the result that prices are easier. Consumption of cooked meats is falling off with the return of cooler weather, and this is having its effect on the demand for hogs. The price of all cooked meats remains the same, although there is an easier tone in the market. Dressed hogs, abattoir killed, are now selling at \$16.75 to \$17 per hundred, as compared with \$18 last week. Live hogs are now selling at \$11.65 off cars, as compared with \$12.75 last week. Lard prices hold firm.

Hams—		
Medium, per lb.	0 25	0 25½
Large, per lb.	0 23	0 23½
Bacon—		
Plain	0 25	0 26
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19
Fat backs, lb.	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb.	0 36	0 37
Hams, roast, per lb.	0 35	0 37
Shoulders, boiled, per lb.	0 30½	0 31½
Shoulders, roast, per lb.	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17½	0 17½
Tubs, 50 lbs.	0 17½	0 18

Pails	0 18	0 18½
Bricks, 1 lb., per lb.	0 18½	0 18½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 14	0 14½
Tubs	0 14½	0 14½
Pails, 20 lbs., per lb.	0 14½	0 14½
Bricks, 1 lb., per lb.	0 15½	0 15½
Hogs—		
Dressed, abattoir killed	15 75	17 00
Live, fed and watered	11 40	11 50
Live, off cars	11 65	11 65
Live, f.e.b.	10 90	

**BEST CREAMERY BUTTER
ADVANCES ANOTHER 2c**

Toronto—**BUTTER.**—There is no relief in sight against higher prices in butter. During the past week a further advance of 2c per pound was recorded in the best creamery butter, making the quotations for prints now 40c to 41c. Other grades of butter have increased in a corresponding ratio. Large quantities of creamery butter are being exported. At the boards in Montreal some butter sold as high as 37½c per pound for creamery. Farmers have not the feed and milk is scarce. Coarse feed grains are a poor crop and there is small possibility that feed will be cheaper during the winter. Higher prices in butter are looked for.

Creamery, prints	0 39	0 41
Creamery, solids	0 37	0 38
Dairy prints, choice, lb.	0 35	0 36
Dairy prints, lb.	0 30	0 32

**CHEESE PRICES ARE
UP 1c PER POUND**

Toronto—**CHEESE.**—A heavy demand for cheese continues. Buyers are in the market and are taking large quantities, presumably for export. In Eastern Ontario one buyer cleared the entire board of one factory at 21c per pound. Prices have advanced from ½c to 1c per pound during the week. With the drying up of the feed the same conditions are operating to send the price of cheese upward that prevail with respect to butter. Year-old cheese is practically all off the market now.

Cheese—		
Cheese, large, per lb.	0 21½	0 22½
New, twins, per lb.	0 22½	0 23
Triplets, per lb.	0 23	
Stilton, per lb.	0 23½	

**EGGS REACHING MARKET
IN SMALLER NUMBERS**

Toronto—**EGGS.**—Supplies of eggs are reaching the market in fewer numbers than they were two weeks ago. Local dealers are at a loss to know whether it is the farmer or the local storekeeper who is holding up the supply. Prices for new laid eggs are high and people have taken to the storage eggs because they are 6c to 7c per dozen cheaper than the new laid.

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

**POULTRY PRICES ARE
ALL DOWN 2c POUND**

Toronto—**POULTRY.**—Producers of poultry have been anticipating the usual Thanksgiving rush for geese, ducks, turkeys, and chickens, and in consequence

large supplies of poultry of all kinds have been reaching the market. There is a big stock of chickens and fowl of all kinds and prices have dropped 2c per pound during the week. Geese, ducks and turkeys hold firm at recent prices. With a plentiful supply of money in the country, dealers are looking forward to a good run on Thanksgiving fowl of all kinds.

	Live.	Dressed.
Spring broilers, 1½ to 2 lbs.	0 19-0 20	0 26-0 28
Old fowl	0 15-0 16	0 18-0 20
Ducks, old	0 11	0 14
Ducks, young	0 13	0 18-0 20
Turkeys, old Toms	0 20	0 25

**LARGER QUANTITIES OF
HONEY REACHING MARKET**

Toronto—**HONEY.**—Larger quantities of honey are reaching the provision men. Producers show a little more disposition to let go their supplies, although much of the flow is still being held for higher prices. There is no inclination on the part of dealers to pay higher prices. Demand for honey is fairly good, with prices unchanged.

Honey—		
Clover, 5 and 10-lb. tins	0 11½	0 12½
60-lb. tins	0 11	0 11½
Comb, No. 1, doz.	2 40	2 75

**HOGS WERE ON DECLINE,
EGGS ADVANCED.**

Winnipeg—**PRODUCE AND PROVISIONS.**—In sympathy with outside markets hogs were on the decline last week, and were being quoted at 11.40. Receipts were not very large, but were greater than they have been for two or three weeks. There was very little outside demand. Provision prices are unchanged, but both pure and compound lard have advanced, pure lard ¾c, and compound ¼c. The butter market is still firm; stocks are comparatively light, and the make rather small. The outside demand for butter is still good. Eggs have advanced again, and No. 1 candled are to-day being sold at 33c. Receipts from the country are practically nil, and it is only a matter of time when wholesalers will be compelled to go to their storage stocks. Cheese is quiet.

Hams—		
Medium, per lb.	0 22	0 23
Large, per lb.	0 21	0 22
Bacon—		
Breakfast, per lb.	0 24	0 25
Breakfast, select, lb.	0 26	0 27½
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light	0 16½	
Barrelled Pork—		
New pork, bbl.	34 00	
Lard, Pure—		
Tierces	0 16½	
Pails	3 47	
Cases, 108	10 50	
Cases, 54	10 65	
Cases, 36	10 80	
Cartons	0 18½	
Lard, Compound—		
Tierces	0 13½	
Tubs, 5½, net	6 86	
Pails, 20s, net	2 85	
Butter—		
Fresh made creamery, No. 1 cartons	0 36	
Creamery, No. 2	0 34	
Best dairy	0 32	
Regular dairy, in tubs	0 29	
Cooking	0 26	
Fresh Eggs—		
Extras, in cartons	0 36	
No. 1's, cases	0 33	
Cheese—		
Ontario, large	0 25	
Ontario, twins	0 23½	

FLOUR AND CEREALS

(Continued from page —.)

took of the advance. Ontario No. 2 oats also went up 2c per bushel and are now selling at 54c to 56c per bushel. There has been a big demand for all feeds. Some mills are three weeks behind with their orders in both shipments of flour and feed. Even the city deliveries are one week behind with one concern. This is almost an unheard of condition heretofore. With winter feeding soon to start there does not seem any likelihood of lower prices for these commodities.

Mill Feeds—		per ton
Bran	27 00	29 00
Shorts	29 00	
Special middlings	32 00	
Feed flour, per bag	38 00	46 00
Ontario oats, outside points	54 00	56 00

**Improved Demand
For Package Goods**

**Reports from Quebec Firmed Up the
Wheat Market.**

Winnipeg—**FLOUR AND CEREALS.**—The market for first patents advanced to 8.60 last week, and during the week end there was every indication of a further advance unless deliveries of wheat improved. The wheat market continued to advance a little due largely to threshing operations being interfered with by wet weather. The opinion is that as soon as a larger volume of wheat commences to move, the price will ease off a little, although the general feeling seems to be that the decline will not be great. The report of Greece entering the European struggle had the effect of firming up the world's market a little. The mills are commencing to grind new wheat, and it is found that it is taking more wheat of the new crop to make a barrel of flour, which will tend to keep the price of flour firm. The demand for rolled oats is still considerably in excess of the supply, and prices last week took a jump of ten cents per 80 lbs. The sale of package rolled oats is picking up considerably, and millers are looking forward to big business in package goods. Cornmeal prices hold firm, but there are indications that it may be a little easier next month. The mills are finding it impossible to fill the demand for shorts and middlings, although the demand for bran has eased off. New prices being quoted are \$24 for bran, and \$26 for shorts and middlings.

Flour—		
Best patents	8 30	
Bakers	7 80	
Clears	7 10	
XXXX	6 10	
Cereals—		
Rolled oats, 80 lbs.	2 90	
Rolled oats, pkgs., family size	3 90	
Oatmeal, standard and gran., 96 lbs.	3 10	
Cornmeal, 96 lbs.	3 00	
Feed—		
Bran, per ton	24 00	
Shorts, ton	26 00	
Middlings, ton	26 00	
Mixed chop, ton	26 00	

He has \$1,500 worth of equipment—taking that as an approximate estimate and excluding from it anything in the way of counters or bins or like fixtures. Mr. Carpenter has two cash registers. He has a meat slicer.

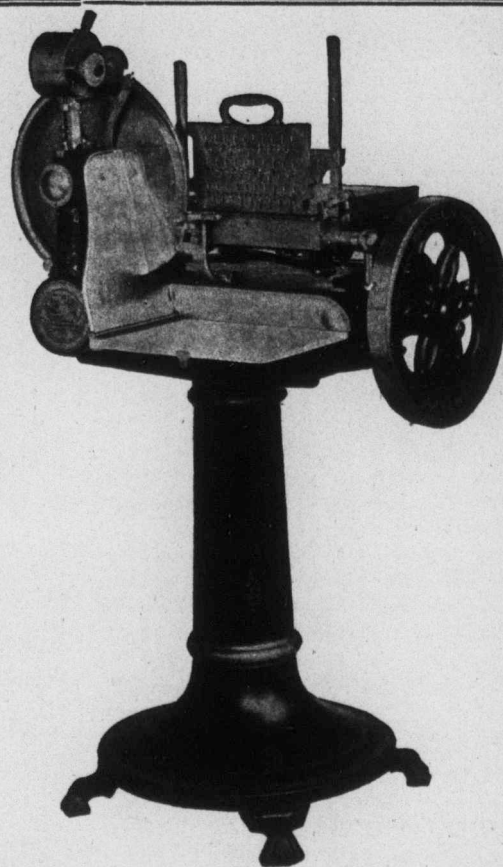
A Time Saver

"It appeals to me like this," said he to CANADIAN GROCER, "undoubtedly equipment is a time saver. Take for instance the Meat Slicer. This provides me with a medium and my clerks with a medium, whereby we can treat the customer with absolute fairness and yet do justice to ourselves. In the old days when meat was sliced up by hand, a clerk who might be in a hurry, would give perhaps an ounce extra to the pound to a customer who was waiting. That ounce would do a great deal towards swelling up profit. If you calculate that you have three or four clerks serving meat by cutting it with a knife in a hurry and who are not able to bother with odds and ends, each of them consequently giving that ounce or half ounce over the just weight to each customer, at the end of the day you will find you have swallowed a good deal of your profit on meats. Modern equipment precludes all that. The machine, if handled properly can gauge correctly and speedily as the man cannot."

"Nor is that all. The regularity with which machines for cutting meats are able to cut up these lines, means that what the customer gets is cut regularly and with some shape and uniformity. In the old days the knife would cut a thick piece and then a thin piece and then a thick piece and then a thin piece, and so on. The meat slicer presents the meat in regular form. The slices are all thin and regular and appealing in their daintiness and uniformity."

READ
what John O.
Carpenter,
Grocer, Hamil-
ton, Ont., says
about the ad-
vantages of the
meat slicer.

Reprinted
from
Canadian
Grocer
11th
August,
1916.



THEN BUY A

VAN BERKEL PATENT MEAT SLICER

THE World's Best Meat Slicer increases your business and profits by bringing your cured meat business up-to-date. Write to-day for information on how to make more money from your cured meat department.

THE HOBART MFG. COMPANY
149 CHURCH STREET TORONTO

How Many Customers Have You who have not asked for H.P. Sauce?

Our new extensive advertising is exciting a large demand, and your customers are buying it **Somewhere**. Wide-awake grocers are making a leading line of

H.P. SAUCE

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

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

Study the Advertisements in Our Fall and Winter Number

They will be full of Information that you can use in Selling.

THE Big Idea dominating this great number is Planning for Fall, Christmas and Winter Business.

The editorial pages will contain many carefully worked out Sales Plans that you can adopt with few changes. These will describe how to prepare for and carry out a sale in your cured meat department, for instance, but the editors cannot advise you, of course, to build your sale round Brown's Bacon or Smith's Lard.

You can make your selection of the most suitable brands to feature in your sales after making a study of the merits and selling advantages of the various lines offered by the manufacturers.

In making this selection the advertising pages of our Fall and Winter Number will be a great help to you. These pages will contain the announcements of nearly every manufacturer of grocery products whose lines are suitable for Fall and Winter selling. From the goods advertised in that number you can select the right ones to make your selling campaigns successful.

In another way you and your clerks can get practical benefit from a study of the advertisements in the Fall and Winter Number. Supposing you are planning a sale of teas and coffees. Read the tea and coffee advertisements and note the selling points given by the advertisers. These you can use in your own advertisements and in selling to your customers.

Refer to the advertising pages of the Fall and Winter Number continually and keep yourself posted on the selling points of the goods you handle. By doing this you can greatly increase your sales. Thorough knowledge of his goods is the dealer's greatest asset in selling.

The Fall and Winter Number will be issued on the 27th of October—only three weeks more. Thank you.

Advertising Department, CANADIAN GROCER.



Suggest Dr. Cassell's Tablets to every Grocery Customer

This proven remedy for all nerve disorders is a necessity in nearly every home in your community. Nearly every customer coming into your store is a good prospect where Dr. Cassell's tablets are concerned. You can easily realize 50 per cent. profit on the extra business acquired in this way.

To introduce this efficient nerve vitalizer to the Canadian public, we inaugurated a \$60,000 newspaper advertising campaign which has built up a big demand for Dr. Cassell's.

Grocers everywhere are cashing in on this publicity. You can secure your share by sending a trial order to-day and bringing Dr. Cassell's before the notice of your customers.

Big sales are sure to follow.

DR. CASSELL'S MEDICINE CO., LTD.

Canadian Agents: Harold F. Ritchie Company, 10-14 McCaul St., Toronto

Make Your Cash Register Ring with the Sales of

Gold Standard

Pure Food Products

No better line of goods could fill your shelves—and no others sell so quickly, nor give such satisfaction to your customers. Gold Standard Products sell easily and stay sold—repeat orders come as a matter of course.

We have a proposition whereby you will find it very profitable to handle this line.

Ask us about it now.

The Codville Company, Limited

Brandon

Moose Jaw
Medicine Hat

Winnipeg
Prince Albert

Saskatoon



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

PURE FOOD is something that you are interested in selling every day. Now, you sell shoe polish too. Perhaps you look upon it only as a side line. Do you realize that it means just as much to you **FOR LEATHER?**
to sell a pure food

Your customers want something that they can rely on and you want to sell them an article that you *know* is first-class and will give you a good margin of profit. Sell

“Nugget” Shoe Polish

Let your customers know that you have it in stock.

*Show cards and advertising matter
sent free on request.*

THE NUGGET POLISH CO.
LIMITED

9, 11 & 13 Davenport Road

TORONTO

ONTARIO

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

Your cold day sales of sea foods will be satisfactory if you sell



Brunswick Brand

Brunswick Brand Sea Foods are proven big-sellers and profit-producers.

Our ideal location (we are right beside what is perhaps the best fishing ground in the Atlantic Coast) enables us to secure the pick of the Fisherman's catches. With modern equipment and scrupulous care these are processed and canned under conditions that guarantee a superior and appetizing flavor.

Make sure you have Brunswick Brand on your sales counter this coming winter.

Connors Bros., Limited



BLACK'S HARBOR N.B.



QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	\$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

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

DOMINION CANNERS, LTD. JAMS

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

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

CATSUPS—In Glass Bottles

	Per doz.
1/4 Pts. Delhi Epicure	\$ 1 20
1/4 Pts., Red Seal, screw tops	1 00
1/4 Pts., Red Seal, crown tops	1 00
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 45
Qts., Red Seal	1 85
Qts., Lynn Valley	1 85

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

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 87 1/2
1's Baked Beans, Plain, 4 doz. to case	0 82 1/2
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 85
1's Baked Beans, Chili Sauce, 4 doz. to case	0 85
2's Baked Beans, Plain, tall, 2 doz. to case	1 35
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 40
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 40

Family, Plain, \$1.40 doz.; Family, Tomato Sauce, \$1.45 doz.; Family, Chili Sauce, \$1.45 doz.; 3's, Plain, Flats, Aylmer only, \$1.70 doz.; 3's, Tomato Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Chili Sauce, Flats, Aylmer only, \$1.75 doz.; 3's, Plain, Tall, \$1.95 doz.; 3's, Tomato Sauce, \$2 doz.; 3's, Chili Sauce, \$2 doz. The above 2 doz. to case, 10's, 1/2 doz. per case, for hotel and restaurant use (gals.), \$5.75 doz.

"AYLMER" PURE ORANGE MARMALADE

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

BLUE

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

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 dozen 15c packages	2 10
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE

THE COWAN CO., LTD

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

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

TO-DAY EAT



Won the Grand Prize against all competitors at both California Expositions.

Write for Information.

**California Fruit Cannery Association
SAN FRANCISCO**

Why You Should Feature

KING GEORGE'S

NAVY

Fill the family tobacco requirements

A supply of **KING GEORGE'S NAVY CHEWING TOBACCO** will enable you to meet the demand for a real quality chew. Keep a little showcase display where the housewife will see it, and suggest "KING GEORGE'S" for the men folk when filling out the grocery order. You can attract the men folk themselves by displaying our attractive window advertising.

Begin now to push the sales of this popular "Chew." It's worth while.



Handled by
the Wholesale
Trade

Rock City Tobacco Co., Ltd.

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



Products

—the quality lines everybody asks for

The demand for Sterling Products is ever-growing—a sure indication of the unstinted approval of every good Canadian housewife.

This profitable demand is built upon the unbeatable goodness, the delicious, good qualities of the Sterling line. The Sterling trade-mark has come to signify the acme of superiority; every Sterling Product is a leader in its line.

With a supply of these popular products displayed in window or on sales counter, you will realize the value of stocking lines that win the confidence of your customers. And no matter how hard to please your customers may be, don't hesitate to recommend Sterling Products — results will count in your favor.

Order your supply to-day.

T. A. Lytle Co., Limited
Sterling Road Toronto

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.
Lamb's Tongues, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
Sliced Smoked Beef, tins, 1/2s, \$1.50; 1/2s, \$2.25; 1s, \$3.25.
Tongue, Ham and Veal Pate, 1/2s, \$1.00.
Ham and Veal, 1/2s, \$1.20.
Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.
Potted Meats, Glass — Chicken, Ham, Tongue, 1/2s, \$1.50.
Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.50; 1 1/2s, \$9.50; 2s, \$13.
Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
Mincemeat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
In Pails, 25 lbs., 12c lb.
In 50 lb. Tubs, 12c lb.
In 85 lb. Tubs, 11 1/2c.
In Glass, 1s, \$2.30.
Clark's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 17c.
Clark's Peanut Butter—Pails 24 lbs., 17c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.25; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
Pork and Beans, Plain Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.25; 12s, \$9; 3s, flat, \$1.75. Individuals, 70c doz.
Pork & Beans, Tomato Sc. Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.25; 12s, \$9; 3s, flat, \$1.75. Individuals, 70c doz.
Pork and Beans, Chili, 1s, 85c; 2s, tall, \$1.40; 3s, flat, \$1.75. Individuals, 70c doz.
Tomato Sauce, 1 1/2s, \$1.15; Chili Sauce, 1 1/2s, \$1.15; Plain Sauce, 1 1/2s, \$1.15.
Pork and Beans, 1 1/2, Chili Sauce, \$1.15 doz.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.40.
Clark's Chateau Chicken Soup, \$1.10.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups. No. 1, Assorted, 95c.
Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30; 3s, \$2.35 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

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

Tierces 0 14 1/2
Pails \$2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/4c over tierces; 10-lb. tins, 6 to the case, 1/2c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/4c over tierces; half-barrels, 1/4c over tierces; 50-lb. tins, 1/4c over tierces; 20-lb. tins, 1/4c over tierces.

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

VICHY LEMONADE
La Savoureuse, 50 btles. cs. 11 00
NATURAL MINERAL WATER
Evian, Source Cachat, 50 btles, cs. 9 50

IMPORTED GINGER ALE AND SODA
Ginger Ale, Trayders, ca., 6 doz. pts., doz. 1 20
Ginger Ale, Trayders, ca., 6 doz., splits, doz. 0 95
Club Soda, Trayders, ca., 6 doz. pts., doz. 1 15
Club Soda, Trayders, ca., 6 doz., splits, doz. 1 05

BLACK TEAS
Victoria Blend, 50 and 30-lb. tins, lb. 0 37
Princess Blend, 50 and 30-lb. tins, lb. 0 34

JAPAN TEAS
H. L. ch. 90 lbs., lb. 0 25
Victoria, ch. 90 lbs., lb. 0 25

COFFEES
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MUSTARD
COLMAN'S OR KEEN'S
Per doz. tins
D. S. F., 1/4-lb. \$ 1 66
D. S. F., 1/2-lb. 2 90
D. S. F., 1-lb. 5 75
F. D., 1/4-lb. 0 90
Per jar
Durham, 4-lb. jar 0 93
Durham, 1-lb. jar 0 31

JELL-O.
GENESEE PURE FOOD CO.
Assorted case, 4 dozen \$3 10
Lemon, 2 dozen 1 53
Orange, 2 dozen 1 53
Raspberry, 2 dozen 1 53
Strawberry, 2 dozen 1 53
Chocolate, 2 dozen 1 53
Peach, 2 dozen 1 53
Cherry, 2 dozen 1 53
Vanilla, 2 dozen 1 53
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELLY POWDERS
WHITE SWAN SPICES AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90

List Price
SPICES

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

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



The Arnett Grocery Counter

is a storehouse, a display case, and a practical counter to do business over—all combined into one. It uses space now wasted; gives you more room for goods, saves your time, lets you wait on more people, and gives each customer better, cleaner, quicker service. Absolutely vermin, dirt and dust proof. It's a real asset, a money-maker that will pay for itself quick.

Send a post card now and find out how little one of these modern counters will cost you.

The ARNETT Grocery Counter

Thos. Lewis Arnett, Mfrs., Souris, Man.

Winning the Buyer's Favor

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

SELLS ON ITS MERITS



Real quality and real money in every package of Minto Tea

MINTO BROS., 284 Church St., TORONTO

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

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



The best value in Rice being offered on Canadian markets today.

IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

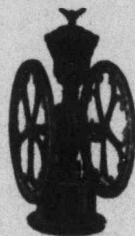
Canadian Grocer

143 University Avenue, Toronto

You Can Save Money by Installing an ELGIN NATIONAL COFFEE MILL

There is no overhead or current expense involved in operating the Elgin. First cost is the only cost, and even in this there is a saving over the price of many other makes. The Elgin is guaranteed to steel cut Coffee faster than any other mill of corresponding size. It may be regulated while running to grind as coarse or as fine as required.

Send a Card for the Elgin booklet No. 24C, and learn full particulars of this big money maker. A postal will bring catalog and name of jobber nearest you.



WOODRUFF & EDWARDS CO.

ELGIN, ILL., U.S.A.

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

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches—Boxes	Cents
40 lbs., Canada Laundry...	.06 1/4
40 lbs., 1 lb. pkg., White Gloss07
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons07 1/2
100 lbs. kegs, No. 1 White07
200 lbs., bbls., No. 1 white07
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.08
48 lbs., Silver Gloss, in 6 lb. tin canisters08 1/2
36 lbs., Silver Gloss, in 6 lb. draw lid boxes08 1/2
100 lbs., kegs, Silver Gloss, large crystals07 1/2
28 lbs., Benson's Satin, 1 lb. cartons, chromo label07 1/4
40 lbs., Benson's Enamel, (cold water), per case ...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.12 1/2
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08
40 lbs., Canada Pure Corn (20 lb. boxes 1/4c higher)	.06 1/4

BRANTFORD STARCH

Laundry Starches—Canada Laundry—Boxes about 40 lbs.	Acme Gloss Starch—1-lb. cartons, boxes of 40 lbs.
First Quality White Laundry—3-lb. canisters, cs. of 48 lbs.	Barrels, 200 lbs.
Kegs, 100 lbs.	Lilly White Gloss—1-lb. fancy carton cases 30 lbs.
8 in. case	6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ...
Kegs, extra large crystals, 100 lbs.	Canadian Electric Starch—Boxes, containing 40 fancy pkgs., per case
Celluloid Starches—Boxes containing 45 cartons, per case	Culinary Starches—Challenge Prepared Corn—1-lb. pkts., boxes of 40 lbs.
Brantford Prepared Corn—1-lb. pkts., boxes of 40 lbs.	"Crystal Maize" Corn Starch—1-lb. pkts., boxes of 40 lbs.
(20-lb. boxes 1/4c higher than 40's)	

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	\$ 3 20
1 lb. packages (60)	3 20
1/2 lb. packages (120)	3 40
1/2 lb. 60 } Packages Mixed	3 30
1 lb. 30 }	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$ 2 00
2 lb. tins, 2 doz. in case...	3 00
5 lb. tins, 1 doz. in case...	3 40
10 lb. tins, 1/2 doz. in case.	3 30
20 lb. tins, 1/4 doz. in case.	3 25
Barrels, about 700 lbs....	.04 1/2
Half bbls., about 350 lbs....	.04 1/2
1/4 bbls., about 175 lbs....	.04 1/2
2 gal. wooden pails, 25 lbs. 1.60	
3 gal. wooden pails, 38 1/2 lbs.	2.25
5 gal. wooden pail, 65 lbs. 3.50	

LILLY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case....	\$ 3 50
5 lb. tins, 1 doz. in case....	3 90
10 lb. tins, 1/2 doz. in case.	3 80
20 lb. tins, 1/4 doz. in case.	3 75

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.....	5 25	
1/2 barrels, per 100 lbs....	5 50	

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP	2 lb. tins, 2 doz. in case....	\$3 80
Manufactured from pure cane sugar.	5 lb. tins, 1 doz. in case....	4 45
10 lb. tins, 1/2 doz. in case....	4 15	
20 lb. tins, 1/4 doz. in case....	4 05	
Perfect seal glass jars in the case	3 15	
Delivered in Winnipeg in carload lots.		

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large Med.
2 1/2 Can.	\$ 4.75	\$ 3.75
No. 1 Tall Can	2.75	2.25
No. 16 Jar	3.00	2.25
No. 4 Jar	1.50	1.25
No. 10 Can ...	14.00	12.00

YUBA BRAND

2 1/2 Can	\$3.00	\$2.25
No. 1 Tall Can	1.50	1.20
No. 10 Can	9.00	8.00
Picnic Can90	

INFANTS' FOOD

MAGOR SONS & CO., LTD.

Robinson's patent barley, 1/2-lb. tins,; 1-lb. tins,; Robinson's patent groats, 1/2-lb. tins,; 1-lb. tins,

STOP-ON POLISHES Doz.

Pollsh, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES

Polish, Black and Tan	Doz.
Metal Outfits, Black and Tan	3 85
Card Outfits, Black and Tan	2 25
Creams and White Cleanser	1 10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1 20
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IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	\$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, 1/2 butts, 9 lbs.	0 46
Stag Bars, 6 1/2s, butts, 11 lbs., boxes, 5 1/2 lbs.	0 48
Walnut Bars, 8 1/2s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes	0 68
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lb. boxes, 6 lbs. 0 51	
Great West, pouches, 9c....	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80
Forest and Stream, 1/4s, 1/2s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

CANADIAN PEACHES

Crawford's and Elberta's

Cars Arriving Daily.

Quality very fine; prices at their lowest.

NOW is the time to buy.

LET US HAVE YOUR ORDERS

The House of Quality
HUGH WALKER & SON

Established 1861

GUELPH, ONTARIO

Cranberries

Grape Fruit

Jamaica Oranges

Sweet Potatoes

Tokay Grapes

Fresh New Season's Goods
Now Being Delivered.

WHITE & CO., LIMITED

Fancy Fruits and Vegetables

Toronto

Merchants Baler

MADE IN CANADA



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

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers

60 Front St. West, - Toronto

Fruits

Bananas

Lemons

Oranges

and also

All Early

Vegetables

Lemon Bros.

OWEN SOUND, ONT.

THE

B.L.O.E.

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

are packed
under

"St. Nicholas"
Brand

J. J. McCabe

Agent

TORONTO

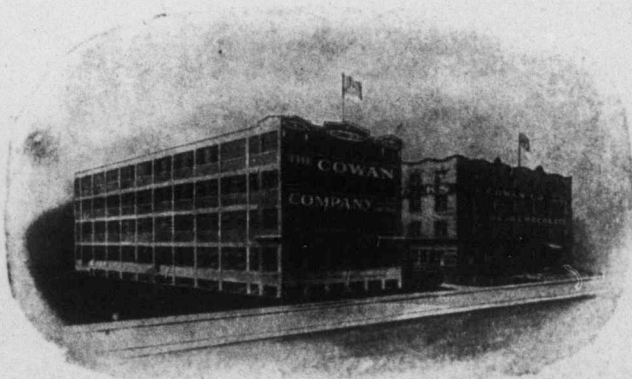
If any advertisement interests you, tear it out now and place with letters to be answered.



There is no finer cocoa in the world than this celebrated Canadian Product—

COWAN'S
COCOA—
"Perfection Brand" Purest and Best

We voice the merits of this excellent cocoa to more than 3,000,000 Canadian people daily through our national campaign of advertising. Little wonder, then, that this cocoa is selling tremendously—push it, it beats any imported goods, and further it's Canadian made by Canadians.



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Some Brands cost more, some cost less, but none are equal to "VICTORIA" Spices for Quality Strength and Appearance

Assortment

- Allspice*
- Cinnamon*
- Cloves*
- Ginger*
- Nutmegs*
- Paprika*
- Pastry Spice*



Assortment

- Black Pepper*
- White* “
- Cayenne* “
- Celery* “
- Celery Salt*
- Pickling Spice*
- Cream Tartar*

¼-pound sifter top, lacquered tins,
Embossed labels in Gold and Blue.

1 gross assorted or one kind	-	-	-	\$10.80 gross
1 doz. assorted or one kind	-	-	-	0.90 doz.

Our Special Offer:

5 gross assorted - - \$10.80 gross

With fine quarter-oak counter cabinet free. Freight prepaid to all points in Ontario and Quebec.

Write us to-day for a sample, if you are not acquainted with these superior spices. Send us your order, if you are.



Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul Street West

MONTREAL

Our Service Department is always at your disposal for any information you may require on Coffee.



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

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

WANTED—AMBITIOUS SALESMAN FOR Importing and Confectioner's supply house. Good prospects. State experience, if any, and salary expected. Box 540, Canadian Grocer.

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

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

POSITION WANTED

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

GROCCERS

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

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

W. G. A. LAMBE & CO.

TORONTO

Established 1885

SUGARS FRUITS


TIE-UP PARCELS

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

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

OAKLEY'S KNIFE POLISH

20102-7785



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS—

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

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED

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

49 DUNDAS STREET, - - TORONTO

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH
FOR NEXT WEEK

Halibut, Cod, Haddock, Trout,
Whitefish

Price
Quality
Service

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

MACLEAN NEWSPAPERS IN THE LEAD.

The Sixth Annual Report on Wholesale Prices in Canada has just been issued by the Dominion Government. The report is in book form and consists of 312 pages. In issuing a report of this kind, containing many thousands of quotations, all of which are open to the criticism of wholesalers throughout the Dominion, the Government authorities must of necessity, secure their information from the most reliable sources. The prices on various commodities are given in tables. Some of the tables contain as many as fifty-two prices. In all, there are 242 sets of tables. It is interesting to note that two MacLean newspapers, CANADIAN GROCER and HARDWARE AND METAL, head the list in the number of tables of prices given in the reports. The list of publications, with the number of tables they have contributed, is as follows:—

CANADIAN GROCER	60 Sets
HARDWARE AND METAL 49 "	"
Toronto Globe	37 "
The Canada Lumberman ...	13 "
The Trade Bulletin	12 "
Maritime Merchant	11 "
Grain Growers Guide	8 "
Can. Pharmaceutical Journal	8 "
Northwestern Miller	6 "
Montreal Gazette	6 "
Manitoba Free Press	5 "
Pulp and Paper Magazine ..	5 "
Engineering and Mining Journal	5 "
Le Prix Courant	3 "
Canadian Mining Journal ..	3 "
Canadian Farm	3 "
American Silk Journal	2 "
New York Journal of Commerce	2 "
Le Moniteur du Commerce ..	2 "
Census & Statistical Monthly	1 Set
The Weekly Sun	1 "

Want Ads.

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

Try it out

A Palatable Economy

Conditions in all lines of food products at this time lends itself admirably to the increased consumption of oysters.

In the first place most all food products are not only high but scarce. This particularly applies to meats and fish, not only the fresh product but the canned and cured.

The price of oysters has increased but not correspondingly with other products and with the exercise of a little progressiveness your volume of oyster business will increase and, in increasing your turnover, afford your purchasing more frequently, enabling you to supply fresher oysters which will contribute substantially to your prestige in the community if stock is properly handled.

The population of this Continent has shown a remarkable increase but the consumption of oysters has not increased in proportion. This fact is due to the methods employed.

For generations the accepted method has been to establish your price first—then water your oysters sufficiently to earn a profit. The result is that the consumer has come to regard oysters as a pretty sloppy proposition. Under such circumstances they appeal neither to the eye, the palate nor the intellect.

We have been harnessed too strongly to tradition and in this particular the ties of precedent must be broken and the product handled in a manner more conducive to its being accepted by the consumer in his regular diet.

Some dealers are striving hard to accomplish this but unfortunately many others are clinging to the old practice.

If another product is advanced in price the dealers' price is increased accordingly and we see no sane reason why the same treatment should not be accorded the oyster. Oysters are not only an economy—they are a palatable food.

CONNECTICUT OYSTER COMPANY, LTD.

"CANADA'S EXCLUSIVE OYSTER HOUSE"

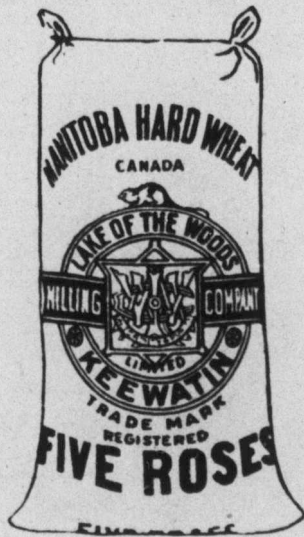
50 JARVIS ST., TORONTO, CAN.

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

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

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

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



What would it be worth to YOU?

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

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

And it costs him—NOTHING!

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

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

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

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

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

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

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