

**PAGES
MISSING**

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, OCTOBER 12th, 1917

No. 41

“Meatless Days are Oyster Days”

YOU will agree that when it comes to a substitute for meat there is not a food product that lends itself so readily and generally to the situation as oysters.

In the first place, from a purely economical point of view, Fried Oysters make an inexpensive meat substitute. A half dozen will satisfy the average person, and they supply more nourishment than meat or any other heat substitute. Escalloped Oysters are also a very tasty dish and economically prepared. Most people think of oysters as being stewed, and it would be wise for you to emphasize the merits of Fried and Escalloped, they will make you many friends.

We urge the advisability of selling your oysters dry measure and getting a price that will afford your doing so. If you are going to urge the use of oysters it will be highly essential that you have a purely quality proposition to offer.

The higher prices and scarcity of supply afford an opportunity for the marketing of stock that under ordinary circumstances would be considered very questionable. You may well be suspicious of stock offered at cut prices, for with this scarcity of supply, you will probably find that there is a very substantial reason for the lower price on the “Just as good” variety. Be sure you have quality and condition of stock to back up your recommendations.

A difference of 5c a pint in your price is no compensation for inferiority. To obtain repeat business of substantial proportions you must merit it.

Connecticut Oyster Company, Limited

“Canada’s Exclusive Oyster House”

50 Jarvis Street

- - -

TORONTO, CANADA

*It Is Always
Seasonable*

—Display It Properly—

O-Cedar Polish sells on sight. With the aid of one of our splendid display helps you can keep it constantly before your customers. A most attractive reminder is the O-Cedar Counter display here shown—a reminder which will speedily surprise you with increased sales.

Order from Your Jobber—keep your shelves well stocked with



Channell Chemical Co., Limited

369 Sorauren Ave., Toronto



FREE WITH DEALS No. 61-62

Display Deal No. 61.

7½ doz., 4-oz. O-Cedar Polish . . \$22.50
3 doz., 12-oz. O-Cedar Polish . . 18.00
1 only, Counter Display Stand . . Free
\$40.50

Display Deal, No. 62.

2½ doz., 4-oz. O-Cedar Polish . . \$7.50
5½ doz., 12-oz. O-Cedar Polish . 33.00
1 only, Counter Display Stand . . Free
\$40.50

(Subject to usual discount)

Telephones { Victoria 367—Office
Victoria 366—Shipping

734 to 740 Mullins Street

A. R. WHITTALL CAN COMPANY, LIMITED
MONTREAL, CANADA

Manufacturers of

**Round and Square Cans for Fish, Meat,
Fruit, Syrup, Paint and Varnish, etc.**

LEAD AND PUTTY IRONS

Our record for satisfaction and service is still being maintained despite the increased cost of tin plate and the growing difficulty in obtaining it.

Work is being rushed on our new factory which will double our capacity.



Progressive dealers display Borden Milk Products

When sound-reasoning grocers continue to stake their sales expansion on the Borden quality line, could you do better than follow their example?

The utility and convenience of the Borden products make them desirable for innumerable uses. Their thorough quality and absolute purity take good care of continued purchases.

In the most progressive store you'll find Borden's dominating the window displays and so placed on shelves and counters that even the unobserving could not miss them.

Surely there are many ways in which you could greatly increase *your* "Borden" sales?

Start that improvement *to-day*.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

Why Not Increase Your Income

No matter what your present salary may be—you would like to add to your present income, wouldn't you? Providing, of course, the plan interferes in no way with your regular occupation and paid you liberally.

We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by \$5.00 or \$10.00 a week. The exact amount all depends on the amount of time you can spare us. Hundreds of our district representatives have found the plan so profitable they have given all their time to it. Would a plan such as this interest you? If so, write us to-day. Say, "Send me full particulars of your money-making plan, I am interested."

The MacLean Publishing Co.

143-153 University Ave.

TORONTO, ONT.

Building a Home

This is the title of a book, designed to inform all those about to build a new home, or make over an old one, concerning the problems which arise inevitably, such as

*choosing the site
the owner's own ideas
selecting the architect
choosing a builder
the construction of the home
and so on.*

The book has been prepared by H. W. Desmond, editor of the *Architectural Record*, and H. W. Frohne, associate editor, and so is the work of men of broad experience and fine judgment.

This volume is very handsomely put up, and is worth many times its price to every prospective builder. Sent post paid on receipt of price, \$1.50, with 15c extra for postage.

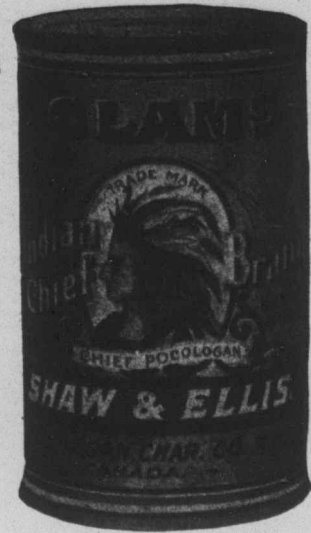
The MacLean Publishing Co., Limited
143 University Avenue -:- Toronto, Ontario

There's a certain guarantee of customer-satisfaction in every can of

Indian Chief Brand Clams

The extreme precautions used in this selection and preparation eliminate every possibility of anything but tip-top quality.

Indian Chief Brand Clams are put up the same day they are taken from the clam beds and sealed without solder or acid.



Recommend them to every customer.

SHAW & ELLIS

POCOLOGAN, N.B.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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

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

CLARK'S PORK & BEANS

We are living in times, Mr. Grocer, when all your Customers appreciate the importance of ECONOMY.

Clark's Pork
and Beans
spell economy
without
sacrificing
QUALITY



The Best
Materials Pre-
pared by The
best of Chefs
with the most
modern
appliances

TO THE HOUSEWIFE

No Labor No Kitchen Heat No Worry

W. CLARK LTD.

MONTREAL

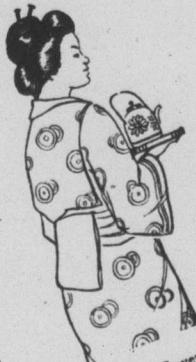
Clark's

JAPAN TEA

Japan Tea produces, in the drawing, an infusion of a bright amber which is pleasing to the eye. It possesses wonderful strength and body, a delightful flavor and aroma never found in other teas.

Grown, cured, packed and exported under the direct control of the Japan Tea Growers Association, Japan Tea reaches you in all its natural purity and wholesomeness.

ON SALE AT ALL GROCERS



The Japanese Government prohibits adulteration and coloring of Tea.

Ads like the above are being regularly shown in some of the biggest National Newspapers.

Critical tea-drinkers acquainted with Japan Tea acknowledge its delicious, palate-pleasing goodness, but there are still many tea users not yet acquainted with this delicious beverage, and it is in order to reach these and convert them to the use of Japan Tea, that it is being advertised so extensively.

Co-operate in this campaign by showing Japan Tea in your displays. Thus you will win your share of the increasing call for this product of Sunny Japan and please the most critical tea-drinkers of your community.

“I have entered a new world”

“**P**ERHAPS I had to reach my fortieth year to waken up. But whether or not that is the explanation, I have entered a new world of interest and advantage. I read daily newspapers, of course, but I now read **THE FINANCIAL POST**, and I am frank to say that this weekly newspaper has given me a new consciousness—a new horizon. It has admitted me to a brand new world.”

So spoke an ordinary man—perhaps an average man. He was concerned for half a life-time with the things of his daily life, and felt small impulse to become acquainted with a wider, richer realm—the world that bankers, financiers and big business men live in. He did not see that the world of these men was also his world.

By chance, as it were, he became acquainted with

The Financial Post Of Canada

So his worlds of interest and knowledge were enlarged and his capacity and desire for the kind of news and information provided by **THE FINANCIAL POST** were enlarged.

The \$3.00 a year that it costs him to subscribe to **THE POST** counts for nothing; what does count is the growing bigness of this man—growth at \$3.00 a year!

NO matter what your age or business, **THE FINANCIAL POST** is for you—to enrich your mind, to deepen your thinking, to broaden your field of knowledge and endeavor.

THE FINANCIAL POST OF CANADA 1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit \$3.00 to pay for my subscription on receipt of bill.

Name.....

Address

Get Better Acquainted With



Condenseries in Ontario

Every time one of your customers begins to use Carnation Milk you add about \$3.00 per month extra to your sales. Total this up—\$3.00 per month extra from the majority of your customers. Get it down in black and white. Figure up the increase in gross sales—you will be surprised with the result. This increase is possible because of our advertising and the *quality* of these brands. Carnation Milk is known in

nearly every home, and is recognized as being the "Answer to the Pure Milk Question." In addition to increasing sales to your present customers, Carnation Milk will bring new customers to your doors. It is a live, dominant asset to every grocer; for its reputation gives every grocer selling it a prestige for handling goods of a known *quality*. Let every person in your district know that you are the Carnation Milkman by means of window and store displays.

The Dominion Government Standard for unsweetened evaporated milks is 7.2% butterfat content. Carnation Milk has a butterfat content of 7.8%. This .6% more butterfat than required means *higher quality*.

Canada First holds a reputation with the consumer for quality—a quality which is backed up by official recognition from the Government. See Government Bulletin No. 208 issued in 1910 and Government Bulletin No. 305, issued in 1915.

Your Jobber Has *These* Brands or Can Get Them For You.

For store advertising material and information write to our nearest representative listed below

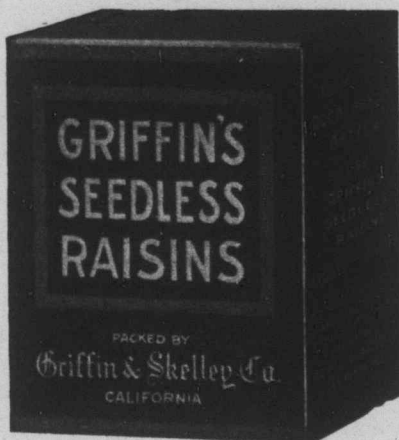
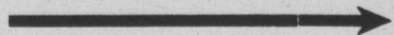
R. S. McIndoe.....	Toronto, Ont.	Tees & Pesse, Ltd.....	Winnipeg, Man.
H. D. Marshall.....	Ottawa, Ont.	Tees & Pesse, Ltd.....	Regina, Sask.
John Bickle & Greening.....	Hamilton, Ont.	Tees & Pesse, Ltd.....	Moose Jaw, Sask.
J. Harley Brown.....	London, Ont.	Tees & Pesse, Ltd.....	Saskatoon, Sask.
D. Stewart Robertson & Sons.....	Kingston, Ont.	Tees & Pesse of Alta., Ltd.....	Calgary, Alta.
J. Hunter White.....	St. John, N.B.	Dominion Brokerage Co.....	Edmonton, Alta.
J. Alex. Gordon & Co.....	Montreal, Que.	Oppenheimer Bros., Ltd.....	Vancouver, B.C.
Dastous & Co., Reg.....	Sherbrooke, Que.	Pyke Bros.....	Halifax, N.S.
Tees & Pesse, Ltd.....	Fort William, Ont.		

Carnation Milk Products Co., Limited
Aylmer, Ontario

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

Your customers do not need to pay extra-
 vagant prices for Fruit for their
 Christmas baking

FEATURE



ECONOMICAL

NUTRITIOUS

TASTY

Furnivall's
 FINE
 FRUIT
 PURE **JAM**

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

A stock of Furnivall's will move quick and get you good profits, too.

And the customer satisfaction in every sale means bigger all-round business in your store.

Try Furnivall's now.

FURNIVALL-NEW, Limited

Hamilton, Canada

Mention This Paper When Writing Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

EL ROI-TAN PERFECT CIGAR

F. D. COCKBURN

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

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

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



Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. East

WINNIPEG

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

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

G. B. Thompson & Co.
Wholesale Commission Broker and Manufacturers' Agent
We can handle a few more good lines. Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898

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

WHOLESALE GROCERY BROKERS

*Manufacturers' Agents
Commission Merchants*

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

Est. 1907. Write us.

Correspondence Solicited.

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

Trackage
Storage
Distri-
bution

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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

If you are interested
in selling or buying

APPLES	HONEY
POTATOES	DRIED OR
BEANS	EVAPORATED
ONIONS	APPLES
TURNIPS	

communicate with me.

FRED J. WHITE
Fruit and Vegetable Broker
309-10 Board of Trade Building
TORONTO, ONTARIO

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

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

DISPLAY WORK, BOOTHS, ADVERTISING
CAMPAIGNS, SIGN TACKING, Etc.
These are the days of saving in window
dressing material. Let us prove it.
May we send full particulars.
Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

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

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

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

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

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

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

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

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

"On the Job All the Time."

If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

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

Send us Photograph of
your Thanksgiving
Display

Let us know how
it sold the goods
for you. What kind
of publicity did
you get out of it?
Did it pay you?

We are always on
the look-out for
good window trims
dressed by dealer
or clerk.

Editorial Dept.,

Canadian Grocer
143-153 University Ave.
TORONTO

When Writing to Advertiser Kindly
Mention This Paper.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

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

**OPEN FOR AGENCY FOR THE
CITY OF MONTREAL**
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. Montreal
Phone Main 2628

ALFRED T. TANGUAY & CO.
17 St. James Street
QUEBEC CITY
Specialty, Beans and Corn
Commission, Grain, Etc.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

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

Buyers and Sellers of
**All Kinds of Grains and
Seeds**
**Denault Grain and Provision Co.
LIMITED**
SHERBROOKE, P.Q.

**Beans, Produce,
Canned Goods, Nuts,
Dried Fruits,
Heavy Chemicals,
Grocery Specialties**
C. B. HART, Reg.
*Wholesale Grocery and Merchandise
Brokers*
489 St. Paul St. W. - Montreal

**Readers of The Grocer, Let Us
Know Your Wants**

The Canadian Grocer is in a position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian Grocer you are entitled to this service.

*Watch for Christmas Window Displays in the
Fall Number*

The window display section of the Annual Fall and Winter Number of CANADIAN GROCER will contain the winners in the 1916 Christmas Window Contest. They are all bright, snappy, attractive trims—and provide the very suggestions retailers want for their best effort of the year.

Date of issue—Oct. 26.

LEONARD FISHERIES, LIMITED

Successors to

LEONARD BROS., MATTHEWS & SCOTT, A. WILSON & SON,
PRODUCERS, PACKERS, and DISTRIBUTORS

Fresh
Smoked
Dried

FISH

Frozen
Pickled
Salted

OYSTERS IN BULK AND SHELL.

Car Orders a Specialty.

The largest Cold Storage and fish handling plant in
Eastern Canada.

CORRESPONDENCE SOLICITED.

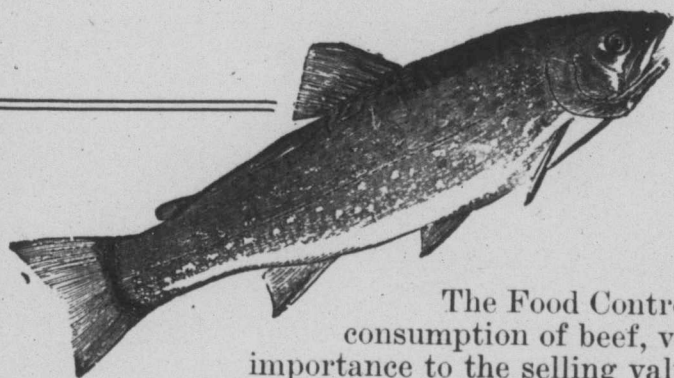
BRANCHES:

Canso, N.S.
Queensport, N.S.
Port Hawkesbury, N.S.

Eastern Harbor, N.S.
North Sydney, N.S.
Halifax, N.S.

St. John, N.B.
Gaspé, Que.
Grand River

HEAD OFFICE: MONTREAL



Sell Fish!

**MEATLESS DAYS
ARE FISH DAYS**

The Food Controller's efforts towards curtailing consumption of beef, veal, pork, etc., have given added importance to the selling value of fish.

Every good grocer should consider this demand and prepare to profit from it.

When you need fish of any kind, ask us. Our supplies are always tip-top. Salt and fresh water Fish. Fish of every kind. Frozen and Salted Lake Herring a specialty.

"If it swims we will sell or buy it."

Get our Prices.

J. BOWMAN & CO.

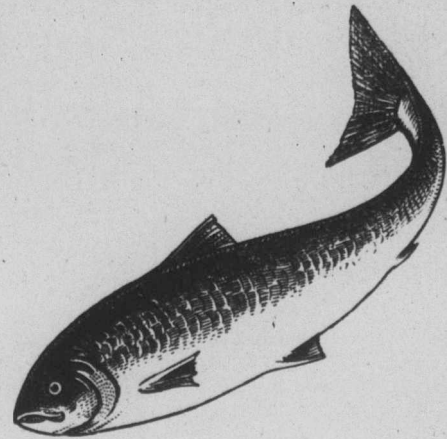
Wholesale Fish

66 Jarvis St., Toronto



FISH!

We can supply you
with every variety



**FRESH
FROZEN
SMOKED
DRIED
SALTED
PICKLED**

The Food Controller's efforts to limit the use of Meats in favor of the more general use of Fish is having a marked effect in every community. Meatless days, a riot of fast days, with Thrift and Economy clattering down the corridor of Time, means BUSINESS, PROFITS, DIVIDENDS, for the keen, aggressive retailer who couples his fish department with White & Co.'s service. To-day's action is to-morrow's profit. Act Now. If you are not now handling fish and oysters, this is your opportunity. Write for our terms and have everything on hand to supply your customers for the coming season. Fish can be handled much better from now on as the cooler weather approaches.

LONG ISLAND NATIVE OYSTERS

This Season we will handle exclusively the Oysters of H. C. Rowe & Co., New Haven, Conn., long noted for their superior flavor and keeping qualities, certified as to purity, grown on the best Northern beds. The name of H. C. Rowe & Co. on an oyster package has for nearly fifty years stood for QUALITY. Your trade will appreciate these Oysters.

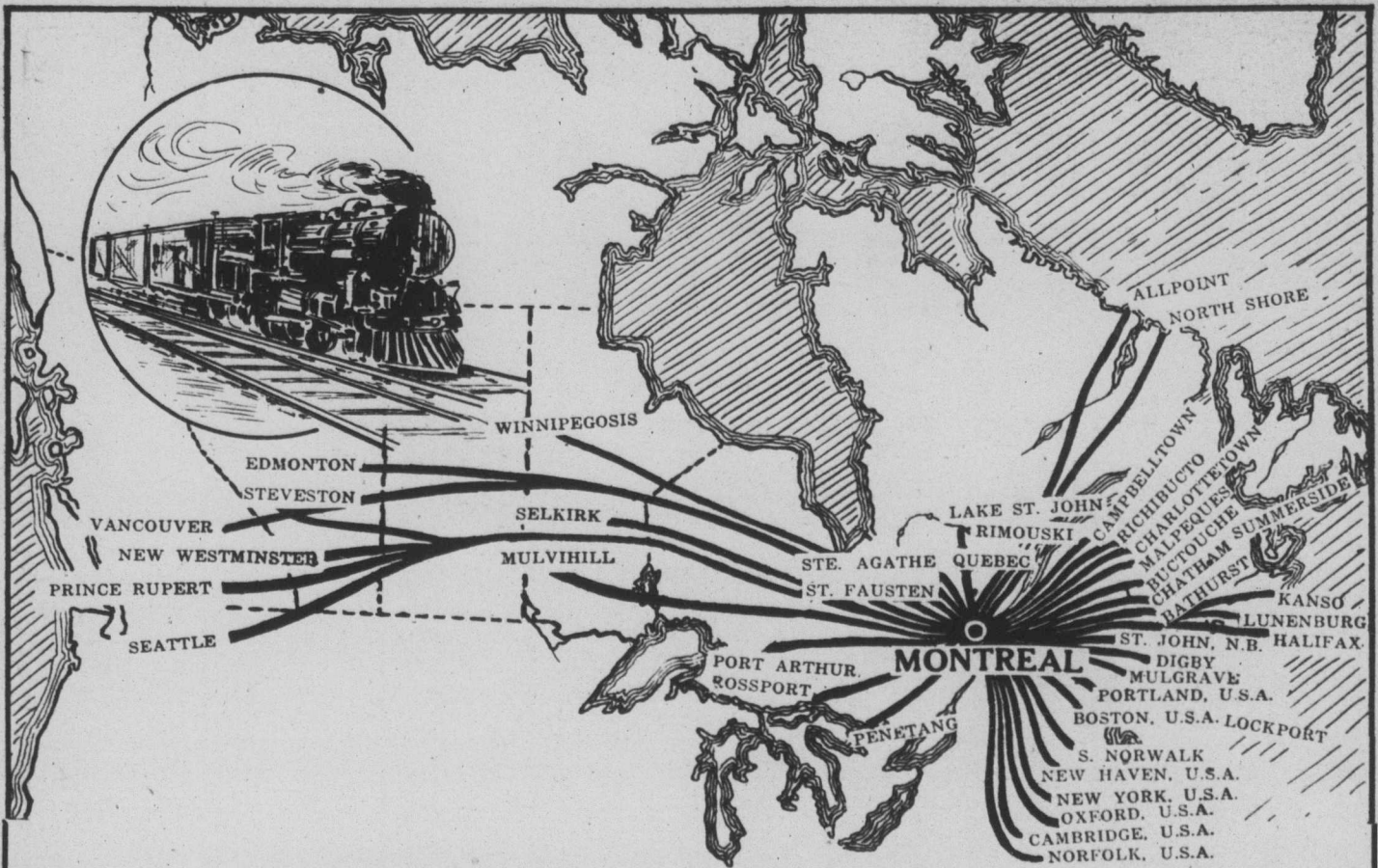
Write for our weekly price list. It does not cost you anything and may make you many dollars.

Direct fish phone Main 6567.

WHITE & COMPANY, Limited

Corner Church and Front Streets
TORONTO, ONTARIO

Branch at Hamilton



Our fish supplies are drawn from all the best Lake and Coast Points in North America

Across a continent, from the Atlantic to the Pacific, and from Edmonton, Alta., down to Oxford, Maryland, fish trains are constantly speeding bringing us the very best selected catches obtainable in that vast territory.

Ours is the old reliable fish supply house—you can always count on the quality of our stocks and our supplies are always sufficient.

Send us your next fish order and prove what quality fish can do for your profits.

D. HATTON COMPANY
MONTREAL

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



EVERYBODY IS ASKING FOR FISH

The urgency of the need for the conservation of various other foodstuffs has turned the attention of the people to Fish in a more prominent way than in any previous period of business history. Canadians generally are delighted with the delicious and wholesome Sea Foods which they are able to buy ready for use and put up under the Brunswick Brand.

The reputation enjoyed by Connors Bros.' High-Class Sea Foods is the result of many years of scientific effort towards the perfecting of a line of appetizing and wholesome sea foods.

To-day our plant is the most modern on the Atlantic Coast—equipped with the very latest and most up-to-date machinery, and manned by the most expert workmen. Its ideal location (right beside the fishing ground at Passamaquoddy Bay) enables us to secure the very pick of the season's catches. Every precaution is taken in processing and packing the fish, nothing whatever is left to chance, hence—we have the goods and the reputation.

Give Your Customers Brunswick Brand

It is the Brand of "Unvarying Excellence." The grocer who features this line is giving best service to his customers and is building good business for himself.

Our aim has always been to co-operate with the dealer, and to give the consumer a superior sea food at a moderate price. That we have succeeded is proven by the enormous and constantly growing demand which is a feature of BRUNSWICK BRAND Lines.

Make sure that you are well stocked with a full line of Brunswick Brand Sea Foods.

Connor Bros., Limited

BLACK'S HARBOR, N.B.



*There may be imitations of the bottle and label,
but there is only one H.P. Sauce*

It's the contents of the bottle that counts—that's the reason why the demand for H.P. is constantly increasing—there's nothing just like

H.P.

SAUCE

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.



MELROSE'S TEAS

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

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

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

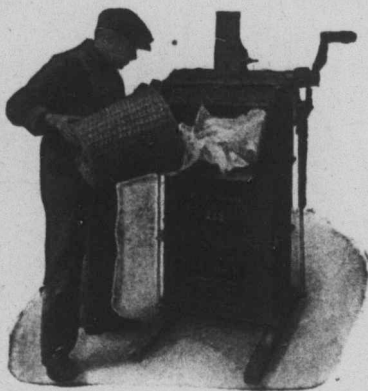
Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.
MONTREAL

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

**Hop Malt Beer
Extract**

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

HOP MALT COMPANY
Dept. S. Beamsville, Ont.



FREE TRIAL OFFER

Write us to-day for FREE Bulletin

“Money in Waste Paper”

and details of our FREE TRIAL OFFER.

Made in 12 sizes.



Baling Presses

Climax Baler Co.

Hamilton, Ont.

Have No Hesitation

in recommending to your best customer

‘Bluenose’ Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste “Bluenose” yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.



**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

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



Show Malcolm Milk Products every day

You'll like the way they sell and the profits they produce.

Your customers will like the delicious good quality of these Canadian-made leaders.

If you're not already selling **Malcolm Milk Products** try them out to-day.

5-case lots delivered to any point in Ontario, Quebec and the Maritime Provinces and freight paid up to 50c per 100 pounds.

The Malcolm Condensing Co., LIMITED

ST. GEORGE, ONT.

The Only Canadian Condensed Milk Company



Stone Butter Crock

Useful. Sanitary. Needed by every good housewife. Dandy for pickling or preserving. Sells rapidly and profits you well.

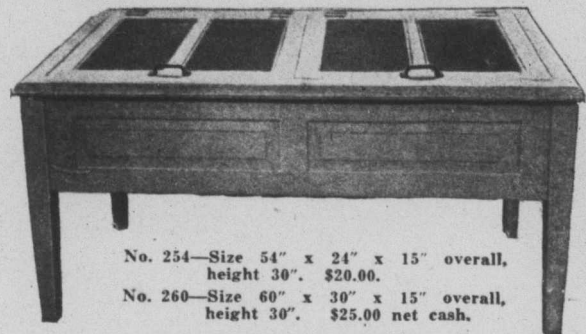
Note our prices and order a stock to-day :

Half gallon to 6 gallons, inclusive, 12c per gal.; eight, ten and twelve gallons, 15c per gallon; fifteen and twenty gallons, 18c per gallon; twenty-five and thirty, 20c per gallon; thirty-five, forty and fifty gallons, 24c per gallon.

The Toronto Pottery Co. LIMITED

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

Everybody is buying fish



No. 254—Size 54" x 24" x 15" overall, height 30". \$20.00.
No. 260—Size 60" x 30" x 15" overall, height 30". \$25.00 net cash.

The meatless days' regulations have increased the demand for fish in every community.

Grocers should take full advantage of this extra business by stocking quality fish and showing it in an

Arctic Fish Display Dish

Our free descriptive folder will tell you all about this handsome case and show you the many advantages of fish-selling the Arctic way.

Order at once and save time.

Agents wanted in unrepresented territory.

JOHN HILLOCK & COMPANY LIMITED

154 George Street

Toronto

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

E. D. SMITH'S

These are all new, fresh packs processed and put up in the same superior way that has made "E.D.S." products the standard by which all are judged.

Read these over, check off your requirements, then get in touch with our nearest agent.

JAMS

Black Currant
 Apricot Peach Plum
 Greengage
 Gooseberry Grape
 Blueberry
 Rasp. & Red Currant

JELLIES

Raspberry
 Red Currant
 Black Currant
 Grape
 Quince
 Crab Apple

"E.D.S." sales are doubly profitable—they leave you a wide margin and make more satisfied customers.

Liked by all because

100% PURE

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

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

NEW CROP TEAS

Chinas Japans Ceylons Indians Javas

Just received into store and arriving during the present month.

☞ Make a selection from our large stock now.

☞ Prices will be higher, and some teas very limited in quantity within the next two months.

KEARNEY BROS., LIMITED

TEA

Importers

COFFEE

33 St. Peter Street

Montreal



Just another proof of Eureka Superiority

The EUREKA Odorless Fish Cabinet

A handsome store fixture that will help good grocers secure their proper portion of the present big fish demand.

The cold water which is retained below the ice absorbs every bit of odor and the thick insulated walls reduce the ice consumption to a minimum. Water may easily be drained off when necessary, without any direct drain connection or unsightly floor pan.

Every Eureka Odorless Fish Cabinet is supported on ball-bearing casters, so that it can easily be moved from place to place in the store.

Head Office and Showroom:
27-31 Brock Ave., Toronto.
Phone Park 513.

Don't confound this superior fixture with the ordinary fish box. It is superior to anything of the kind on the market.

We would like to send you fuller particulars. Write us. No obligation whatever.

EUREKA REFRIGERATOR COMPANY, LIMITED

Brock Avenue, Noble Street, Earnbridge Street : : TORONTO

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



Ask us to
send you this
attractive
Show Card

Your stock of Colman and Keen Products will keep moving briskly and regularly if you jog your customer's memory with this handsomely lithographed store hanger.

They know these products. Colman-Keen lines are known everywhere. A card like this will tap the big demand in your community.

May we send you one to-day?

Magor, Son and Co., Limited

191 St Paul Street, W., Montreal.

30 Church St., Toronto

Niagara Grape Juice

RED and WHITE

Trade Prices

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

Mail us your order. Samples on request.

DROP SHIPMENTS

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

NIAGARA FALLS WINE CO.

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, OCTOBER 12, 1917.

No. 41

Enlarging Our Knowledge of Fish

Our Knowledge Limited to Two or Three Varieties, Forcing a Demand that Enhances Prices—Putting a Little Novelty in the Diet Makes for Larger Fish Sales.

SPEAKING of fish. Naturally suggests the question of just how many fish actually figure on the menu of the majority of people. When you figure it down to a fine point, probably the average housekeeper knows the names of about six varieties of fish, and probably of that number she would consider having about four of them on her table. Were it not for this practice, fish could undoubtedly be secured at cheaper figures. But that is the case. The housekeeper knows of one or two varieties of fish, and when someone urges her to order fish for dinner, she goes to her nearest fish dealer and demanded just this

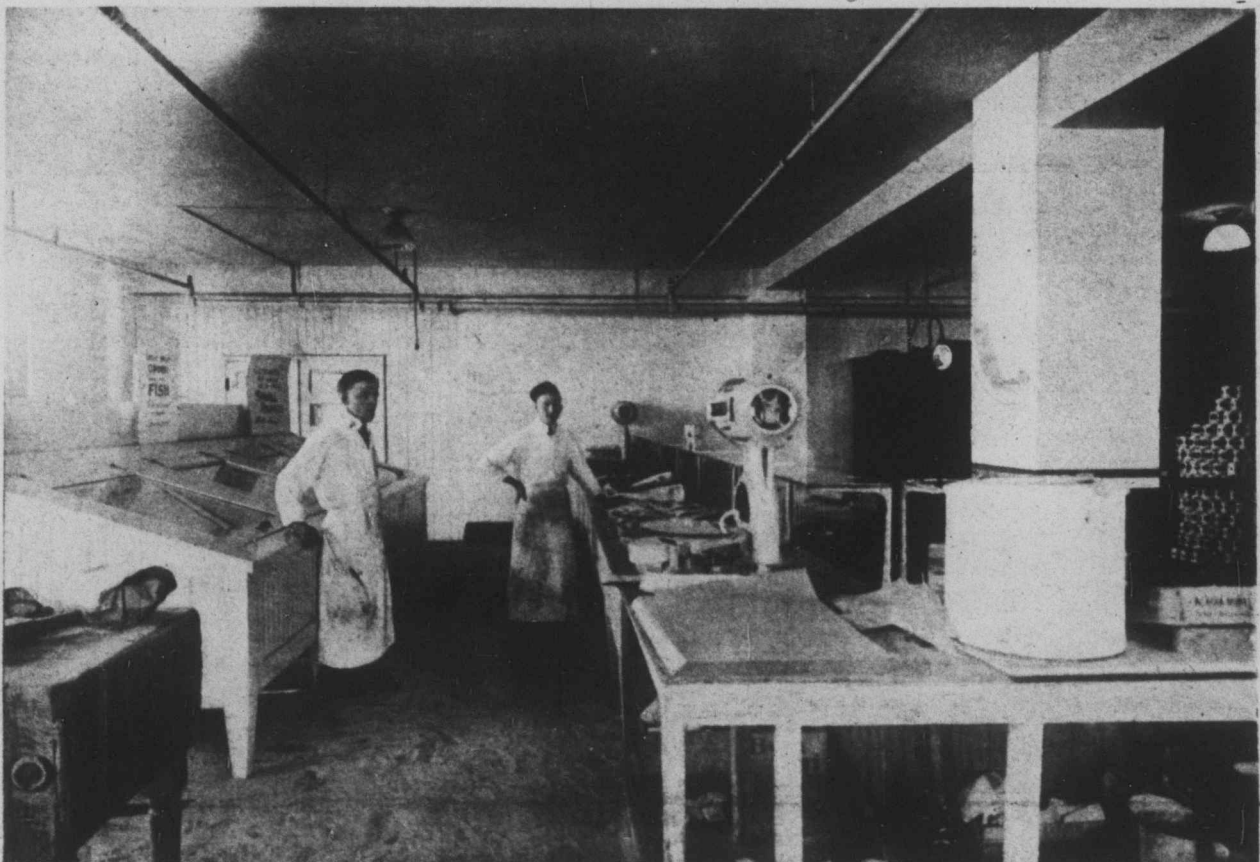
variety of fish, and is deaf to the suggestions of the fish man that she might use another variety. Probably all the other housewives using fish on that day do that same thing, and so the demand simmered down to four or five well known varieties, and as this entailed not only a heavy demand for these varieties, and a loss on the less favored species, the result was inevitable, higher prices.

Now there you see a place where the housekeeper is herself directly responsible for the increasing cost of living.

Producing Cheaper Fish by a Broader Knowledge

Some little time ago the Food Control-

ler working in conjunction with the wholesale fish men started a campaign to produce cheaper fish. All he actually did was to arrange for special refrigerator cars, and set a price at which fish could be sold. Did he sell the housekeeper's favorite varieties? He, emphatically, did not. The main variety of fish provided was a kind known as market cod. Nobody had heard of it before to any extent except the wholesale fish dealers, and they wouldn't have much to do with it, because it was not saleable. But when it started in life again as "Hanna's Fish" it met a most enthusiastic reception. It was sold at 10 cents a pound



The well arranged and inviting Fish Department of Almys, Ltd., Montreal.

which made it pretty cheap food in these days. It is to be hoped that this instance will be somewhat of a lesson. The newspapers were inclined to decry this Market Cod as a second grade fish, but the consensus of the opinion of the purchasing public has most decidedly given a verdict in its favor.

Putting a Little Novelty into the Diet

Probably, the housewife would find that the diet of fish would be more appreciated if she put a little more novelty into it. The good established varieties are well enough, but there are other good varieties that the average purchaser may never have heard of, so it is not well to be prejudiced by unfamiliar names or even the lack of prepossessing appearances. The domestic pig in his native mire is not a prepossessing animal to contemplate from the food standpoint, yet we have to be compelled by law to desist from our consumption of this same animal, and some of the fish that have the least pretensions to beauty are among the most nutritious and delightful foods. No one would have thought till a brief while ago of eating whale. It was considered all right for Arctic explorers, in the last extremity of hunger, provided of course they could get it, but nobody thought of it as food. But it has been placed on the market and is proving a very popular food, and is being pushed by many western merchants as is evidenced by the accompanying reproduction of newspaper advertisements. Shark hasn't been looked upon much as a food, until of late the American government rechristened one of the varieties Gravid fish and reintroduced it to the market. Who would have thought of a Sword fish, except as the garnishing of some old sea captain's tales, but sword fish are being sold in all the markets of our larger cities, and

WHALE MEAT

Is More Nutritious Than Beef
and Just as Wholesome

And why shouldn't it be? Scientists will tell you that the whale is one of the cleanest living animals on land or in the sea.

A whale from which the meat comes now offered for sale subsists entirely and exclusively on live shrimps—nothing else.

When captured it is many miles at sea, away from all shore contamination, in perfectly clear, blue water. When killed the whale meat is handled the same as beef.

Whale Facts

Whale Meat contains 4 per cent more protein than beef.

Whale Meat is 90 per cent digestible matter.

Whale Meat contains no bones, no fat.

Whale Meat avoids all waste and shrinkage.

Whale Meat may be fried, boiled or roasted.

Whale Meat is more economical than any other meat.

Whale Meat sells for 10c per pound.

Whale Steak

Whale steak cut $\frac{1}{2}$ inch thick. Dip for a minute in hot water containing 1 tsp. of soda to the quart of water.

Grease the wires of a broiler or a frying pan, and allow the pan to become quite hot. Put the steak in and sear quickly on both sides. Reduce the heat slightly, cook for about 3 minutes and allow to brown well. Remove to a hot platter, sprinkle with pepper and salt, dot over with butter, add a few drops of Lea & Perrin's or H. P. Sauce. Garnish with parsley and serve at once.

Pot Roast of Whale

Four lbs. whale meat cut in a square or oblong. Dip in warm soda water for 5 minutes. Drain thoroughly, and sear well on all sides in a hot greased frying pan. Put the meat in a large saucepan. Drop in a small cheesecloth bag containing 1 tsp. pickling spice, $\frac{1}{2}$ bay leaf, 3 sprigs chopped parsley, 1 chopped onion, and cover well with boiling water. Simmer slowly for 4 $\frac{1}{2}$ hours. If roasting more, $\frac{3}{4}$ -4 lbs. meat, cut it in two parts, so that it will not take so long to cook. Serve hot with Brown Onion or Tomato Parsley Sauce.

Curried Whale

Left-over cold roast whale, chopped coarsely, $\frac{1}{2}$ tsp. of salt to every cup of whale meat. Mix with sufficient curry sauce to make moist, but not wet. Cook in a double boiler, stirring occasionally for 20 to 30 minutes. Serve hot on points of toast, and garnish with parsley.

Whale Meat Will Be for Sale During the Coming Week at the Following Markets:

10 Cents per Pound

P. Burns & Company, Pacific Market, Government Street.
P. Burns & Company, Island Market, Douglas Street.
Kirkham & Co., Fort and Government Streets.
New England Market, Government Street.
L. Goodacre & Son, Government Street.
A. Curel, corner Boleskin and Saanich Roads.
Dominion Market, Oak Bay Junction.
Esquimalt Street Market, A. M. Young.
Jewel Meat Market, Five Points.
James Bay Meat Market.
Oak Bay Market, J. Proulx.
Royal Meat Market, 1784 Fort Street.

Ask for Booklet on How to Cook Whale Meat

An unusual yet effective method of making a market for a novel food—adopted by several merchants of Vancouver, B.C.

the demand is far in excess of the supply. You can't tell by its outward appearance what its food quality is. Therefore it is not wise to limit your purchases to the handsome varieties of fish alone. Some of the Canned Salmon that almost everyone delights in, would not be apt to be so much in favor judged by beauty alone, could the purchaser see it as it plowed its way up stream in the spawning season, with its great under-shot jaw and humped back and many scars. Yet it remains among the king of fishes. You will not find any fish on the market that is not fit to eat if it is in good condition. The best test of a fresh fish is not its name but its freshness.

Look out for new fish! They are coming! Bowfin, grayfish, burbot, goosfish, shark, skate, sablefish, grouper

Here is another thing to be remembered, by all means eat fresh fish if you are near the source of fresh fish, but don't expect to buy at a low price fresh fish that have to be shipped by express for long distances on ice. Consume your locally-caught fishes and don't all use the same kinds. The cheapest is often as good as or better than the dear.

Moreover, there should be an increasing demand for salt fish. It has all the virtues of the fresh fish, and the bulk of its flavor if properly cooked.

Frozen Fish a Healthful Food

The prevailing ignorance concerning frozen fish is even greater than that concerning fresh fish. There is probably not one in ten thousand American housewives who would not refuse hard-frozen salmon at 15 cents a pound in favor of fresh-caught cod at 18 cents a pound. Yet most of them would doubtless consider salmon more or less of a delicacy.

Goods That Should Have Pre-eminence

Fish Should be an Outstanding Line With the Grocer—Proper Handling Important
Advantage of Fluctuating Price

IN EVERY line of retail business there is at least one class of merchandise, the sale of which is more profitable than anything else in the store. In the department store business for instance, the most profitable departments are said to be the millinery and smallware departments.

With the large markets and grocery and provision stores, there is probably no department that is more profitable, considering the investment, than the fish department, which naturally consists of both fresh and salt fish.

Many moderate-sized grocery stores which also sell fresh meats have made a considerable success of fish departments, and their owners are more than enthusiastic over the profitability of this department.

Haddock is sold at retail almost all

the year round and at prices which are very reasonable indeed.

The price is naturally higher during the winter season than it is in summer, but even at its highest price haddock is one of the most economical and satisfactory of all hearty foods.

When haddock costs six cents a pound at wholesale the retailer has no difficulty in selling it at twelve cents. Even at 20 cents, an unheard-of figure for this excellent fish, haddock would be far cheaper than various cuts of fresh meat.

Proper Handling Important

The flavor of fish is quite dependent on how fresh it is, for the more it is iced and the longer it is kept, the more the flavor is lost.

Wholesale fish concerns maintain that fresh fish should never be kept by retailers more than one week. Numbers

of retailers make a point of securing orders for fresh fish about Wednesday of each week, buy the fish Thursday and advertise it in a liberal way for Friday. In this way the bulk of the fish sold is exceedingly desirable, and fresh, and stores which follow this system soon find their fish department to be a large item.

Some of the wholesale fish dealers say that if retailers as a class were rather more apt to allow the prices to fluctuate according to the market selling them low when they are low, and high when they are high, there would be a greatly increased demand for fish. The low prices, at times, would, it is thought interest many new customers.

A surprisingly large number of people are very fond of fish once or more each week, and would buy it if

(Continued on page 27.)

Distributing "Government Fish"

Present Supply Inadequate—Wider Scope Planned Next Year With Government Control of International Fishing—Minimum Waste—Efficient Delivery Facilities—Replenishing Lakes.

THE combined effort of grocers, butchers and fish dealers on the one hand, and that of the Government officials on the other hand, are the main factors responsible for the success which has attended the distribution of Government fish in Ontario. In more detailed form, cheapness in price due to facilitated transportation and bulk handling, and the fact that the public are being educated by various methods to adopt a more thrifty menu, are the basic facts of the matter.

It was to encourage economy and to conserve certain vital food supplies of the nation that the plan for the Government distribution of fish was inaugurated. To some extent it was inspired by Food Controller Hanna though most of the credit goes to the Provincial Government officials who have brought success to the issue by careful study and by expert handling.

It was on September 26 of this year that the first shipment of Government fish arrived in Toronto, being a consignment of 18 boxes of one hundred fish each from Lake Nepigon. Since that time the story is one of rapid development in every phase. To-day shipments are received three times per week, and each shipment is figured in tons. There

is no regular volume to the shipments as they are based on weather conditions affecting the catch.

Since the plan was inaugurated all the fish distributed by the Government in Ontario has been from the inland lakes. Lake Nepigon and Lake Nipissing are the chief sources of supply though arrangements are now being made to secure supplies from Lake Simcoe. Fishing is chiefly done with various styles of nets, and as an indication of the manner in which fishing is being developed, it is noteworthy that 50,000 yards of twine are about to be used in Lake Nipissing for nets.

Demand is Ten Times the Supply

The distribution of the fish is under the supervision of Mr. S. L. Squire, officially known as Distributor of Fish for the Ontario Government, who has supplied the information contained herewith. Mr. Squire receives orders for fish from retailers and distributes the supply available. With a demand ten times as great as the supply, it is quite evident that Mr. Squire has his difficulties. The only solution is to increase supplies and with the constant enlargement of the scope of the distribution, certain provision is being made which will

greatly increase the supply of fish. In this connection the Government control of international fishing will be a big factor in solving the question of limited supplies. At the present time eighty per cent. of the fish caught in international waters goes out of Canada, and not being under the control of the Government it has been necessary so far to limit operations to inland waters. It is said that next year the Government will take action to secure control of international fishing and thus be in a position to supply the increasing demand for fish.

Distribution of Government fish is done through municipalities, which, if they do not wish to handle the fish themselves, name dealers in the local district who will handle the fish. The Government bills the municipalities, and the municipalities in turn bill the local dealers. In this manner the treasury of the municipality is responsible to the Government for payment, and the Government thus avoids much detail work in this connection.

Minimum Waste and Rapid Delivery

The fish are packed in 100-lb. boxes and so far have comprised trout, whitefish, pickerel and some sturgeon. There



A Striking Fish Display. Something of this kind is sure to get attention.

is a minimum of waste owing to the rapid packing and delivery in refrigerator cars from the point of catch. It is said delivery is made in 36 hours from time of catch until ready for table use. All dealers are unanimous in regard to the matter of quality, declaring that the Government fish is the best quality ever placed on the market.

Few municipalities have gone into the retailing of fish themselves, though this phase may develop later. In the case of London, Ont., which city uses large quantities of Government fish, the civic government has some interest in local cold storage plants and therefore may be said to have some hand in the actual selling of the fish, but so far Mr. Squire states the difficulty has been to get the fish and not to store it.

So far the trade handling Government fish has been of a general character. Grocers, butchers and fish dealers alike are all clamoring for fish. Owing to the fact that many of these dealers never handled fish before, some difficulty has been experienced, though matters are now being smoothed out admirably. Undoubtedly the Government is in the business to stay, and as matters develop it is stated that dealers will be asked to instal certain equipment in order to guarantee the best quality fish to the consuming public. This is a logical step and one which is particularly necessary in the warm weather. There is little doubt held but that the demand

for Government fish will continue as strong as it is now, and therefore the handling of large quantities of fish in the hot summer weather will require certain facilities.

Retailer's Profit on Fish

Delivery to Toronto and Port Arthur from the inland lakes can be made for the same price, and allows of fish retailing at 12½c per pound. Outside these points the Government fish sells at 14c per pound. These fixed prices are based on cost, and allow the retailer outside Toronto and Port Arthur 3c per pound profit and the dealer in these centres 2½c profit per pound.

The enlargement of the fishing industry on the inland lakes is not designed to deplete the supplies of fish in these lakes, and in order to counteract any such possibility the Government is placing in the lakes fry equal to ten times the number of fish being taken from the lake. It is stated that the continuance of this action will guarantee more fish in the lakes in ten years than there are at the present time.

Benefit to Former Fish Dealers

It has been by no means the intention of the Government to run other fish dealers out by the new plan of distribution, and on the other hand it is contended that the Government is doing the fish dealers a great service in encouraging the public to an appreciation of fish

as a regular food. Much of the campaigning work of the Government has been to create a liking for fish among the people of Ontario who heretofore have not been known as very extensive eaters of fish. It is contended that the present thrift campaign will so increase the popularity of fish that dealers later will derive a permanent benefit therefrom.

Some municipalities at first encountered some difficulty in getting local dealers to handle the fish. The Government control of fish was not regarded in a very serious light in the preliminary stages but as soon as dealers were convinced that business was meant, much of the difficulty disappeared. One district which after much encouragement induced a local dealer to handle Government fish is now one of the foremost Government fish centres in the province, and some former fish dealers who looked on the matter with disfavor at first are now enthusiastic over the scheme.

Mr. Squire states that Government control of the fish supply of the province guarantees highest quality and best prices to the consuming public, and with increasing supplies and demands, a much wider field is expected soon to be entered upon. The general tendency of the scheme will be to increase the general popularity of fish which will result in bigger business for the wholesaler and increased trade for all parties.

Too Much Uncertainty, Say Retailers

Very Doubtful Enthusiasm Regarding Government Fish the Rule—Constant Disappointments, and Consequent Loss of Business the Reason—Government Advertising Does Not Lay Sufficient Stress on the Matter of Whole Fish.

IN the previous article, there has been a discussion of the Ontario Government Fish project, in which Mr. Squires outlines his side of the case, and paints a fairly bright picture of the project.

A CANADIAN GROCER representative, called upon several prominent fish dealers to get their side of the case, and found them, to say the least unenthusiastic.

Mr. Lewis, head of the fish department of R. Higgins and Son, Toronto, stated that their experience with government fish had been one long series of disappointments, and there was a sign "No Government Fish To-day" displayed prominently to bear out the statement. Time after time he stated they had been assured that the fish would be available, and on every occasion it had failed to arrive. It meant disappointment to customers and loss of business and general dissatisfaction.

That seemed to be pretty generally the feeling toward government fish. It was good fish, all admitted, none better, but the supply was hopelessly inadequate. Also the scheme had been enlarged. It was bad enough when Tor-

onto was the only receiver, but infinitely worse since the government had undertaken to supply the rest of the Province. Fish had been sent to London where it sold at 11 cents and retailed at 14 cents, and Toronto was left practically fishless.

Advertising Somewhat Misleading

Another complaint that Mr. Lewis voiced, and that seemed also to be a pretty general feeling, was that, the Government's advertising hardly carried the right impression. They laid the stress on the fact that the fish was sold at 12½ cents a pound, but mainly omitted to mention that that was the whole fish sold for cash in the retailer's store. Not cleaned and not delivered. The burden of explaining this fact was laid entirely upon the retailer. It was moreover giving a somewhat wrong impression, because people had been accustomed to buy their fish dressed and delivered. The delivery cost money, and there was an actual wastage of 20 per cent. in weight in cleaning, to say nothing of the cost of the operation, so to compare the Government fish prices with those formerly in vogue, was Mr. Lewis

thought, hardly a fair comparison, and yet this tendency was evidenced in all the government advertising. Mr. Lewis was also of the opinion that the move might ultimately end in higher prices. The wholesalers were considering he stated discontinuing the bringing forward of whitefish, because they could not compete with the government. The Government was paying the fishermen only 4¼ cents a pound, and was fishing in practically virgin waters, while the wholesalers were paying 9 cents a pound.

Other fishermen were asking as high as 13 cents for white fish, and this with the additional freight and icing charges, brought them to a figure where they could not be sold at less than 25 cents a pound.

Mr. Hanna's a Better System of Distribution

With regard to Mr. Hanna's first venture, Mr. Lewis stated that there was plenty of such fish to be had, because it was bought through the regular wholesale channels, but he called attention to the fact that the Market Cod and Haddock were now selling for 8½

Fresh Sea Fish

Tuesday morning. A letter just received says "we will ship you fish in refrigerator car to Toronto by fast express and from there to Chatham by night express, so they should arrive in perfect condition."

Under government supervision these express refrigerator cars are being run direct from the sea to Toronto. we have pay the express from Toronto here.

The fish we are getting are Cod and Haddock. These fish come to us whole, heads on but cleaned. we sell whole fish only, and the fish will weigh from three to eight pounds each. we will not have fish to cut into steaks until cooler weather is sure.

We are not sure what price will be charged for the fish, but think we can sell them

At 11c A pound

Whole fish only.

H. MALCOLMSON

FRESH FISH—SAVES FOOD BILLS

You will find it much more enjoyable. You may have many more varieties of dishes with Fresh Fish and at no greater cost than for a few.

FRESH-CAUGHT MACKEREL, nothing could be nicer than a broiled Mackerel—FRESH HERRINGS—PORTLAND HADDOCK—HALIBUT SCALLOPS—OYSTERS ON THE HALF-SHELL—DORE—WHITE-FISH—FRESH LIVE AND BOILED LOBSTERS—FRESH SELECT BULK OYSTERS, just the thing for Oyster Stew these days.

Four Phones, Up. 2724—903—904—905

HENRY GATEHOUSE & SON

350 DORCHESTER STREET WEST, MONTREAL.



TOMORROW - MEATLESS DAY

TELEPHONE YOUR ORDERS

FISH - OYSTERS

JUST ARRIVED—Fresh Atlantic Oysters, the first of the season. Fresh-caught Lake Superior Trout, Finnan Haddock, Bloaters and Smelts. Order early—we will deliver for mid-day dinners.

Phones S. 472 S. 2492

EXCEL 229 231 233

J. HEALD, Prop. Simpson

FRIDAY IS A BEEFLESS DAY

Be patriotic and replace beef and bacon by Fish. Have your name added to our standing fish order list for Fish every Tuesday and Friday. You'll find it is good for digestion and good for your pocketbook.

FRESH-CAUGHT DORE, MACKEREL, GASPE SALMON, HALIBUT, WHITEFISH, LOBSTERS, Live and Boiled; PORTLAND HADDOCK, NEW YORK SOLES, WEAKFISH, sweet and good.

TRY PULTRY FOR THE SUNDAY DINNER, instead of meat. We have all varieties, also fresh, Green Corn, Cauliflowers, Green Peas, Celery, Boston Lettuce, New Beets, Green Beans. Strictly New Laid Eggs.

Four Phones: Up. 2724—903—904—905.

HENRY GATEHOUSE & SON

350 Dorchester Street West - - - Montreal

Some interesting and effective fish advertisements gathered from different parts of the country.

COATES FOOD MARKETS

YOU SAVE MONEY

On All Pure Foods

When purchasing your table supplies at our 12 Markets,

"CASH and CARRY"

TUESDAY

Fresh Whitefish, lb.	13c
Smoked Goldeyes, pair	15c
Tender Shoulder Steak, lb.	18c
Beef Shank Bones, for Soup, lb.	3c
Boneless Lean Beef, lb.	18c
Fancy Rib Boiling Beef, lb.	15c
Fat Rib Roasting Beef, lb.	16c
Boneless Pot Roast Beef, lb.	20c
Rolled Rib Roast Beef, lb.	25c
Fancy Veal Chops, lb.	23c
1917 Shoulder Lamb Chops, lb.	29c
Breast of Veal, lb.	18c
Fancy Loin Pork Chops, lb.	33c
Sugar-cured Hams, 10-lb. average, per lb.	29c
Sweet Clover Pure Lard, 1-lb. brick	35c
Reliance Shortening, 1-lb. brick	28c
Campbell's Soups, assorted, 1 doz. cans	\$1.85
Old Dutch Cleanser, 3 cans	23c
Kellogg's Corn Flakes, dozen packages	\$1.10
Choice Tomatoes, solid pack, large size, dozen cans	\$2.35
20-lb. Sack Pure Cane Gran. Sugar	\$2.00

BAKE YOUR OWN BREAD

It pays to use ROBIN HOOD FLOUR

98-lb. Sack	\$5.90	40-lb. Sack	\$3.00
24-lb. Sack	\$1.55		

The Originators of the "CASH AND CARRY" System.

cents instead of the original 7 cents. Mr. Hanna's idea had been tested and found practically impossible. People would not buy the fish uncleaned, so that it had become the practice to clean the fish and sell at 12 cents, and the Food Controller had practically admitted his powerlessness to change the situation. They were glad to co-operate with the Government Mr. Lewis claimed. If it had been practicable to buy the fish at 7 cents and sell at 11 cents according to the original stipulation they would have been delighted. The cleaning and handling of the fish cost money and there was more money to be made on the basis of the Food Controller's system than under the old system, but the public would have nothing to do with it after the first interest had worn out. They wanted their fish cleaned and delivered. It was also interesting to note, that other fish Halibut especially had advanced to very much higher figures since this move was tried. It was meant to benefit the poor

people, but the poor people benefited little, for one thing, according to the government's own published literature, both Market Cod and Haddock, were higher in their content of waste and water, than any other fish, and consequently were not really so cheap a food.

Charge of Cleaning and Delivery

G. Marshall of the F. Simpson Co., Toronto, was about of the same opinion. They had some of the Government fish, when called upon, and were selling it at 12½ cents. They charged five cents for cleaning and five cents for delivery per fish. On the sea fish, where there was a slightly higher profit, they delivered the fish free. The Ontario Government fish was good but of uncertain and inadequate supply. You never knew whether you were going to get it or not, and so always had to provide against the possibility of not getting it. As a result the supply was for very little service.

The sea fish, while good in quality was

not as fresh and bright, as the stock that they had been accustomed to receive, probably because, the Government fish came from the deep sea fishing grounds and were probably a couple of days on the fishing boats before shipment while their supply came from shore water and was shipped more promptly.

Thinks Peddlers the Right Medium of Distribution

Mr. Greenway of Barrons, Toronto, was of the opinion that the scheme hardly served its purpose. It did not provide cheap fish for the poor because the poor were mainly unable to get it. There were comparatively few fish stores in Toronto, and people who came long distances to buy the fish were often disappointed because of the inadequate, and uncertain supply. He instanced the fact that they had a large order booked for that day, and had been promised the fish, but though they had sent their own

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Changing Conditions: Fish on the Menu

How Fish Figures on the Balanced Menu — Elasticity of Supply a Factor — Saving More Necessary Foods.

IN the good old days when Canada was young, and when the bulk of her population gathered around her lakes or rivers or ocean shores, why fish was the standard food, and formed the bulk of the food of the bulk of the people. In summer fish was plentiful, and they revelled in it. In winter if there was need of a change, they ate salt fish instead. Matters have changed a good deal since those days, the population has not clung so tenaciously to the water's edge and consequently the fish eating habit in a measure petered out. Other things were as easy to get as fish, and by degrees the menu became more complicated.

Now however we are face to face with changing conditions, not only have the staples of food that we have learned to lean on, meats and bread and canned goods, climbed to unheard of levels, but the law has begun to step in and say you must not eat this and you must not touch that, except at certain specified times. Added to this there has come the cry of patriotism, to conserve these essentials that they may help in winning the war. Therefore the grim force of circumstances is unerringly driving us back to the early food of the country, to a diet of wholesome fish.

Born to a Heritage of Fish

This is only as it should be. That dwellers in the greatest fishing country in the world should not be fish eaters is an absurdity, yet this has been largely the case. We have not been a fish eating race, yet fish are obtained in quantities only limited by the demand, and at prices that are within the reach of all. It would seem therefore, that there is no way of evading the cold logic, that at this crisis in our country's economic life that fish as a food should be brought strongly to the fore.

Widespread discussion of food prices have brought to the fore the balanced meal. People nowadays are buying foods which give maximum energy at minimum cost. But the planning of a meal is not so easy a matter as it was before war prices had been tagged on to the already high cost of living. So people are being educated to differentiate as between food materials.

In the scientific classification, fish is an excellent food. There are other foods which show a slightly higher value than fish, but they are not nearly in such variety. It is possible to-day to use fish as a part of every dinner and supper during the entire year and still not repeat the same variety more than once a month. And during the seasons, especially in spring, summer and fall, the fish portion of meals may be varied from day to day between fresh water and salt

water fish freshly received in the market.

"There is also a common belief that fish does not furnish us with as much high-grade food material as meat. Analyses of meat and fish, however, show an encouraging similarity in protein content, as may be seen from the following figures:

Protein Content of Meat	
Kind of Meat	P.C. Protein
Beef, loin, medium	17.9
Beef, rib	17.0
Beef, round, medium	19.7
Leg of mutton	17.9
Neck of mutton	16.4
Loin pork chops	16.1
Ham	14.8

Protein Content of Fish	
Kind of Fish	P.C. Protein
Bass, black	20.0
Bluefish	18.8
Cod steaks	18.1
Flounder, whole	13.8
Haddock	16.7
Halibut steak	18.0
Lake trout	17.3
Mackerel	18.1
Weakfish	17.3
Whitefish, whole	22.2

In case these figures should not convey the meaning, the same idea might be stated in this way. Analysis shows that fish meat contains as much body building food as beefsteak, is as readily digestible as other meats, and you could replace all other meat with fish every day in the year without ill effects.

Keep Water Away from Oysters

Water is Destructive of Quality, and Consequently of Sales—
An Illegal Method of Reducing Prices That
is All Too Common.

WITH the opening of the oyster season, there come the usual reports of price cutting. This year the temptation is more pronounced than ever, but the grocer who adopts the usual method of making a cut price profitable is his own worst enemy.

Watering oysters, an old abuse that has been hallowed by tradition till in the minds of some dealers it has become almost justifiable, is the surest way of killing the advantage that may be gained from a trade in oysters. Yet time after time reports are received of this or that grocer selling at a ridiculously cut price, that can only be accounted for by the probability that he has watered his supply.

This is a short-sighted policy. It is true that good oysters this year are sell-

Added to this argument there is this other forceful suggestion, for these serious times. Fish is the only department in the food catalogue, where the supply to the present has exceeded the demand. Fortunately this condition is beginning to be remedied, but fortunately also the industry is being enlarged to keep pace with the growing demand. It is the only source of actual food that can be enlarged to meet the requirements without long months of preparation. Therefore surely it is evident that this food has a particular claim upon us just at this time. Friday shouldn't be the only fish day but every day. And just here it might be mentioned that this tendency to tie up the eating of fish to one particular day a week has been a great hardship to the fishing industry, and has been a decided clog on the business. It is easy for any business man to understand how this can be. Consider how it would be if two thirds of your business were done on one day, and then consider the added difficulties if you were doing business in an extremely perishable line of goods. It has been the greatest hindrance to the development of the business. Now however this old idea is being swept away. Fish has become a food for every day and not for one day only, with this broader idea, fostered by government and patriotic agencies, fish as a food is bound to take an increasingly important part in feeding the nation. That is where the grocer should come in. He is one of the most important in the machinery of distribution.

ing somewhere around 60 cents a quart. That's a big price, and watered oysters can possibly be sold at 50 cents. But that is also a big price, bigger than has been known for many years. The person who will pay 50 cents for oysters will probably pay 60 cents. They will certainly realize the difference once they have purchased. A watered oyster is tasteless, flabby and easily decays. They are not likely to induce customers to come again, and the probability of loss from spoilage is materially increased for the merchant and certainly offsets any possibility of profit this not too scrupulous method.

A full flavored oyster is one of the best and most delicious of foods, an oyster with the flavor destroyed by water is a rather noxious thing. Is it likely that the customer will not know the difference?

Probably she will not know the reason, but she will realize the effect, and will jump to the conclusion that oysters are not good this year. There you have a potentially regular customer turned away.

From a mere matter of expediency it is a mistake. From the standpoint of morals, of course, it is wrong, and beneath the dignity of any established merchant. Incidentally it is against the law, and might readily bring the grocer into very unenviable notoriety.

This year more than ever it is imperative that the merchant gets the very best there is in the oyster. At the present prices they can only be sold to a fairly discriminating trade. The success of the business depends on the quality of the goods. Keep the quality up and get the necessary price.

Keep water away from oysters. Don't mix ice with them with the mistaken idea of keeping them fresh. Keep the ice outside the can, but keep the oysters well packed. By so doing they will remain in good condition for at least a week and will give the thorough satisfaction that means more business.

TOO MUCH UNCERTAINTY

(Continued from page 25.)

truck to get it, they had been unable to secure a supply. Mr. Greenway's contention, is that if the poor are to be benefited, that the peddler is the natural handler for these fish. Then they could actually be delivered without any extra charge, but under present conditions, there was no great saving being effected.

Should the Government be able to increase the supply to meet the demand, the situation might be different, but as that would probably mean the crowding out of the wholesaler, and the substitution of some other agency equally costly, there was little to be gained in the end.

That appeared to be the general feeling among merchants visited. That a good deal of disturbance had been occasioned and little good achieved. There was a general feeling of willingness to co-operate in any movement to lower prices, but experience had not taught them that the government scheme was the right way to achieve this end.

SPANISH OLIVE OIL EMBARGO SERIOUS

The embargo on exports of olive oil by the Spanish Government is regarded as serious. According to New York reports, dealers there predict that by the end of the year Spanish olive oil will have reached a price in the neighborhood of \$2.50 per gallon. One dealer declares that the market for olive oil is in the worst shape it has ever been in. "It is my opinion that unless conditions are relieved, dealers and consumers will be forced to abandon olive oil and use edible oil. I can see no relief in sight for the industry and conditions seem to be approaching a crisis."

Losing a Million Stems a Month

A Million Bunches of Bananas Wasted Monthly Because Transportation is Insufficient—The Reason For High Prices—Merchants Should Explain the Situation.

EVERY grocer knows that bananas have increased in price remarkably during the past year, though they may still be considered among the cheapest foods that people can eat. People not unnaturally are more or less incensed at any further increases in prices, and are in many instances prone to look upon such increases as a systematic effort to rob them. It is the merchant's place to give a correct viewpoint. To acquaint himself with the reason for these increases, and where they are justifiable, to justify them to the customer. So he maintains a good spirit toward the product and so he retains a good business for himself.

As many people know, the banana business is largely in the hands of a Trust. The United Fruit Company despite its control of a large part of the banana business, has chosen to develop business on a basis of low prices, and to depend on the enormous turnover for profit. So it is that even now, bananas from the tropics can be bought cheaper in the streets of our cities than apples from a few short miles away. This Trust has been a beneficent agency, in opening up the bulk of the tropical lands bordering on the Gulf of Mexico. They have developed great plantations, for the production of this great item of trade, and a great fleet to carry the products of these plantations to the northern market.

Now the war steps in, labor increases, freights increase, insurance becomes enormously heavier. The exigencies of a great nation going to war have compelled the United States Government, to requisition two of the three largest steamers of the United Fruit Company's fleet.

What is the result? The result is that every month, the gap in the transportation service left by this withdrawal, is evidenced by 5,000 tons of bananas left to waste at the point of production because there is no means of transportation. A million stems monthly, is the falling off in banana importations, owing to the curtailment of a service already drawn fine by war conditions. When you figure this enormous decline and remember that every other company in the business of banana transportation is in somewhat the same position it is obvious that prices must be higher because of the abnormal shortage in supply.

Added to this Jamaica has once again been swept by a hurricane such as visited it a few years ago. At that time the banana plantations were practically swept clean, and were only beginning to bear again this season. Just how severe the damage may be is hardly known as yet, but any damage will be sufficient

to still further complicate the situation. The grocer should bear these things in mind. Too many grocers are apt when their customers make some unfounded charge of profiteering against some manufacturer or industry, to remain silent or to side with them. This is a short sighted policy, it will eventually turn to the disadvantage of the retailer. Therefore the retailer should be posted on actual conditions, and should be the first to correct any misapprehension. The confidence of the public is one of the best assets any merchant can have and to undermine it anywhere from the source of production to the ultimate consumer is bad business.

GOODS THAT SHOULD HAVE PREEMINENCE

(Continued from page 22.)

their attention was called to the subject. If it is true, as it is claimed that the per capita consumption of fish in this country is only one-fourth that of some other countries, notably England, it is apparent that a suitably organized campaign to boost the sale of fresh fish would be tremendously productive of results.

The mere suggestion by retailers that they have nice fresh fish is very effective, while a display of fish on ice under glass never fails to attract attention.

If anything like as much attention were paid to educating the American housewives in the proper preparation of fish as is devoted to showing them how they can use baking powder, the demand would doubtless be enormously increased.

HOW A YANKEE GROCER GOT THE PUBLIC INTERESTED

In the store window of a grocery a novelty was arranged to corral the gaze of passers-by. Conspicuously displayed were three "small necked bottles" each containing a "real egg." A small sign stood by with these words: "To the first person who will bring us a real egg arranged in a bottle as the specimen displayed we will give a dozen free eggs." The stunt is accomplished by soaking a fresh egg for three days in strong vinegar. The acid in the vinegar will eat all the lime from the egg shell and render it soft so that it can with care be pressed into a pretty small bottle. After the egg is pushed into the bottle it should be filled with lime water. This will cause the egg to harden again as the shell absorbs the lime. It is a curious spectacle to see a real hen's egg in a bottle with a small narrow neck.

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

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EDITORIAL BRIEFS

BRITISH COLUMBIA, will profit by the lifting of the Australian embargo against apples. There will be some 10,000 boxes admitted. It is a comparatively small item, but it will help.

* * *

IN AUSTRALIA, the domestic wheat price is set at \$1.16 a bushel. Australia has therefore withdrawn the restrictions against the importation of wheat and wheat flour. This isn't likely to cause much of a furore in this country where wheat is set at \$2.21.

* * *

THE United States is lining up the Grocery travelers to help preach the Gospel of Conservation. That looks like tackling the problem from the right angle. The travelers' word is waited for and depended on in most of the buying circles of the country.

* * *

THE humble Bean, long the poor man's friend shows a tendency to become aristocratic. Quite pronounced advances have been noted this week, and the crop report from many sections of the country, is anything but cheerful. It seems likely that Beans will reach a new high level this winter.

* * *

LONDON, Ontario, is opening a Municipal fish store to provide for the distribution of Ontario Government fish. There ought to be enough stores in London to attend to the handling of the supply. This is just one of the dangers of such a scheme, good and all as it may be in intention, a tendency to elaborate the machinery, where adequate machinery already exists.

DR. CREELMAN of the Agricultural College, in a recent address in Amherstburg, made the statement that the consumption of grape juice had trebled since the passing of the Ontario Temperance Act. It is an evidence that money is being more wisely spent than in the past, and a hint too, to the grocery trade that here is a profitable and growing line to feature, a hint also that what is true of one line of beverages is likely to be true of all temperance drinks.

* * *

THE most recent reports indicate that the Nova Scotia apple crop will be the equal of last year's crop when a total of approximately 680,000 barrels were produced. Some 400,000 barrels of these, however, were exported mainly to Britain. This immense market has been cut off, so there remains this extra quantity to be marketed. In the natural course of events it would seem that apples should be less expensive.

* * *

THE demand for the removal of the ban against Margarine is growing almost daily. The latest addition to the ranks of the supporters of this agitation, is the Windsor Chamber of Commerce. At a recent banquet of this body George S. Nairn, a grocer, strongly urged the need of some such measure, on the ground that butter had reached such a figure that it was utterly beyond the reach of the poorer classes. If there is one sound plea why this healthful product should not be permitted in these days of stress it should be brought forward. If there is not then in simple justice to the poor this embargo should be removed.

* * *

THE Grocers of Chicago have endorsed a set of rules as a guidance for the members of the trade in these trying times. These provide for the establishment of two sets of prices—one to be paid for goods for which cash is paid and goods carried home, the other for goods bought on credit and delivered.

The elimination of premiums, trading stamps and trade boosters.

The discontinuance of forcing sales of any commodity by fixing a low price with the provision that a quantity of other goods must be bought to obtain the bargain rate—as of sugar.

Placing reasonable limits on quantities which may be purchased by a consumer to prevent hoarding.

These are all wise ideas and ideas that the Canadian trade might well consider.

AN INSIGNIFICANT ECONOMY

MAURICE LONG, who despite the English sound to his name, is a Frenchman and the new Minister of Provisions in France, has announced that in two weeks' time the two weekly meatless days will be discontinued, on the ground that they represent an insignificant economy.

It is just a question whether there is much being

gained by these restrictions anywhere. With food prices at their present height, it is questionable if there is any large proportion of the community, who are eating largely in excess of their actual needs. If this is so, then the curtailment in one line must of necessity be balanced by an increased consumption in some other. That much at least experience has taught us. Possibly it may yet be proved that the whole campaign results in but an insignificant economy. A wisely judged campaign of conservation is likely to be more productive of actual economy than any campaign of prohibitions.

THE GROWING TASTE FOR FISH.

IT appears that there is a growing tendency to eat fish. Of course this is not greatly to be wondered at, people have been forced away from other things, by prices that they were unable to meet for one thing, and for another fish has received so much attention of late that it has become about the best advertised food commodity that there is. This has all had its effect, and a very decided effect. People are eating more fish. Important as this matter of the change in menu appears at present, it is equally important for the future. The public having developed a taste for fish are more than likely to stick by that taste, and it is a pretty safe guess that fish and kindred foods will form an ever-increasing part of the diet of Canadians. This is certainly as it should be. Probably Canada's greatest source of wealth lies in her fisheries, but as a people we have done comparatively little to make this great asset an actual fact. We have not of recent years been a fish-eating people, and the large bulk of Canadian fish has had to find a market elsewhere. This has, of course, had its effect in keeping prices up to a high level, a result that is certain when any lines of food are more or less neglected. Fortunately, the tide has turned, and a better state of things is to be anticipated, and the grocer who prepares to add a fish department to his store, is merely keeping wisely abreast of the spirit of the times.

SETTING A PRICE ON POTATOES

MR. HANNA'S suggestion that \$1.25 per bag is a reasonable price for potatoes is meeting with a great clamor from the farming community generally. From several different districts there has come the threat that if a better price is not forthcoming then the potatoes will be allowed to rot in the ground.

Such talk in times like these is little short of criminal. What is the profit of all this great campaign to increase production, if the increased production is to be merely waste. If the retailer and wholesaler and manufacturer are to be dictated to in the matter of price, why should the farmer be exempt from similar action. Unfortunately there has grown

up a feeling that the farmer is the fountain head of everything. In a measure he is, as are all actual producers. But the value of his product is dependent entirely upon his ability to distribute it. The handlers are as much a factor in determining values as is the producer, therefore he is not deserving of any extraordinary favors. In the past the farmer has been satisfied with about half the price noted above, and such a price is no great hardship now.

Of course the Food Controller has made it abundantly plain that the idea of conservation and increased production have not been conceived with any direct intention of lowering prices but of providing more food for the allied countries in the war. This is a laudable object, but Canada is also of the nations engaged in this war, and if Canada is to save wheat and bacon and cheese and other necessities, then some other food, that must of necessity be a cheap food must be provided. There are plenty of potatoes in the country this year and they should be cheap, and \$1.25 does not appear to be a starvation figure for the farmer.

THE INDEPENDENT GROCERY COMPANY

DURING the past few weeks we have received from all parts of the country, some literature sent out by the Independent Grocery Company of Windsor, one of those so-called Co-Operative Buying Schemes, that promise so much and give nothing. Some little time ago we drew attention to this company in this paper, and outlined the methods that such companies adopt.

Renewed and enlarged activity has been noted of late, and the dodgers urging the public generally, "Not to be a wage slave," are being spread broadcast.

The system adopted by these companies is, of course, as old as Adam, merely playing upon the credulity of the public, who are always quick to seize upon any scheme that seems to suggest lower prices. With a few well-known brands as leaders, and sold considerably below even the manufacturer's price, these companies foster the idea that all their goods are sold at an equally low figure. The enormous buying capacity which they give as the reason for their ability to sell at these figures is merely a myth. The well-known brand of goods that is bought at less than the usual price is compensated for by the commodity of no name and no established quality that is sold at considerably above its intrinsic value. The bargains cannot be bought separately. Always some of these unnamed goods must be part of the order. The established grocer should be able to prove this to his customer in case of necessity without difficulty. Let him merely suggest that the customer order the goods of known brand and quality only. Let the grocer try that experiment for himself. We are confident that the order will not be filled.

Operating the Credit System

Details of How Accounts Are Opened and the Subsequent Care Thereof.

By Henry Johnson, Jr.

WHEN a customer applied to me for credit I always used the formula: "Yes, indeed; we are always glad to get all the good accounts we can." My emphasis was just a trifle on the "good," for I wanted to send home the thought that we proposed to have accounts good or we would not take them. This was the beginning of forestalling trouble.

Next I said something like this: "I am sure you are one of those people who pay their bills and you have local references—or are you from out of town?" References usually were forthcoming, either local or out of town. If local, I would take her first order at once. If out of town, I said that some time must elapse before we could follow the customary investigation; and meantime we could sell her for cash. If she had local references, I took her opening order at once, saying that no doubt the record would be OK.

Watch Your Step!

Right here is where many of us fall down. The lady is pleasant perhaps of attractive personality, and we do so want to please her. If she asks to have the first order hurried out, or if she wants to take part of it with her, how are we to refuse? Well, think of brother Palmer, president of your bank, and imagine yourself taking away any of his money before he had your note in due form properly vouched for. Diplomacy and tact enter these things; and most of us know a little about them. We shall manage to evade this situation if possible. But if it comes to a definite show-down with this nice woman, we shall just have to look her in the eyes, with a plainly "glassy" expression in our own, and say: "No, madam; we must look into your account first. If OK we shall send the goods this afternoon."

And note this: If she won't "stand for" that, we do not want her account under any conditions. This is where we watch our step—or slip and fall into loss more or less serious.

Following Out the Rules

The customer would no sooner leave than I'd ring up the bureau, give name and address with careful precision, and ask for record. If the report was favorable, the first order would go promptly; but the bureau would be instructed to investigate the account fully just the same.

If no record were on file, I made every effort to get some information elsewhere, setting the bureau to work too. The idea naturally was to get the first order out in time. If the account should prove to be of the right kind, we wanted not to lose it. But nevertheless, no goods moved at all until some satisfactory knowledge of that customer was at hand.

Now observe what follows, for I con-

sider it one of the corner stones of the success of my system:

If reports were not satisfactory, the order was cancelled and no further attention given the matter. This because I specially wanted to have all unreliable customers know that we not only could not be monkeyed with but that we resented any such application for credit. More than once I have had the customer ring up at 5.30 p.m. and ask where those goods were. I would say: "Why, bless your heart, they are in this store—where they will stay until you can establish some sort of proper credit." Or I'd just say—depending on the circumstances: "We did not send the order because we could not get a good report on you;" or, more seldom: "The order is not sent because we find that you do not pay your bills."

I wanted the fact to be widely advertised that, while we wanted good accounts and such were always welcomed, we had no time to waste on doubtful ones and were not complimented by such applications.

Eternal Watchfulness

Watchful care was the basis of the system. The opening of an account was but the beginning of another task of real work. I kept careful track of all accounts by going over them frequently. I regarded this as of such importance that though I had good bookkeepers and effective collectors, I never delegated this carefulness part of it to anybody. I have always regarded accounts as an investment, same as stock, equipment and fixtures. Properly handled, I felt it would yield as good a return as any other; but to do that it must be handled with care and skill.

It is useless to try to give full details of how those accounts were handled individually. All I can do is hint here and there and hope the hints may help you.

For instance, one rule which was plainly stated to every applicant for credit was that accounts were to be paid in full promptly after the 1st of each month. We regarded payment up to the tenth of the next month as prompt. We side-stepped suggestions of weekly or semi-monthly bills because customers whose accounts are worth having are OK for a monthly bill; and those whose accounts are risky after a week or two are too unreliable for a busy man to bother with. Then, too, the uniform 30-day limit enabled us to treat all on the same basis of rendering and collecting.

Do I pretend that the 30-day limit always was lived up to? By no means. There are flexibilities everywhere—must be in any human agency. Some accounts ran three and four months, then were paid in full. Some paid up every sixty days. Two or three paid every month but always one month in arrears.

Rich Tend to be Slow Pay

Right here occurs a useful thought: that the rich, while responsible often are a severe drag on a merchant because they are apt to be slow pay. My three and four months accounts were those of people absolutely good, with plenty of tangible stuff on which to levy if need were; and they paid good prices for high grade merchandise. Hence, to the merchant with capital enough, these are ideal customers. To me they always were a comfort, for their accounts were like an extra bank account. I knew that I could go to them any day and get paid in full. But the merchant whose resources are limited must beware of the rich customer.

Altogether my 30-day rule was so closely observed that fully 85% of the total investment in book accounts was turned every thirty days.

In the course of business, I often talked about retail accounts and their convertible value with bankers, jobbers and others in position to pass an intelligent opinion. The general impression was that the average run of accounts would not clean up over 80% and that 60% probably would be nearer the mark realized.

But when I closed out my business I had \$8,000 outstanding. Four months afterwards there was \$1,000 yet unpaid, showing 87½% collected. In another six months there was \$360 uncollected—and I think that must be considered lost. This shows 95.40% collected, and I believe this is almost a unique record. In any event, I have never seen any record of anything as good. Maybe, therefore, I may have a fair excuse to feel that I know something about retail credits in the grocery business.

I Believe in the Credit Business

With this record behind me, it is natural, perhaps, that I should be an advocate of retail credits. I am satisfied that, except in certain special locations and circumstances, credit is better, more stable, more profitable than cash.

Its proper operation depends on the man. He must have character, determination and the capacity to reason logically and stick to his conclusions. He must have courage and determination. He must not be easily swerved from his purpose.

But if you think that it is easier to run a cash business, maybe you will stop to consider the determination and character necessary to conduct such a business successfully.

Neither way is "easy." Business which is easy is not much value to anybody. I do not know how anybody can help another in this decision better than by stating his own experience as I have done, and then leaving the inquirer to work out his own plans.

I'll say a closing word next week.

Selling Value of Window Displays

Show Windows Index of Store Contents — Poor Displays Counteract Other Advertising and Slovenly Windows Point to Shiftless Management—No Place For "Freak" Combinations.

THERE has been much said upon the subject of show windows and much space in trade journals has been devoted to the subject of impressing upon the modern retail merchant the necessity of keeping his windows clean and full of goods with the prices on them, but there are yet many merchants who do not realize to the fullest extent that it pays to use their windows, just as there are a certain number who do not believe that advertising pays. For the principle nothing can be said, as it is too well established, but for the merchant who hesitates to apply the principle, it can only be said that his front door will seldom be battered by the hammering of fortune.

The show window furnishes the means by which a store looks out upon the world, and just as human features are the truest indication of the mind and soul behind them, so is the window of a mercantile establishment the best index of the character of the organization behind it. A slovenly window points to a shiftless store as certainly as unkempt features reveal an indolent mind. The most energetic sales force on earth would have difficulty in overcoming the handicap placed upon a store by a sloppy display window, and when it is accompanied by only ordinary selling efforts the result is really "trade-suicide." Prospective customers judge a store by the appearance of its windows. If they are inviting, trade will profit thereby, but if they have a repulsive appearance the effect upon the buying public is about as appealing as the "gentle" persuasion of a low-browed bully with a club.

Poor Windows Counteract Other Advertising

An applicant for a position clothes himself in his Sunday best and tries to give a favorable impression to a prospective employer, but many storekeepers expect trade to be attracted by a seedy show window. A display window tells a stronger story than a thousand circular letters, and if poor, is powerful enough to counteract any good impression made by newspaper advertisements. A real estate dealer might put people in a buying mood by means of glowing description, but if the property for sale failed to live up to the expectations aroused by the publicity campaign, all advertising appropriations would be dead loss.

Many storekeepers, however, fill their hand bills, letters, and newspapers, with high-sounding phrases, and continue to allow their loudest talking assistant to go completely to seed. Few persons would believe the statement of a bloated looking man who claimed that he was a teetotaler, and, likewise, few persons believe the ads of a store which backs up extravagant talk with neglected show windows. A man who allows weeds to

spring up in his front yard is dubbed an idler by all his neighbors, and a parkway full of rubbish would almost give the lie to a palace. Why, then, do merchants expect a critical public to place a high value upon the character of a store whose "front yard" is only a dumping ground for mildewed stock accumulations?

No Need for "Freaks"

The idea that window dressings which do not embrace freaks of some sort, are useless for drawing trade, is a most glaring misconception of the principles of window display. Freak shows are all right as freak shows, but they are not great successes as window exhibits, and they cost money out of proportion to their value. There is another common mistake equally prevalent to the foregoing, and that is the practice of leaving the prices off articles displayed. Even if it is some odd article set down in one corner of the window, a price should be put upon it. It may mean the difference between sale and no sale. It is a notable tendency of human nature that constrains one to hesitate to enter a store and ask how much things are and not buy. This may be false pride, but it keeps people out, whatever the cause, and the effect upon the dealer is the same in any event.

Windows Not Looked "At," but "Through"

Another mistake which is common, is the regarding of the glass in windows as something to be looked "at," instead of "through." Too many storekeepers cover their glass with window strips until the folks outside cannot see in, and those inside cannot see out. Windows were first made to let in light, and some merchants use that original fact as an excuse or explanation nowadays of their failure to make them do more. In the present age nothing is more out of place than the way things were "originally" done, and unless the store is still being lighted with candles and heated with a fire-place, then it is inconsistent to restrict the use of windows to merely letting in the light.

Any Windows Can Draw Trade

Some merchants become discouraged about their windows and neglect them because they are not plate glass. While it is recognized that plate glass is the best, yet it can be done without; and in making the best use of material at hand, it will be found that windows that are big enough to let in light are equally big enough to let in trade. To this end the windows should be kept talking with plain window signs and good goods, and the result will be that they will draw much business.

To be successful as an advertiser, the merchant must chance his windows often. If business is being done in a

small town, once a week will generally suffice. It should be borne in mind that anything put in the window is very apt to be injured more or less by the light, and the most delicate things should be protected as much as possible. If for no other reason, it would be well to change windows often on this latter account.

Change Windows Often

If the merchant were paying good money for advertising space in a newspaper he would not think of allowing it to remain vacant for weeks at a time, yet some dealers leave window space display empty, or worse. Often it is more the result of thoughtlessness than of anything else, but it should never be allowed to occur. The windows of a store should be recognized as an index to the contents of that store—not all at once, but week by week. They should show one line at a time, but they ought to cover the whole stock by degrees.

In dressing the windows, there are many little tricks in combining various lines of goods which will result in sales of the combinations where the individual items would not have attracted attention. Such plans are often of value in getting rid of unsaleable goods. But it should be emphasized that whatever is done in this line, it should be made plain to the people what they are getting and what it will cost. The price has much to do with the selling.

Rights and Wrongs of Display

That it pays to display goods in show windows, has been established, but there should be unanimity of opinion also as regards the rights and wrongs of display. The right way is to put in only one kind of goods at a time, and not to think that because a great variety of goods are stocked that they must be put in the window for fear people will not know that the rest are in stock. A window full of one class of goods will make a greater impression on the passerby than a combination of the various varieties stocked in the store, and in fact, the combination window would probably never make any sales. One thing at a time is about all that most of us are capable of taking in intelligently, and if there is any doubt as to the planning of a window, its effect on any one individual should be taken as an example of its effect in general.

A window should compel attention, it should arrest the eye, and make the passerby look again for some specific reason. One of the easiest and simplest reasons will be because there is only one kind of goods in it. There may be a big lot of the same kind of goods, or only a few, but if there is only one kind, one good clear impression is conveyed, and it is not forgotten.

Positive and complete rules cannot be laid down in making a display of any kind of goods, as much depends upon the neighborhood, location of the store, and the shape and size of the windows. But goods suitable to the different seasons of the year can be used, and to help to do this systematically and intelligently, a calendar of window displays throughout the year should be kept.

BEACON BRAND

Brands are as old as commerce itself. Some modern brands are mere formula or custom. Other brands stand for some particular service, quality or price.

Of the latter class is Beacon Brand, when associated with fish or oysters.

The packing, curing or general methods of two fishermen operating within five miles of each other, in practically the same waters, often result in such a varied quality, we were forced to protect ourselves. It was just human nature. Some people are seemingly born negligent and careless. And in our case, with such perishable products, a brand grew imperative.

You may have the whole benefit of our experience. It is wrapped in every box and package. Sometimes not strikingly apparent, but again standing out like a full moon on a bright night. It does not usually cost more than the ordinary.

We are jealous of our brand.

The F. T. JAMES CO., Limited

FISH FOOD SPECIALISTS - TORONTO

FISH and OYSTERS

The Food Controller advises greater fish consumption. Post yourself on prices, market conditions, helpful selling hints.

Avail yourself of the acquired experience of eighteen years of specializing. It is cheaper than buying your own.

Learn how to guard your customer, and thereby your future business, by a brand of quality.

Our fish bulletin usually issued weekly, puts this information in your hands without cost.

A post card, two cents, will add your name to receive each issue.

The F.T. JAMES CO., Limited

FISH FOOD SPECIALISTS - TORONTO

CURRENT NEWS OF THE WEEK

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

Maritime Province

E. T. Sturdee, St. John, N.B., grocery broker, has been appointed a member of the Military Tribunal for that district.

W. M. Barlow, Reginald Schofield, Geo. Stubbs, and W. L. Doherty, members of St. John, N.B., wholesale grocery firms, have just returned from an auto tour through New Brunswick. They report crops are in excellent condition and business is above the average.

Quebec

Daoust & Lalonde, grocers, Montreal, have dissolved partnership.

E. Blais grocery, Montreal, Que., was recently robbed of a safe. The method employed by burglars in taking the safe with them was similar to that used at the robbery of Matthews-Blackwell Co. recently.

Stanford's, Limited, has been incorporated at Montreal, Que., with a capital of \$240,000 to carry on business as manufacturers of canned goods, tobaccos, groceries, etc. J. S. Stanford, Outremont; O. Dufresne and C. Belanger of Maissoneuve, are among the incorporators.

Morin Packing Company, Ltd., has been incorporated at Pointe aux-Trembles, Que., with a capital of \$49,000 to operate abattoirs and prepare canned material, soap, and to deal in butter, cheese, pork, eggs, poultry, vegetables and all foodstuffs. J. A. Morin inspector, Jos. Morin butcher of Maissoneuve, J. L. Morin, J. T. Morin and J. F. St. Jules of Montreal east, are the incorporators.

The death occurred last week after a prolonged illness, of Mr. Gustave Beachamp, fruit merchant, Quebec. Mr. Beachamp was a long time in the business and was well known as a business visitor to Bon Secours Market, Montreal. His son will continue the business and be welcome to market circles in which his father is missed.

Quite suddenly last week the death took place of Mr. M. A. Cossette, fruit merchant, Grand Mere, Quebec. Mr. Cossette was only recently a visitor to Montreal market circles in which he was well known, and news of his death has been heard with regret and surprise by many business friends. His business will be carried on by his widow.

Ontario

J. J. Doherty, grocer, Toronto, has sold out.

I. Pearson, grocer, Toronto, has sold to G. Hayes.

I. Bond, grocer, St. Thomas, has sold to A. G. Paterson.

W. H. Hubbel, flour miller, Smith's Falls, Ont., is dead.

D. Ratcliffe, grocer, Toronto, has been succeeded by A. Dell.

Mrs. W. Brownscombe, grocer, London, Ont., has sold to E. Cottrell.

F. Spinella, grocer, Smith's Falls, has been succeeded by A. Hamzay.

J. Hughes, grocer, Prescott, Ont., is recovering from recent illness.

W. J. Campbell, flour miller, Bloomfield, Ont., sold to W. H. Edgerton.

Wm. Steele has opened a grocery store corner Alfred and Pall Mall Streets, London, Ont.

W. E. Southern has opened a new grocery store in Broughtdale, a suburb of London, Ont.

Albert Scarsbrook, prominent grocer of Petrolea, Ont., is dead after twenty-five years business in the town.

James McLeod who has had a grocery store corner Central and Richmond Sts., London, Ont., is going out of business.

J. Longeway, for over 35 years in grocery and dry goods business in Orangeville, died in Toronto recently.

T. B. Shillington of T. B. Shillington and Company, Blenheim, who was taken seriously ill some little while ago has recovered.

J. B. Doyle, pioneer grocery merchant of Woodstock, is dead. Deceased was father of H. G. Doyle, Bloor St. merchant of Toronto.

Wm. Armstrong, fruit grower, of Niagara-on-the-Lake district, was recently injured when visiting Toronto by being struck by a street car.

C. O. Gardner, formerly of West Lorne, Ont., is opening a "cash and carry" grocery store, corner Dundas and Ridout Streets, London, Ont.

J. H. Pressey of Yarmouth, has been appointed general manager of St. Thomas Pure Milk Company. Mr. Pressey has been in the dairy business for thirteen years.

Cohon & Patterson, grocers and butchers, Maitland St. and Central Ave., London, Ont., have added another fine delivery car to their delivery system.

Many good friends in Cornwall, Ont., have heard with great regret of the death in action at the front in France, of Piper Bruce Anthony Gillies son of Donald J. Gillies, grocer, Pitt Street, Cornwall, Ontario. The young soldier who survived his 19th birthday by barely a month, was killed in the big drive at Lens about September 15. He had joined the 154th Regiment as a piper, but anxious to get to the front as quick as possible he was drafted to the 21st Battalion, and went through some strenuous fighting before the big drive in which he died heroically. He was born in Cornwall and educated at the

local Separate School there, and afterwards at the High School. To his father who has for many years been in business in Cornwall and to his mother much sympathy is extended.

Western Provinces

Bettes Pease Co., general store, Melita, Man., sold to L. H. Clarke.

C. E. Murphy Co., Ltd., general store, Newdale, Man., has been incorporated.

G. Walgram, general store, Cullen, Sask., succeeded by Honan & Griffiths.

G. McLean Co., Ltd., wholesale grocers, Winnipeg, Man., have been incorporated.

Marinero Macaroni factory, North Lethbridge, was recently damaged to the extent of \$2,000 by fire.

The Canada Atlantic Grain Co., Ltd., has been incorporated at Winnipeg, Man., with a capital of \$100,000 to carry on general business of grain dealers and manufacturers of flour, oatmeal and cereals.

CHAIRMAN OF FOOD COMMITTEE

T. B. Macauley, of Montreal, has accepted the Dominion chairmanship of the national committee on food resources. Mr. Macauley will take charge of the provincial committees and work out with the various matters of organization and policy.

PETROLEA MERCHANT DEAD

After twenty-five years in the business life of Petrolea, Ont., Albert Scarsbrook, a prominent merchant dropped dead in front of the local post office at 10.30 a.m. on Monday last. Deceased was engaged in the grocery, crockery, etc., trade, and was in the best of health prior to his death. His wife and a family of three daughters survive him.

RETURNS TO THE EUREKA COMPANY

R. Rutledge, Formerly Associated With the Eureka Refrigerator Company, Again Associates With That Company as Sales Manager

R. Rutledge, who has been well known to the trade for a good many years past as associated with the Eureka Refrigerator Company, and who left that company a couple of years ago, to help found the W. A. Freeman Refrigerator Company of Hamilton, and to have charge of their refrigerating and equipment department, is once more back with his old Company, as Assistant Manager and Sales Manager, with headquarters in Toronto.

Mr. Rutledge was associated with this

company for many years, past and was indeed among the charter members of the company. The elder members of the firm have since left and Mr. Rutledge, now is the oldest experienced practical refrigerator man in the company. As the patentee of several important inventions having to do with the refrigerating systems, Mr. Rutledge has made no small name for himself among those who are conversant with the best that there is in refrigerating work. The wide circle of business friends that he made while formerly associated with this company, will welcome him back with a great deal of pleasure.

THOROLD MERCHANTS WILL CLOSE WEDNESDAY AFTER- NOON THROUGHOUT YEAR

At a recent meeting of the merchants of the town of Thorold, the question of opening again on Wednesday afternoon for the winter months was discussed. It was practically unanimously decided not to do so, and as a result the grocery and butcher stores will be closed every Wednesday afternoon during the year, with the exception of two or three weeks just previous to the Christmas season.

UTILIZING FOOD WASTE

Active steps are being taken by the United States Food Administration and War Department to make use of the great volume of food-waste material which ordinarily goes to the garbage can and the incinerator. This reform is being applied to the operations of the big United States army which is distributed throughout a number of large cantonments. By minimizing waste through the preparation of all food under the direction of mess cooks specially trained, and by utilizing what waste there is for the making of other usable products, it is expected that many thousands of dollars will be saved.

The plan to be followed provides for the collection of all waste and transportation to a single "transfer station" under the direction of the sanitary inspectors who will see that sanitary and hygienic considerations are foremost. Sterilized cans will be left for the filled ones at each station and every step in the process of reclamation will be carefully guarded.

At the transfer station the wastes are turned over to a contractor who removes them 3 miles at least from the reservation and sorts them. Bottles will be sterilized and sold, tin cans will be baled and the solder, tin and iron reclaimed. Paper will be baled, bones ground for fertilizer, hides of dead animals removed and carcasses reduced for grease and fertilizer.

The chief item of waste is ordinary garbage and manure. It is estimated there are 1,200 animals at each cantonment producing manure which will bring \$240,900 annually when sold. The garbage has been sold for an annual price of \$446,394.50. The garbage from some cantonments will be used for feeding swine. At the rate of 1 pound per day

being added to the weight of pork by the waste of from 10 to 15 men daily, the garbage from 13 cantonments will produce 18,980,000 pounds of pork per year.

When not used for feeding the garbage will be reduced, the grease extracted and the remainder ground and used for fertilizer or feeds. By the method of incinerating not only would all these valuable waste materials have been destroyed, but it would have cost \$700,000 for the installation of incinerator plants and an annual charge of approximately \$595,000 for their operation. It is evident therefore that the total saving to the Government will be \$1,707,840 for the first year. The effect of the plan therefore is not only to conserve large quantities of valuable food wastes, fertilizers, etc., but to turn into a large profit what has hitherto been a very considerable expense.

MINIMIZING INCONVENIENCE TO CAN. MANUFACTURERS

In order that Canadian manufacturers may not be unduly inconvenienced by the export restrictions that have been placed by the United States Government on forty or more different products, except where intended for war purposes, the Canadian Manufacturers' Association is taking a census of all manufacturers in Canada who will be directly affected by the regulations. The products on the list placed under the ban for export to Canada include wheat, wheat flour, etc. The following questions are being asked:

(1) Are you employing any raw materials as specified above, imported from the United States?

(2) If so, please name those articles of your manufactory which are not for war purposes, or directly contributory thereto, into the manufacture of which the above named raw materials are used; and,

(3) Which of said raw materials you use, and what quantity, annually?

(4) If said United States export restrictions are not removed, what effect will such embargo have on your industry?

(a) As to number of employees who would be thrown out of employment;

(b) As to closing your plant.

PROHIBITION BOOSTS CANDY

Some interesting details of how the sale of candy has been increased in the United States since the adoption of prohibition in many localities, are given herewith. Since the extending of the prohibition measure to many of the provinces of the Dominion, this condition very probably applies to the sale of confectionery in Canada.

Sixty-five years ago the candy consumption of the United States was equivalent to 13 cents per person—man, woman or child. Last year that figure had risen to \$1.80. Prohibition is declared to be the largest single factor behind this fifteen-fold increase. In this connection it is singular that sugar and alcohol are each metamorphosed into about the same substance on entering

the human stomach and the demands of the body for one can to a certain extent be satisfied with the other. The lack of candy rations is quoted as a reason for the prevailing desire for alcohol always evident among troops enlisted in the army.

If statistics are a true guide—and especially under stress of war conservation and taxation—we may yet see more or less steady customers entering newly favorite haunts for a bag of candy where once quite alien patronage prevailed. Some grocery stores are paying a little attention to this phase of business, but for all there is a demand for confectionery now that prohibition has been put into effect, and this demand is expected to increase as time goes on.

MUCH WASTE IN BREAD BAKING

It is expected that recommendations will shortly be made by the United States Food Administration for a standardized loaf of bread which, it is believed, can be sold under the new flour prices at a considerably lower rate than is now being charged. It is probable that either a sixteen or fourteen ounce loaf will be favored and the public will be asked to place the ban on fancy rolls and bread, and to co-operate further with the bakers to cut down delivery charges. An investigation has been made into baking costs with a view to working out a program for the industry which will bring practical results. It has been found that there has been much waste and extravagance in this connection in the past.

SERVICE DEPARTMENT

PAPER BALER AND WASTE PAPER

Where can I buy Reliable paper baler and dispose of waste paper in my district? Otto Hildebrand, Doaktown, New Brunswick.

The following sell paper balers:

Walter Woods Co., Hamilton.

H. P. Eckardt & Co.

Spielman Agencies, St. Alexander St., Montreal.

Stephenson Blake & Co., 60 Front St. E., Toronto.

The Climax Baler Co., Hamilton

General Sales Co., Toronto.

The following are buyers of waste paper in your district:

J. R. Walker & Co., Montreal.

Quebec Rag & Metal Co., Quebec.

Canadian Iron & Metal Co., St. John, N.B.

W. McFatrige, Halifax, N.S.

TORONTO AGENTS ENGLISH BIS- CUITS

Editor CANADIAN GROCER.—Can you please tell me who are the agents in Toronto for Huntley & Palmer's Biscuits?—Toronto Retailer.

Answer.—The agents in Toronto for these biscuits are the MacLaren Imperial Cheese Co., Front St. East.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

CHANGES have been numerous in grocery commodities during the week and wholesalers remark that the upward swing of the pendulum seems not to have reached its highest point as yet. Changes made by the manufacturers and first-hand dealers are in turn passed along to wholesalers. Lines in which advances have been recorded include canned peas, stove polish, metal polish, coconut, shortening, essences, baking powder, Epsom salts, sardines, salt, baking ammonia and oil of lemon, chewing tobacco, proprietary medicines. One brand of tomato soup registered a decline.

Provisions of various kinds are in firm market with advances recorded in a number of meat lines. Butter is in firm position, due to the rumored possibility of heavy exports of butter this fall. Eggs held in steady market. Chickens were in good supply for the Thanksgiving period, but wholesale dealers found it difficult to get help to prepare them for the market, and in consequence consumption was not as heavy as it would otherwise have been. Honey gives evidence of greater firmness.

New prices on canned tomatoes and corn have not yet been announced but the canning interests assert the pack will be short. Canned salmon is in increasing firm market owing to the lightness of supplies. Canned peaches, plums and pears are reported in good supply and full delivery will in all probability be made by the canners. Sugar is a scarce article as refiners have been unable to get sufficient stocks of raw sugar. Flour prices remained unchanged except for Ontario winter wheat flour, which was slightly lower in some quarters. The Food Controller and milling interests have not yet agreed as to what the new prices will be under the regulation providing for a 25c per barrel clear margin of profit for the millers. Business in grocery lines is reported fairly good.

QUEBEC MARKETS

MONTREAL, October 9.—There is a decidedly firm tone to many lines of groceries in the markets at present, primary markets principally being responsible. Wholesalers quotations to retailers in most lines are still steady, but here and there slight advances appear. Dates, for instance, packing rice, gallon apples, rolled oats, and several lines of fish have advanced. Here and there the firmer trend is noticed in jams. Castor oil is 20% up for the bottled lines—the containers having caused 50 per cent. of the advance. One line of canned coffee is up a shade of half a cent a pound, due to cost of cans—not an advance in the contents. In miscellaneous lines ground sulphur is up a cent to 67 cents. Brimstone has advanced 100 per cent. to 10 cents in place of 5 cents lb. Vitriol (long high because of war needs) is down 1½ cents to 12½ cents lb. In the provision market lard is up half a cent, butter and eggs are unchanged; honey is firmer. In canned goods the shortage of salmon is likely to advance prices considerably should demand be also exacting.

Sugar Market In A Waiting Mood

Montreal.
SUGAR.—"Unchanged" is the general report as to the sugar market in Montreal for the current week. But there are indications that some anxiety exists as to the turn of events following Government action in the United States. There is small chance, it is felt, that raw Cubas will be any cheaper, and at their present price, about 6 cents, it is stated by refiners there is no profit in refining to sell at \$9 base after importation expenses. Some refiners report a very considerable call for sugar now, some report quieter conditions. The new crop reports from Cuba are reassuring, and it is probable that there will be early supplies of the raws within a matter of eight or nine weeks, and abundant supplies in due time thereafter. For the present the market tone (making no predictions) is steady.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 00
Acadia Sugar Refinery, extra granulated.	9 00
St. Lawrence and Canada Sugar Refinery,	

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

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

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

Canned Corn, Salmon, Tomatoes Scarce

Montreal.
CANNED GOODS.—The market for canned goods remains without immediate alteration in quotations, but subject to grave difficulty and anxiety as to canned salmon, the pack of which has been so small. Higher prices for canned salmon are certain. Stocks are reduced to the lowest level. A wholesaler was asked \$8.65 a case for a line of pinks which formerly cost only \$4.10, and even though he rushed his order instantly by wire he found that he could secure only an eighth of his requirements. There are decided rumors also of real frost damage to tomatoes, and corn will also be scarce it is declared. The other lines of canned goods remain unaltered for the present week, with the exception of gallon apples, which are up ten cents to \$5.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	2 45	
1 lb. talls, cases 4 doz., per doz.	3 00	
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls		1 80
Pinks, 1-lb. talls		2 40
Cohoos, 1-lb. talls		2 65
Red Springs, 1-lb. talls		2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.		2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"		20 00
Canned Vegetables—		
Tomatoes, 3s	2 25	2 85
Tomatoes, U.S. pack		2 25
Tomatoes, 2½s	2 20	2 30
Peas, standards		1 75
Peas, Early June		1 80
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 10	2 25
Spinach (U.S.), 3s		2 80
Do., (U.S.), gallons		10 00
Corn (on cob, gal. cans), doz.		8 50
Red raspberries, 2s	2 25	2 45
Simcoes		2 75
Red cherries, 2s		2 25
Strawberries, 2s (old pack)	2 75	8 00
Blueberries, 2s, doz.		1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s		1 75
Pumpkins (gallon), doz.		6 00
Apples (gallons)		5 00
Peaches, 2s (heavy syrup)		2 00
Pears, 3s (heavy syrup)		2 45
Pineapples, 1¼s		2 25

Strawberries (new crop), heavy syrup, 2s	2 95	3 00
Strawberries (new crop), group "B"	2 87½

Nut Markets Look Steadily Firming

Montreal.
NUTS.—There is a steadily advancing trend in all the sources of supply for nuts. Quotations to the retail trade have not actually advanced this week, but the primary market reports are full of news of firmer prices, and advances in nuts both in the shell and out of the shell may be anticipated with some degree of certainty. The California walnut growers have announced their opening prices (f.o.b. coast) for No. 1 soft, No. 2 "Jumbos" and budded walnuts. These prices which range from \$16.10 per 100 lbs. to \$24.10 according to quality, are a good deal higher than at this stage last season, but the crop, 14,000 tons according to estimate, is smaller than last year's. Cracking test gives 88% of No. 1's and 90% of Jumbo and budded walnuts. Already sales of 1918 almonds, subject to opening price, have been authorized by California growers.

Almonds (Tara), per lb.....	0 20	0 21
Almonds (shelled)	0 40	0 42
Almonds (Jordan)	0 70
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new)	0 16½	0 18
Filberts (Sicily), per lb.....	0 20	0 21
Hickory nuts large an small), lb.....	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.....	0 12½	0 13½
Peanuts (Jumbo), per lb.....	0 16	0 17
Pecans (new Jumbo), per lb.....	0 21
Pecans, New Orleans, No. 2.....	0 21	0 24
Pecans "paper shell," extra large Jumbo	0 40
Pecans (shelled)	0 80
Walnuts (Grenoble)	0 20	0 21
Walnuts (shelled)	0 54	0 56
Walnuts (Marbotts), in bags.....	0 19	0 20
Walnuts (California), No. 1.....	0 24
Cocoanuts, 100 size, per sack.....	7 50

Hallowee Dates Have Advanced

Montreal.
DRIED FRUITS.—Dates have advanced. Hallowees are now 13 cents a pound to the retail trade. These will certainly tend to firmer markets for the importer's price to jobber is actually put at 17 cents a pound now. Only a month ago this figure was 10c. Figs are being offered to the jobber at a price three cents higher than on Sept. 26, and advances in these may be expected. From California comes news of firmly held prunes and raisins with small chance of lower prices, and more chance of higher quotations. Big size prunes are scarce already. Greek currants are expected in about three weeks, but there are always doubts heard regarding Greek currant shipments; there have been so many disappointments. Prices for them in any case will be very high. Dried apples are in firm market owing to shortage.

Raisins—

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

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

Molasses Scarcer; Syrups Are Steady

Montreal.
MOLASSES AND SYRUPS. — It is almost impossible to strike too strong a note as to the market for molasses now. While prices as quoted are not altered, and still prevail amongst those wholesalers who have molasses to spare, the number of merchants with molasses to spare grows smaller. There is undoubted scarcity and retail merchants urgently requiring molasses would have to pay higher prices in all probability if market conditions alone affected the transactions. Consideration for old customers, however, still applies unless the holder of molasses is absolutely short of stock himself. Corn syrups are firm, but in quieter demand than might be expected from the molasses shortage. Cane syrups are still not quoted on the market regularly. Chances of lower-priced corn syrups are not being heavily counted upon meantime, though the U.S. crop is so huge. So many wartime considerations may yet affect this foodstuff—corn.

Prices for Fancy, Choice, Island of Montreal

Barbadoes Molasses—	
Punchoons	0 83
Barrels	0 86
Half barrels	0 88

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.

Cane Syrup (Crystal) Diamond—

2-lb. tins, 2 doz. in case, per case.....
Barrels, per 100 lbs.
Half barrels, per 100 lbs.

Beans Show Firm Trend In States

Montreal.
BEANS.—There are firmer tendencies in beans in California, and while expectations of wholesalers in Montreal are towards an easier tone to markets for the Canadian product owing to the good crop reports from Quebec, opinions are also heard to the effect that the bean market must in line with conditions affecting foodstuffs generally, continue firm. Probably prices will not alter downwards as much as had been expected, there being plentiful demand for good quality beans, and the Canadian hand-picked line being always in especially good demand from the beginning to the end of its season. No price changes are reported this week.

Beans—

Canadian, hand-picked	10 50
Canadian, 3-lb. pickers, per bu.	9 50
Canadian, 5-lb. pickers	7 40
Michigan, 3-lb. pickers	10 00
Michigan, hand-picked	10 50
Yellow Eyes, per lb.	0 14
Rangoon beans, per bush.	7 50
Lima, per lb.	0 20
Chilean beans, per lb.	0 14½
Manchurian white beans, lb.....	0 15
South American	5 20
Peas, white soup, per bush.	5 00
Peas, split, new crop, bag 98 lbs.	11 00
Barley (pot), per bag 98 lbs.....	6 25
Barley, pearl, per bag 98 lbs.	7 50

Packling Rice Has Registered Advance

Montreal.
RICE AND TAPIOCA.—The market for tapioca continues as firm as ever, and there is little chance of easier conditions until better facilities for sea-transit of supplies are available. Rice is this week showing firming tendencies, and Packling rice has advanced ten cents, from \$7.50 per hundred pounds to \$7.60 per hundred. The advance is not general throughout sources of supply, however, and while the rice market is undoubtedly firm, there are no alterations in other lines of rice as yet.

"Texas" Carolina, per 100 lbs....	9 50	9 90
Patna (good)	9 40
Siam, No. 3	7 25	9 15
Siam (fancy)	8 40
Rangoon "B"	7 88
Rangoon CC	7 60
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Cost Of Cans Has Affected Coffee

Montreal.
COFFEE.—While the market for coffee in the main is steadily unchanging in the matter of quotations for the bulk goods in local transactions from wholesale to retail trade, and while any primary market changes to firmness are so far small enough to be still carried by the jobber, the question of cost of containers for standard lines of coffee in tins is a serious one. The U.S. embargo on tinsplate for all except munitions purposes tells heavily on the packers of goods contained in tin cans, and one important line of coffee in cans is this week advanced about half a cent a pound to cover container cost only. The packers of this line have withheld the advance as long as possible, but are announcing it this week. Otherwise coffee is unaffected in any way for the current week.

Coffee, Roasted—

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Cocoa—

Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market In All Lines Is Firming

Montreal.
TEA.—There is no abatement of the firmness of tone, and small chance of any abatement in this as regards the tea market to-day. Japan teas are firm and very scarce now, all the best grades having been bought up very eagerly and early. Indias, Ceylons, and all the black teas are in increasingly firm market with no chance of easier conditions until the shipping situation is improved. The outlook is persistently to firmness, though here and there by judicious buying retailers are able to secure supplies at prices as mentioned below or slightly better for some firms still have stocks of good teas to offer, and while these last good buyers

can benefit. Also delayed shipments come in occasionally, though the chances of these lessen considerably now.

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

Cloves And Cream Of Tartar Scarcer

Montreal.
SPICES.—Except as regards cloves the market for spices is unaltered as compared with conditions of the past week. The scarcities in almost every line of spices due to conditions of the primary markets continue, and unless shipping facilities are much improved in the meantime, next year may see much higher priced spices. Cloves are giving continued anxiety. These are worth 50c at least in New York, and laid down in Montreal 65c. But the retailer can apparently still obtain small supplies from the wholesale trade at the prices quoted below though spice merchants supplying the wholesale trade are not prepared to quote as low. Cream of tartar continues short and in the firmest possible market.

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

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

Apples Feature Of Green Goods Market

Montreal.
FRUITS AND VEGETABLES.—Except for the arrival of the recognized standard lines of apples the market in fruits and vegetables has been rather featureless. Wealthy apples No. 1 are on sale at from \$6.50 to \$7 per barrel. St. Lawrence apples are here at \$8, and the same price holds for No. 1 Fameuse and McIntosh Red. Alexander No. 1 are at \$6.50 and Gravensteins, \$6.50. Apple prices in general are fully 25% over the prices this time last year. Potatoes are at the same price as last week. Egg plant is cheaper at 40c to 50c a dozen this week. Boston cucumbers have appeared at \$2 per dozen, and Montreal cukes are up to a dollar a dozen, their season being about over. Canadian peaches are at \$1 a basket; pears the same price; plums, \$1.50. Blue and green grapes are 35c a basket; red grapes 45c. Tokay and Malaga grapes are \$2.75 a crate.

Bananas (fancy large), bunch.....	2 75	3 50
Oranges, Valencia (lates).....	4 00	5 00
Oranges, Calif. (Sunkist).....	4 25	4 50
Grape fruit.....	4 75	5 00
Lemons.....	3 75	4 00
Pineapples, Cuban, crate.....	4 50	4 50

Cantaloupes, per bkt.....	0 75	0 75
Apples, new (in bbls.)—		
Wealthy, No. 1.....	6 50	7 00
St. Lawrence.....	8 00	8 00
Fameuse.....	8 00	8 00
McIntosh Red.....	8 00	8 00
Alexander.....	6 50	6 50
Gravensteins.....	6 50	6 50
Apples (peach, per gin box).....	1 25	1 25
Cauliflower, per doz. bunches.....	2 25	2 25
New corn (bag), doz.....	0 20	0 25
Celery, Canadian, per doz.....	0 50	0 75
Onions, Canadian, bag.....	2 00	2 25
Spanish onions, large crate.....	5 75	6 00
Potatoes, new, bag.....	1 75	1 75
Potatoes (sweet), per hamper.....	2 75	2 75
Carrots, bag.....	1 00	1 00
Beets, bag.....	1 00	1 00
Parsnips.....	1 50	1 50
Turnips (Quebec), bag.....	1 00	1 00
Turnips (Montreal), bag.....	0 75	0 75
Tokay grapes, crate.....	2 50	2 50
Lettuce, curly, per doz.....	0 30	0 30
Lettuce, head, doz.....	0 75	1 00
Fall Rose tomatoes, per gin box.....	1 50	1 75
Tomatoes (Montreal), box.....	0 75	1 00
Horse radish, per lb.....	0 25	0 25
Cabbage (Montreal), doz.....	0 30	0 60
Beans, wax, bag (Montreal).....	1 50	1 50
Beans, green, bag (Montreal).....	1 50	1 50
Leeks, per doz. bunches.....	1 00	1 00
Parsley, doz.....	0 25	0 25
Mint, doz.....	0 20	0 25
Watercress, doz.....	0 40	0 40
Spinach (Canadian), box.....	0 75	0 75
Rhubarb, per doz.....	0 25	0 25
Eggplant, per doz.....	0 40	0 50
Garlic (Canadian), lb.....	0 15	0 20
Endive (Canadian), lb.....	0 25	0 25
Cucumbers (Montreal), doz.....	1 00	1 00
Cucumbers (Boston), doz.....	2 00	2 00
Cucumbers, preserving, doz.....	0 50	0 60
Pickling gherkins, per gin box.....	3 00	3 00
California plums, box.....	2 85	3 20
Do., peaches, box.....	1 75	1 75
Peaches (Can.), basket.....	1 00	1 00
Pears, box.....	3 50	3 75
Peppers, per bkt.....	0 50	0 60
Marrows, per doz.....	0 75	1 00
Hauber squash, doz.....	2 00	2 00

Salt Fish In Demand; Shell Oysters Slow

Montreal.
FISH.—Demand keeps active and all lines of fish are moving in a general way. Demand has just stated for all kinds of salted and pickled fish, and some advances in price will be noted in these lines now. Country merchants are stocking up in the different lines, and it is evident that a large turnover is expected from now on. The fact that potatoes are cheaper will help the sale of salt and pickled fish, and probably the country merchant is foreseeing the trend of trade in this direction at present. Fresh fish from the East is a little easier. Good quantities of fish are being offered. On the Western coast the principle varieties such as salmon and halibut are keeping high. Supplies up to now have not been in sufficient quan-

tity to meet half requirements, hence the advance in prices. The shell oyster trade has just opened up; demand so far is only fair. Quality of the stuff offered has been poor, and the shell oyster trade in this country is looking at a low ebb. Demand for bulk oysters, owing to high prices, is also rather slow.

SMOKED FISH		
Haddies.....	0 11	0 12
Haddies, fillet.....	0 15	0 16
Digby herring, bundle of 5 boxes.....	0 90	0 90
Smoked boneless herring, 10-lb. box.....	1 50	1 50
Smoked eels.....	0 12	0 12
Smoked herrings (med.), per box.....	0 17	0 17
Bloaters, per box 60/100.....	1 75	1 75
Kippers, per box 40/50.....	2 25	2 25
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.....	\$11 00	\$11 00
Salmon (Labrador), per bbl.....	22 00	22 00
Salmon (B.C. Red).....	24 00	24 00
Sea Trout, red and pale, per bbl.....	16 00	16 00
Green Cod, No. 1, per bbl.....	14 00	15 00
Mackerel, No. 1, per bbl.....	21 00	21 00
Codfish (Skinless), 100-lb. box.....	11 00	11 00
Codfish (Skinless), blks. "Ivory" Brd., lb. 0 15	0 15	0 15
Codfish, Shredded, 12-lb. box.....	2 00	2 00

SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.....	0 38	0 38
Prawns, Imperial gal.....	3 00	3 00
Shrimps, Imperial gal.....	2 50	2 50
Scallops.....	3 50	3 50
FRESH FROZEN SEA FISH.		
Halibut.....	19	20
Haddock, lb.....	7	8
Mackerel.....	12	12
Cod steak, fancy, lb.....	9	9
Salmon, Western.....	15	18
Salmon, Gaspe.....	25	25

FRESH FROZEN LAKE FISH.		
Pike, lb.....	0 10	0 12
Perch.....	0 13	0 13
Whitefish, lb.....	0 13	0 13
Lake trout.....	0 14	0 15
Eels, lb.....	0 10	0 10
Dore.....	0 14	0 15
Smelts, No. 1.....	0 15	0 15
Smelts, No. 1 large.....	0 20	0 20

OYSTERS—		
Ordinary, gal.....	2 25	2 25
Malpeque oysters, choice, bbl.....	13 00	13 00
Malpeque oysters (med.), bbl.....	12 00	12 00
Cape Cod shell oysters, bbl.....	13 00	13 00
Clams (med.), per bbl.....	9 00	9 00

FRESH FISH		
Haddock.....	0 07½	0 08
Steak Cod.....	0 08½	0 10
Market Cod.....	0 06½	0 07
Carp.....	0 11	0 12
Dore.....	0 15	0 15
Lake trout.....	0 14	0 15
Pike.....	0 10	0 11
B. C. Salmon.....	0 22	0 24
Gaspereaux, each.....	0 05	0 05
Western Halibut.....	0 22	0 23
Eastern Halibut.....	0 21	0 21
Flounders.....	0 10	0 10
Perch.....	0 09	0 09
Bullheads.....	0 12	0 12
Whitefish.....	0 14	0 15
Eels.....	0 10	0 10
Mackerel (large), each.....	0 20	0 20
Mackerel (medium), each.....	0 18	0 18
Sword fish.....	0 20	0 20

ONTARIO MARKETS

TORONTO, Oct. 10.—The past week has been one of numerous changes in grocery lines, the majority of which have been in an upward direction. Changes have been recorded in stove polish, essences, metal polish, cocoanut, baking powders, Epsom salts, sardines, linseed meal, flaxseed, salt, baking ammonia, tobacco. A firm situation exists in jelly powders, with intimations that an advance is likely to take effect about November 1. Canned peas have again been advanced in some quarters. New prices are not yet out on this season's pack of corn and tomatoes, but canning

interests intimate that the pack will not be over one-fifth of orders, if it is indeed that much. Business shows some signs of briskness.

Canadian Refiners Willing To Pay More

Toronto.
SUGAR.—While American refiners showed a disposition to pay no higher than 5½c per pound cost and freight for raw Cuban sugars, the Canadian refiners were in the New York market last week, and were reported to be willing to pay

on the basis of 6c for the raws. This indicates the feeling of Canadian refiners regarding the market. There has been a good demand for sugar in this market, and they are willing to pay more apparently than the American refiners. Stocks of Cuban raw sugars are dwindling rapidly, as those in United States and Cuba together that remain of past season's crop are estimated at 174,367 tons, as compared with 441,992 tons at the same time last year, representing a decrease of 267,625 tons. There are about 50,000 tons of Cubas unsold in Cuba. If these stocks are secured by American refiners there would be sufficient to last refiners about four weeks. However, if the Cuban holders of sugar decline to sell for less than the figure they are holding them at, these sugars may remain in Cuba indefinitely, as it is not likely that the American Food Administration will allow refiners in the United States to pay their asking prices, or compete for these sugars, thus causing an advance. One bit of good news during the week was to the effect that the British Royal Commission recently purchased 150,000 tons of Java sugars for October-December shipment at around 3c per pound f.o.b. Java. The recent announcement that the United States Government would commandeer American steamers in the coastwise trade and use part or all of same for European traffic has probably enabled Great Britain to spare some steamers for the Java trade. Release of Java sugars will thereby relieve the strain on Cuban raws. Beet sugar factories in the United States will start making sugar during the present week, and will continue until the crop is made. Production is estimated at 734,577 tons of beet sugar. There has been no change in prices of Canadian refined sugar as yet, the temporary firmness being caused by the immediate scarcity of spot stocks. Canadian refiners have very little sugar to offer at present.

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

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

Stove Polish, Metal Polish And Essences Up

Toronto
POLISH, ESSENCES, COCOANUT.—James' Dome lead has been advanced to sell: 2's at \$2.70 to \$2.80, and 6's at \$2.60 to \$2.70. Royal Dome lead is quoted higher in 6's at \$2.15 to \$2.25. Gipsy stove polish has been advanced to 90c per dozen, making it now a 10c line. Glosso metal polish has been advanced to 85c dozen and Zebra stove polish to 90c doz., making both of these lines 10c. Essence

of Tower and Rosebud brands have been advanced, 8-oz. size selling from \$3 to \$3.50, and 16-oz. at \$5.50 to \$6 per dozen. Coconut has been advanced 2c per pound, and in barrels is now quoted from 28c to 31c per pound, and in pails at 31c to 32c per pound. Linseed meal, following the advance noted last week, has been advanced still further in certain quarters to \$9 per 98's, while flaxseed has been advanced to \$10 for 112's. Crisco has again moved in an upward direction, two advances having been recorded during the week, which now makes the selling price from \$9.75 to \$10 per case. Egg baking powder has been advanced approximately 10c per dozen, 6-oz. now being quoted at \$1.45 and 12-oz. at \$2.40 per dozen, 4-oz., \$1; 16-oz., \$3.

Jelly Powders Firm; Salt And Tobacco Higher

Toronto.
JELLY POWDER, SALT, SOUPS.—Manufacturers intimate that there is a very strong situation in jelly powders and state that an advance is highly probable on November 1. Intimations are made that the price on the majority of lines is likely to be in the neighborhood of \$1.25 per dozen. Salt has registered an advance all along the line, and 42/7's are now quoted at \$4.40 in city and \$4.15 country. Assorted in barrels 21/7's and 50/3's are quoted \$5 city and \$4.75 country. Fine in 280-lb. barrels is \$2.40 city and \$2.15 country. Coarse in 280-lb. barrels is \$2.65 country and \$2.40 country. Fine in 50-lb. bags is quoted at 65c city and 60c country. Coarse in 50-lb. bags is quoted at 70c city and 65c country. Dairy salt in 50's is quoted at 95c city and 90c country. Ice cream salt in 200-lb. bags is quoted \$1.45 in city and \$1.35 country. Changes have been put through in certain instances on Pure Gold baking powder, advancing 10c size to 95c dozen, 4-oz. to \$1.40 dozen, 6-oz. to \$2.05 dozen, 8-oz. to \$2.70, 12-oz. to \$4, and 16-oz. to \$5.25 dozen. Baking ammonia and oil of lemon has been advanced 35c per doz. to \$1.25. Black Bass chewing tobacco, in new size, has been advanced to 62c per pound for 8's and 62c per pound for 15's, an increase of 8c to 10c pound. Castoria is one of the lines to record a change in the upward direction at \$3.20 per dozen. Campbell's tomato soup has registered a decline of 20c per dozen, making the price now \$1.65. All other lines of tomato soup remain unchanged. Brunswick sardines have advanced 50c per case to \$6.50 for full cases and \$7 for broken cases.

No Relief In Sight In Molasses Situation

MOLASSES, SYRUPS.—There is no indication that any easier conditions are likely to prevail in the near future for molasses of all kinds, both in tins and in bulk. Dealers assert there is still the same difficulty in getting shipments from the primary sources, due to the fact that the United States Government is drawing a tight line on coastwise shipping, it being reported that it is her intention to

commandeer these vessels. Prices locally remained unchanged.

Corn Syrup—	
Barrels, per lb.	0 07 1/2
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 60
Cases, 10-lb. tins, 1/2 doz. to cs.	5 25
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/4c over bbls.	
Cane Syrups—	
Barrels, first grade	0 06 1/2
Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80 5 50
Molasses—	
Fancy Barbadoes, barrels	0 84
West India, 1/2 bbls., gal.	0 48
West India, 10-gal. kegs.	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00
West Indies, 1 1/2, 48s	4 40
West Indies, 2s, 36s	4 25

Primary Coffee Market Much Weaker

Toronto.
COFFEE.—The future coffee market was much depressed during the week, due to the fading away of hopes on the part of heavy holders that peace is likely in the near future. Operators in the New York market who bought heavily during the latter part of September in the belief that peace was measurably nearer lost courage and began to unload. Stocks of coffee continue to accumulate, calculations placing the increase during the month of September at 1,000,000 bags. Locally prices remained unchanged, with the demand reported to be increasing, occasioned through the cooler weather, which is more conducive to drinking coffee.

Coffee—	
Bogotas, lb.	0 28 0 30
Maracaibo, lb.	0 25 0 28
Mexican, lb.	0 27 0 31
Jamaica, lb.	0 26 0 27
Mocha, Arabian, lb.	0 35 0 40
Rio, lb.	0 19 0 22
Santos, Bourbon, lb.	0 25 0 26
Chicory, lb.	0 17 0 20
Cocoa—	
Pure, lb.	0 25 0 30
Sweet, lb.	0 16 0 20

Peppers Are In Continued Firm Tone

Toronto.
SPICES.—The market for spices continued in a steady position during the week without price changes, except in the case of black and white pepper, which gave evidence of a firming tendency when some dealers moved their quotations on black pepper to a range of 37c to 38c and on white pepper to 38c to 40c. Demand for spices continues good.

Per lb.	
Allspice	0 16 0 18
Cassia	0 25 0 35
Cinnamon	0 40 0 50
Cayenne	0 30 0 35
Cloves	0 45 0 55
Ginger	0 25 0 35
Mace	0 90 1 10
Pastry	0 25 0 30
Pickling spice	0 20 0 25
Peppers, black	0 35 0 35
Peppers, white	0 38 0 45
Nutmegs, selects, whole, 100's.	0 40
Do., 80's	0 45 0 50
Do., 64's	0 55 0 60
Mustard seed, whole	0 30 0 40
Celery seed, whole	0 40 0 50
Coriander, whole	0 30 0 35
Carraway seed, whole	0 80 0 90
Cream of Tartar—	
French, pure	0 65
American high test	0 65

Rice Shows Greater Strength In Primary

Toronto.

RICE.—Greater strength was exhibited in the primary rice markets in the Southern United States during the week. In the United States buyers are very reluctant to pay the prices asked. Arrivals from the primary producing points are light. The first receipts of rice of the new crop reached the New York market during the past week, and consisted of some 17,781 sacks. Now that the new crop has commenced to move, it is expected Canadian purchasers will start to get their supplies in the near future. Prices were maintained without change during the week. Tapioca also held in steady market.

Table with 3 columns: Item, Price 1, Price 2. Includes Texas, Blue Rose Texas, Honduras, Siam, Japans, Chinese XX, Tapioca.

Peanuts Quoted Lower By 1c Pound

Toronto.

NUTS.—There was a tendency toward easier prices on peanuts locally during the week when Spanish were quoted at 17c and Chinese at 15c per pound, representing a decline of 1c. The primary situation is still strong, the reason for lower prices being attributed to advantageous buying on part of wholesale house at an opportune time. Walnuts in the primary market in New York are up 1c. to 1½c during the week, while almonds were also up in that market 1½c. Filberts are holding steady in primary market. New season's walnuts are not expected to reach this market by Christmas. Almonds are expected to be three to four weeks late in arriving.

Table with 3 columns: Item, Price 1, Price 2. Includes Almonds, Walnuts, Filberts, Pecans, Peanuts, Brazil nuts, Shelled—Almonds, Walnuts, Peanuts.

Rangoon Beans Moving Fairly Free

Toronto.

BEANS.—The greatest activity in the bean market during the week was in the sale of Rangoons. Fairly heavy stocks are now on the local market, and dealers are bending their attentions to their sale. Prices were shaded a little from those of last week, being quoted as low as \$6.40 and up to \$7 per bushel. Ontario beans are of interest in that producers are asking big prices. A car of Lima beans reached the local market during the week and may be the only ones to come forward for some time. A number of wholesalers were disappointed in that they did

not get delivery of Lima beans at the price agreed upon with the agents.

Table with 3 columns: Item, Price 1, Price 2. Includes Ontario, Can. white kidney beans, Rangoons, Yellow eyes, Japanese, Limas.

Starches And Cornstarch Unchanged

Toronto.

PACKAGE GOODS.—In view of the fact that the corn crop in the United States is estimated by the United States Department of Agriculture as 620,000,000 bushels greater than last year, this fact is having a steadying influence on the market, although it has as yet caused no marked decline in the price of corn. When the new corn begins to come on the market, it is highly probable that prices for corn products may be considerably easier. Package cereals remained unchanged, with a fairly good demand reported.

Table with 3 columns: Item, Price 1, Price 2. Includes Cornflakes, Rolled oats, Shredded wheat, Cornstarch, Starch.

Canned Peas Again Up; Short Pack Corn, Tomatoes

Toronto.

CANNED GOODS.—Higher prices were made effective on canned peas during the week, when standards were quoted at \$1.85 to \$1.95 per dozen, and Early June at \$1.90 and Sweet Wrinkle at \$2.20 per dozen. Cohoes, pinks, white springs and chum salmon were advanced in some quarters where stocks are still available. Canning interests have intimated that there will be a light pack on both corn and tomatoes, stating that up-to-date the corn pack will not be over 5 per cent. of orders, and tomatoes not over 11 per cent. of orders. Of course, the whole pack is not completed, and it is possible that it may be rounded out a little more, but it is probable that tomatoes will not be over 20 per cent. delivery. In the face of the condition high prices are anticipated by the wholesale trade. A good pack of peaches, pears and plums is reported by canning interests and full delivery may be made on these.

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

Table with 3 columns: Item, Price 1, Price 2. Includes Salmon, Sockeye, Chums, Pinks, Cohoes, Lobsters, Canned Vegetables—Beets, Tomatoes, Peas, Beans, Asparagus, Corn, Pumpkins, Spinach, Succotash, Pineapples.

Table with 3 columns: Item, Price 1, Price 2. Includes Cherries, Peaches, Pears, Plums, Raspberries, Strawberries, Jam, Do., black currant, Do., strawberry, Peach, Do., Plum, Do., Raspberry, Black currant, Strawberry, Preserved Fruits, Peaches, Plums, Do., Black currants, Red currants, Raspberries, Strawberries.

Strong Market For Dried Fruits

Toronto.

DRIED FRUITS.—There is a strong market at the present time on dried fruits, particularly in prunes, due to the fact that the United States Government has been making heavy purchases for the use of her armies. Delay might be occasioned in the arrival of prunes, due to the fact that all the associations are busy filling Government orders, which of necessity must take preference over everything else. Locally stocks of prunes are very light, being confined mostly to light stocks of some of the larger sizes and a few very small prunes. Reports from Oregon state that very few of the packers are willing to sell until they know more what the crop is likely to be. Conditions that helped the California crop—namely, the rains in the early part of the season, are stated to have been detrimental to the Oregon crop, due to the fact that the latter crop was not as far advanced. Arrivals of seeded raisins from California are likely to be late, due to the lateness of the crop, the scarcity of labor and the big Government orders. Australian currants advanced 2c pound in some quarters. Malaga figs were reduced to 8½c to 9c to clear out. California Valencia raisins were also quoted down to 10c and 10½c as an inducement to clear out. A firm situation has developed in Excelsior and Dromedary dates, as the former advanced 80c in the primary market and the latter 85c per case. Fard dates have also advanced 2c per pound in the primary market, although there are none locally.

Table with 3 columns: Item, Price 1, Price 2. Includes Apples, Apricots, Candied Peels, Lemon, Orange, Citron, Currants, Filiastras, Dates, Excelsior, Dromedary, Figs, Taps, Malagas, Prunes, Peaches.

Choice, 25-lb. boxes
Fancy, 25-lb. boxes
Raisins—		
California bleached, lb.	0 14	0 15
Valencia, Cal.	0 10	0 10 1/2
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 12 1/2
Seedless, 12-oz. packets	0 11	0 12 1/2
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	0 13 1/2

**Inquiry For Teas
Reported Little Better**

Toronto.

TEAS.—Inquiry for teas was reported as improving during the week. Retailers in some instances are reported to have fairly good stocks of bulk teas and were anxious to dispose of them in a jobbing way. Stocks of Java teas are fairly heavy locally, but Indias and Ceylons are stated to be in rather light supply. Prices on new season Chinas have not yet been received, but it is expected the high prices of China teas, occasioned largely through the freight situation, will be almost a prohibitive bar. Demand for tea is mostly of a hand-to-mouth nature. Some dealers are carrying heavy stocks of tea, heavier than in normal times. This has been brought about through the arrival of heavier stocks than was anticipated.

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

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

**Trout Easier;
Whitefish Scarce**

Toronto.

FISH, OYSTERS. — Arrivals of whitefish were very meagre, so much so that wholesalers were unable to quote on them during the first part of the week. Stormy weather is reported to be interfering with the catching of trout. Fresh trout is quoted down 1c in certain quarters at 14c. Fresh halibut is very scarce, the market being completely bare during the week. Frozen halibut, however, was available, and was quoted at 19c. Lake herrings are slightly firmer at 10c. Haddies are quoted at 13c pound, representing an advance of 1c.

SMOKED FISH.

Haddies, per lb., new cured	0 13
Haddies, fillets, per lb.	0 14	0 15
Kipped herring, per box	1 50	1 75
Digby herring, skinless, 10-lb.	1 85

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	3 00
Salt mackerel, kits 15 lbs.	2 25
Labrador salt herring, barrels	9 75	10 00
Do., half barrels	5 00

FRESH SEA FISH.

Halibut, medium, fresh, lb.
Halibut, frozen	0 19
Salmon, B.C.
Do., Restigouche, lb.
Haddock, express, lb.	0 10
Herrings, frozen	0 06	0 06 1/2
Steak cod, fancy, express, lb.	0 10
Cod, market, heads on, lb.	0 08 1/2
Mackerel, lb.	0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.

FRESH LAKE FISH.

Herring, per lb.	0 10
Pike, lb.	0 12
Whitefish, lb., fresh	0 15
Trout, lb., fresh	0 14	0 15
Tullibee, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 00
Blue points, bbl.	9 00
Malpeque, bbl.	14 00	15 00

**Jamaica Grapefruit In;
Ontario Apples Scarce**

Toronto.

FRUIT.—The first shipment of Jamaica grapefruit reached the market during the week, and was quoted at \$5 to \$5.50 per case. Cuban pineapples were more in evidence, and were quoted at \$4 to \$4.50 for 30's and 36's. Crab apples from British Columbia were quoted at \$2.75 per box, and Mackintosh Reds and Wealthys from B. C. at \$2.50 per box. Nova Scotia Gravensteins in barrels were quoted at \$5 to \$5.50. Ontario apples are scarce, running mostly to No. 3 grade for the early fall apples, and being quoted from \$4.50 to \$5 per barrel. Cape Cod cranberries arrived a little late for Thanksgiving, and are being quoted at \$14 per barrel. Peaches are still in good supply, although the heaviest production was last week. Musk melons in 11-quart baskets were quoted at 40c, and in 16-quart baskets at 65c.

Apples—		
Hampers, American
California, boxes	2 25	2 50
B.C., boxes	2 25	2 50
Do., Ontario, bbls., No. 2-3	4 50	5 50
Nova Scotia, No. 1, bbl.	5 00
Do., No. 2, bbl.	4 00	4 50
Bananas, yellow, bunch	2 25	2 75
Blueberries, 11-qt.	1 75	2 00
Cranberries, Cape Cod, bbl.	14 00
Grapes, Ont., 6 qt.	0 25	0 35
Grapes, leno, 6 qt.	0 30	0 35
Grapefruit, Jamaica, case	5 00	5 50
Oranges—		
Cal. late Valencias	3 75	4 00
Lemons, Verdillis, case	4 45	5 50
Muskmelons, 11 qt.	0 40
Do., 16 qt.	0 65
Peaches—		
Ontario, 6-qt.	0 30	0 50
Do., 11-qt.	0 40	0 90
Pears, Cal., box	3 75
Do., Ontario, 11-qt.	0 50	0 75
Pineapples, Cuban, case 30-36s.	4 00	4 50
Plums, Cal., box	1 75	2 25
Ningaras, 11 qt.	0 75	1 00
Bradshaws, 11 qt.	1 00	1 25
Washingtons, 6 qt.	0 50	0 65

Prunes, 11 qt.	1 25
Damsons, 11 qt.	1 25
California grapes, Tokays	2 25	2 40

**Potatoes Firmer
With Dealers Timid**

Toronto.

VEGETABLES.—Potatoes were in firmer market during the week, due to the fact that dealers were left in an uncertain mind as to what the Food Controller is likely to do with respect to fixing prices. In consequence, they did not venture into the market, and potatoes were a scarce article in the market locally. Only one dealer brought in a carload, which sold at \$1.50 per bag. Sweet potatoes are now coming more plentiful, and are quoted at \$2 to \$2.50 per hamper. Pickling onions were quoted at 60c to \$1.50 per 11-quart basket. Carrots in bags were easier at 85c. Spanish onions in crates were quoted higher at \$5.50 per case, and \$3 for half-cases. Vegetables, with the exception of potatoes, were in good supply, but the demand was not keen.

Beets, 11-qt. basket	0 20	0 30
Do., bag	0 85	1 00
Beans, green, string, 11-qt.	0 60	0 75
Do., golden wax, 11-qt.	0 60	0 75
Corn, doz.	0 10	0 15
Cucumbers, Can., 11-qt. basket	0 40	0 50
Gherkins, 11-qt.	0 75	1 25
Cabbage, Canadian, doz.	0 40
Carrots, new, basket	0 25
Do., bag	0 85	1 00
Celery, Mich., doz.	0 30	0 85
Do., Canadian, doz.	0 30	0 85
Eggplant, 11 qt.	0 40	0 50
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.	0 50
Mushrooms, lb.	0 75
Onions—		
Spanish, crates	5 50
Do., Canadian, 75-lb.	2 25
Do., American, 100-lb.	3 50	3 75
Pickling, silverskin, 11-qt.	0 60	1 50
Potatoes—		
New Ontario, bag	1 50
Sweet, hamper	2 00	2 25
Green peppers, basket	0 50	0 75
Red peppers, 11-qt.	2 00	3 00
Tomatoes—		
11-qt., No. 1	0 30	0 35
6-qt., No. 1	0 20
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 75	1 00
Vegetable marrow	0 25	0 40

MANITOBA MARKETS

WINNIPEG, October 10.—Jobbers report that as far as the dealer in the country is concerned, conditions are very good, and the outlook is for a splendid year. One of the factors which is helping to make this a good year for the country dealer is that the farmer who used to hold his grain for speculation has no object this year in holding it. Grocers report that large accounts which used to be carried over into the new year, are being paid for promptly, as well as accounts up to date, and these are cases where men used to hold their corn for speculation. This is a factor which will affect the retailer right through the country, as well as the wholesaler, and will make for better business; the farmer will have more money, and will spend it.

An unexpected market change took place this week: a drop of 30c per case in the price of Campbell's soups. This

does not include tomato soup, which is off the market temporarily, probably due to the very heavy demand. Prices were withdrawn last week, and the trade was not clear as to whether this indicated an advance or decline. The news of the decline came rather as a surprise. Crisco has advanced again, and is now \$10.05 per case.

**Dealers In Doubt;
Buy Sugar Carefully**

Winnipeg.

SUGAR.—Opinions seem to differ regarding what is likely to happen to this market. The price of raws has dropped considerably in Cuba, but the supply is limited; because of this decline in the price of raws, there was a feeling among the trade last week that price of refined sugar might come down, and consequently

there was very little buying taking place. Representatives of refiners, on the other hand, felt that the decline was unlikely, pointing out that refiners had bought raw sugar three months ahead, and that the sugar they would be using for the next month would be that for which they had paid a very high price. With the arrival of Louisiana and beet sugars at the end of this month, the trade feel sure that the market will be much higher.

A large wholesaler was asked for his opinion on the sugar situation, and he replied that it was very difficult to express an opinion. He was inclined to think that towards November there would be a decided falling off in price. He stated that the retailer was buying only as required, and he believed we had passed the period of big demand.

No Change In Syrup Quotations

Winnipeg.
SYRUPS.—There has been no change in the price of corn syrup or cane syrup. It seems that there is difficulty in securing supplies of corn, and the fact that a big crop is reported has not yet reduced the price of corn syrup.

NEW ORLEANS MOLASSES.	
24 by 2 lb. tins	\$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70
CORN SYRUP.	
Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28
5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, 1/2 doz. case, per case	6 41
20-lb. tins, 1/4 doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, 1/2 doz. case, per case	5 91
20-lb. tins, 1/4 doz. case, per case	5 92
Barbadoes Molasses—	
In half barrels, per gal.	85-95
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	50-52
ROGERS SYRUP.	
24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

Embargo On Figs; Old Crop Selling 8c

Winnipeg.
DRIED FRUITS.—Many sales of Portuguese Tapnet figs have been made, but advice was received this week to the effect that an embargo had been placed on these figs by the Portuguese Government. The trade will, therefore, be compelled to rely on California figs, and the price is likely to be high. Wholesale houses report that they have some old crop Portuguese figs to offer which have been held in storage in the East, and are in good condition. These they are offering to the retail trade at 8c, and are said to be the best value in dried fruits on the market. Evaporated apples are just about off the market, and new stock is hard to procure. There may be some available about the middle of November, but prices will be very high. Prunes have firmed up in California, and those who looked for lower prices on prunes two weeks ago, are inclined now to think that they will hold firm. There

is a firm feeling about Australian currants, and it will be very hard for dealers to secure stocks of these at 19 1/2c now. Price is more likely to be 21c or 22c. Dates are going to be very firm this season, and the prices being quoted are away above what they have been.

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb.	0 11 1/2
80-90s, 25-lb. boxes, per lb.	0 12
50-60s, 25-lb. boxes, per lb.	0 13
Oregon Prunes—	
100s and over, 25-lb. boxes, per lb.	0 08 1/2
90-100s, 25-lb. boxes, per lb.	0 10 1/2
80-90s, 25-lb. boxes, per lb.	0 10 1/2
Dried Fruits—	
Apples, evap., 50-lb. boxes, lb.	0 13 1/2
Apples, 25-lb. boxes	0 14 1/2
Apples, 3-lb. cartons, each	0 52
Pears, choice, 10-lb. boxes, faced	0 16 1/2
Apricots—	
New, choice, 25's	0 23 3/4 0 25
New, choice, 10's, per box	2 48.
Peaches—	
Choice, 25-lb. boxes	0 13 0 13 1/2
Choice, 10-lb. boxes	0 14
Currants—	
Fresh cleaned, bulk, lb., Australian	0 21 0 22
Dates—	
Hallowee, 68-lb. boxes	0 18 0 20
Fards, box, 12 lbs.	1 75 2 30
Raisins, California—	
16 oz. fancy, seeded	0 12 3/4
16 oz. choice, seeded	0 11 1/2
12 oz. fancy, seeded	0 10
12 oz. choice, seeded	0 09 3/4
Raisins, Muscatels—	
3 crown, loose, 25's	0 11 1/4
3 crown, loose, 50's	0 10 3/4
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes	0 10 1/2
3 crown, loose, 10-lb. boxes	0 11
Figs—	
Mediterranean, 33-lb. mats	0 07 1/4 0 08
Peel—	
Candied lemon, boxes, lb.	0 22
Candied orange, boxes, lb.	0 25
Candied citron, boxes, lb.	0 30
Cut mixed, 7-lb. boxes	0 28 1/2

Slight Drop In White Bean Prices

Winnipeg.
DRIED VEGETABLES.—It is stated here that Burmah white beans will be an unknown quantity in a short time as the Government prohibits the export, and in order to effect this have stopped the means of transferring money to Burmah. It is stated that the reason for this is that the British Government is anxious to use these beans for the troops. It is generally admitted among the jobbers in Winnipeg that there has been a slight reduction in the price of beans; quotations are as low as 7.00, and the firm quoting this price is said to have a fair stock. Price of Lima beans is holding up, being quoted at 17 1/2c per lb., in 80-lb. bags for large size. It is not expected that there will be any lower price on Lima beans until December, and then reductions will not be very large and whole green peas are off the market, at least it is very hard to find any wholesaler in Winnipeg who has peas to offer. New crop will not arrive until November, and then the price is expected to be higher still.

Barley—	
Pearl, 98-lb. bags, per bag	7 75
Pearl, 49-lb. bags, per bag	3 90
Pot, 98-lb. bags, per bag	5 50
Pot, 49-lb. bags, per bag	2 80
Pot, 24-lb. bags, per bag	1 45
Beans—	
Lima, large, about 80-lb. bags, per lb.	0 17 1/2
Lima, small, 100-lb. bags, per lb.	0 14
Manchurian, white, hand picked, per bu.	7 00
Bayo, California, 100-lb. sacks, per sk.	5 75
Peas—	
Split, 98-lb. bags, per bag	11 25
Whole, yellow, soup, 2 bu. bags, per bu.	5 00

Higher Prices Quoted On Shelled Nuts

Winnipeg.
NUTS.—A Winnipeg wholesale house has put new prices into effect on shelled nuts, which they state are tending upwards, and are very difficult to get. They also state that future prices are much higher than those prevailing now, and where wholesalers are carrying stocks over from last year, they are not buying. The new quotations referred to above are Spanish Valencia Almonds, 44-45c, and French Bordeaux Walnuts, 58-59c.

NUTS—IN SHELLS.	
Almonds, Taragona (soft shell), lb.	0 20 0 21 1/2
Brazils, medium washed (Nigger Toes), lb.	0 16 0 19
Filberts, genuine Sicily, lb.	0 18 1/2 0 20
Peanuts, Virginia—	
Choice roasted, fresh, lb.	0 15 1/2
Fancy roasted, fresh, lb.	0 17 1/4
Jumbo, roasted, fresh, lb.	0 17 0 18 1/2
Salted peanuts, 5c pkts., 20 in carton, per carton	0 75
Walnuts, French Marbots, lb.	0 14 1/2 0 18 1/2
Walnuts, Manchurian (Jap.), lb.	0 13 1/2 0 15
NUTS—SHELLED.	
Spanish Valencia Almonds—	
28-lb. boxes, lb.	0 39 0 45
Less quantities, lb.	0 40 0 41 1/2
French Bordeaux Walnuts—	
In 55-lb. boxes, lb.	0 55 0 59
Less quantities, lb.	0 56 0 58 1/2
Spanish Shelled Peanuts—	
No. 1 Spanish, lb.	0 14 1/2

Wholesalers Paying The Higher Price For Rice

Winnipeg.
RICE.—There have been one or two advances lately in the price of rice sufficient to indicate to the trade that high prices are on the way, but it will not be long before higher prices than these will be quoted, as many wholesaler's contracts with the mills have expired. Quite a number have come into the market to buy rice at the higher figures, and considering that rice is selling to-day at more than twice what it sold a year ago, the retailer will get some idea of what prices to expect. A number of sales have been made this week of tapioca, and the prices obtained have been higher than any yet quoted in the past. This tapioca will cost the retail grocer at least 15c, whereas tapioca is quoted at 14c to-day.

Extra fancy Japan, 100-lb. bags	0 09
Fancy Japan, 100-lb. bags	0 08 3/4
Choice Japan, 100-lb. bags	0 07 1/4
Siam, 100-lb. bags	0 07
Siam, 50-lb. bags	0 07 1/2
Tapioca, lb.	0 13 1/2 0 14
Sago, lb.	0 12 1/2 0 13

Featherstrip Likely To Cost The Dealer 30c

COCOANUT.—Featherstrip has been jumping to high levels during the past week, an advance of 5 1/2c-6c having taken place within two weeks. Price to the retailer to-day is 23c, which can be considered a very low price. If the wholesaler based his price on what he is paying to-day he would be getting about 30c. The higher price is attributed to scarcity of tonnage and short supplies.

Expect Tomatoes And Corn Will Open High

CANNED GOODS.—There is a feeling (Continued on page 44.)

FLOUR AND CEREALS

Flour Market Is Briskly Busy Now

Montreal.
FLOUR AND FEEDS.—With business brisk in flour at present the market situation is unaltered from that of the past week. The fixing of the millers' margin at 25 cents a barrel for flour has had the effect of removing a certain indecision and uncertainty and things are reported to be going smoothly now. The settling of the strike at Fort William has removed anxiety as to cars which are being badly required in the West. An important point in regard to Government regulation of flour business is that millers may not book orders for delivery beyond a thirty day limit which is strictly enforced. Formerly the understood thirty days used to run into as much as 90 days when customers did not accept delivery as at first intended. Now shipment must without fail be made within 30 days. The shortage of low grade wheat for feed purposes is most marked. High grade wheat is in far higher proportion to the bulk of the crop this year, and one of the large Montreal milling concerns has completely withdrawn low grade wheat for feed purposes from lists. The impending embargo on corn in the United States will if it becomes effective, throw an added strain on the demand for bran for feeding purposes. In regard to the other feeds the market keeps firm as ever with demand growing stronger. Winter wheat flour has declined a dollar a barrel for fancy patents and 50c a barrel for 90 per cent. in wood. For 90 per cent. in bags the price is not so much varied but a shade easier is quoted for new wheat. A small offering of low grade winter wheat suitable for feeds is available on Montreal markets at \$3.25 to \$4.00 per 98 lb. bag.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents		12 50
90% in wood		11 50
90% in bags		5 50
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 82

Rolled Oats Firmer; Cornmeal Easier

Montreal.
CEREALS.—In the main the market for cereals remains steady this week as compared with the past week. One or two slight variations of price are noticed in rolled oats which are firmer

and corn-meal which is easier. It has been possible to buy (yellow) cornmeal in considerable quantities according to authoritative sources at prices below the quotations of the wholesale trade at present, but the average retailer has not been able to take advantage of such markets for small quantities. There is a rumor of an impending embargo upon American corn products. The States have a crop some hundreds of millions of bushels ahead of last year's crop, and this will help out other cereals which are short, but may not mean very markedly easier markets for corn if an embargo becomes effective. Barley, which has been easier in some markets, is reported steady in Montreal for the present.

Barley, pearl	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	6 40	7 00
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.		5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags.	4 35	4 60
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		5 80

Regulation May Not Affect Price

Toronto.
FLOUR.—Millers are quite generally in agreement over the fact that the new regulation of the Food Controller fixing the clear margin of profit at 25c per barrel will not materially affect the price of flour to the consumer. The Food Controller and the millers have not yet agreed on the prices that are to be named for the three grades of flour but the opinion is expressed that if any reduction is made it will probably be not over 10c to 15c per barrel and that present prices will be those which will prevail in large measure for some time to come. Mills are now busy, some of them with domestic business and others with orders on Government account. A good demand for flour is reported on the whole. Millers look with equanimity as to the margin they are to be allowed, as they point out that taken all in all it is a fair margin. Prices on Ontario flour were slightly easier during the week, the range on high patents being from \$10.10 per barrel to \$10.35 in car-load lots.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	\$10.10-\$10.35	\$10.30-\$10.35
Second patents	10.15	10.35

Demand On Cereals Reported Improving

Toronto.
CEREALS.—With the coming of cooler weather, mills report the demand on bulk cereals improving. Prices held uniformly steady during the week. Corn products were also maintained in a steady position although reports of an enormous crop of corn in the United States continue to give an easier tone to future prospects. U.S. Government reports place the increased yield of corn at 620,000,000 bushels greater than last year. The entire crop is estimated at slightly over 3,200,000,000 bushels. When this corn begins to come in the market easier price on corn products should be in order.

	Less than car lots
Barley, pearl, 98 lbs.	6 60 6 75
Barley, pot, 98 lbs.	5 00
Cornmeal, yellow, 98 lbs.	6 25 7 00
Corn flour, 98 lbs.	6 00 6 25
Farina, 98 lbs.	6 10 6 50
Graham flour, 98 lbs.	5 75 6 20
Hominy, grits, 98 lbs.	6 25 6 35
Hominy, pearl, 98 lbs.	6 25 6 35
Oatmeal, 98 lbs.	4 75 5 00
Rolled oats, 90 lb. bags.	4 25 4 60
Rolled wheat, 100-lb. bbls.	6 00 6 50
Wheatlets, 98 lbs.	6 10 6 50
Peas, yellow, split, 98 lbs.	9 50 11 00
Blue peas, lb.	0 09 0 12

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

Feed Demand Is Expected To Increase

Toronto.
MILLFEEDS.—With the coming of cooler weather and the drying up of pastures millfeeds are expected to be in heavier demand from this time forward. Prices held steady during the week under the stimulus of considerable milling of flour. Prices of millfeeds are pointed to as a very important factor in the fixing of a price for flour and millers asset that a price for flour cannot be established without establishing a price for millfeeds at the same time. Whether this will be done remains to be seen.

	Mixed ears ton	Small lots ton
Mill Feeds—		
Bran	\$34-\$35	\$34-\$37
Shorts	40-...	42-...
Special middlings	50-...	52-...
Feed flour, per bag		3.05-3.30

Bran And Shorts Decline To \$34 And \$38

Winnipeg.
FLOUR AND CEREALS.—At the time of writing the Government had not announced a price on flour any different to that announced by the millers two weeks ago. The most that could be learned was that the Food Controller would only allow the millers a certain profit, and it was on that profit that the

mills had figured their last quotations. Despite the uncertainty, the trade are buying fairly freely. Rolled oats continues to sell at 3.75 for 80's. There has been a decline in bran and shorts to \$34 and \$38 respectively, despite the fact that supplies are hard to get, and the demand is heavy.

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

WEEKLY GROCER MARKET REPORTS

(Continued from page 42.)

in Winnipeg that the pack of tomatoes and corn will be small, and prices open high. In anticipation of this the trade are buying up all the old pack they can lay hands on, and there is no disposition on the part of jobbers to clear out their stocks in large quantities. New prices are expected on tomatoes and corn shortly, as well as on a number of fruits.

Keen Competition For Unlabelled Salmon In B.C.

Winnipeg.
CANNED SALMON.—A prominent broker, who is the representative in Winnipeg for one of the largest packers of salmon on the Pacific Coast, has just returned from B.C. and states that salmon is very hard to procure, and he found keen competition for small packs on unlabelled goods; there were twenty buyers for every offering, which naturally resulted in fabulous prices. He was of the opinion that the Canadian trade had been handled very fairly by the packers, as they could have sold every case at a very handsome profit. Most Canadian jobbers, he said are in a fairly satisfactory position as regards salmon considering the high prices obtaining, as they are not looking for the same turnover as in previous years on account of the high prices. Cohoes are particularly scarce this year, and the Canadian demand for this fish this year is about ten times that of previous years. On account of the scarcity of sockeye last year, many people switched to Cohoes, resulting in a heavy demand this year. Now it is difficult to get either Cohoes or Sockeyes. Reports reaching here are to the effect that the corn crop has been damaged by frost, and that the tomato crop is late. It is pretty certain now that opening prices are going up high on both corn and tomatoes.

Expecting An Advance In Price Of Potatoes

Winnipeg.
FRUIT AND VEGETABLES.—Potatoes, which have been quoted at 75c per bushel, have shown a firmer tendency, and wholesalers were expecting an ad-

vance; they are predicting a price of \$1 per bushel before very long, attributing this to market conditions of supply and demand. Sweet potatoes have arrived on this market from Virginia, and are bringing \$6.50 per bbl. Last week the supply was not very plentiful, but it should improve this week. New lines arriving are: Imported pumpkins and squash, bringing 4c per lb., California head lettuce, which will probably open at \$1.50 per dozen, and California tomatoes at \$2.75-\$3 in lug boxes of 25 lbs. New fruits coming on are D'Anjou pears from Oregon, selling at \$4.25 per crate. Changes in quotations are B.C. plums, 4-basket crates, which are down to \$1.55; Tokay grapes, \$2.25, and Washington peaches at \$1.25 per crate. Italian prunes vary in price from \$1.25 to \$1.35 per 18-lb. box.

Celery, B.C., lb.	0 09
Corn, imported, doz.	0 40
Egg plant, doz.	1 50
Potatoes, new.	0 75
Potatoes, sweet, bbl.	6 50
Pumpkin and squash, lb.	0 04
Carrots, new, bag	3 50
Turnips, new, bag	2 75
Head lettuce, Cal., doz.	1 50
Tomatoes, Cal., box 25 lbs.	2 75
Parsley, home grown, doz.	0 40
Peppers, green, imported, bu. bkt.	3 00
Fruits—	
Apples, crab, Hislop, box.	2 25
Oranges, Valencias	5 00
Lemons	8 00
Bananas, lb.	0 05 1/2
Cantaloupes, flats	2 50
Cantaloupes, standard, 45 to case	5 00
Pears, Washington Bartlets, crate	2 50
Pears, D'Anjou, crate	4 25
Plums, Tragedy, crate 4-basket.	2 00
Plums, Washington	2 00
Plums, B.C., 4-bkt. crates.	1 50
Italian prunes, 18-lb. box.	1 25
Apples, Southern, bbl.	7 00
Apples, Cal. Gravenstein, box.	2 75
Apples, Wash., assorted varieties, box	2 25
Grapes, Tokay	2 25
Peaches, Washington, crate	1 25

Mostly Storage Turkeys Sold For Thanksgiving

Winnipeg.
FISH AND POULTRY.—There was a heavy demand for turkeys, for Thanksgiving trade, but most of those sold were from storage, and retailed from 25c to 30c. While salmon has been rather hard to get, it is coming in very freely now, but is still selling at 20c. There are no changes in the price of fish.

Haddock, frozen	0 09
Whitefish, lb.	0 12
Salmon, frozen	0 16
Salmon, fresh	0 20
Halibut, fresh	0 19
Cod, frozen	0 10
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 16
Mackerel, frozen	0 14
Finnan haddie, lb.	0 13 1/2
Salt herrings, new, 1/2 bbl.	7 25
Salt herrings, 20-lb. pails	1 85
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07 1/2
Goldeyes	0 05
Smoked goldeyes, doz.	0 70
Poultry—	
Broilers, lb.	0 30
Fowl, lb.	0 18

The Canadian Department of Trade and Commerce has been instructed that the Australian Government has lifted the embargo on apples. Permission is now granted for the importation from Canada of 4,000 boxes early in October, and 6,000 boxes for a late November sailing.

MILLERS PROFITS LIMITED Food Controller Allows 25c a Maximum Average Profit on Milling of a Barrel of Flour

According to an announcement by Food Controller W. J. Hanna, the net profits of Canadian millers after November 1 will be limited to a maximum average of 25 cents on the milling of sufficient wheat to make a barrel of flour of 196 pounds and the offals produced in connection with such milling. It is also announced that every mill with a capacity of 100 barrels per day or more will be required to obtain a license from the Food Controller. For mills with a capacity of between 50 and 100 barrels per day the licensing will be optional. A detailed sworn statement of costs of manufacture and profits on sales will be submitted by every licensed establishment each month, and the suspension or cancellation of license is provided as a penalty for failure to comply with any of the regulations.

After several conferences with all branches of the milling trade, Mr. Hanna also has stated that he will select and approve three standard grades of flour, one or more of which will be required to be manufactured by all licensed mills. One grade will be that made from Manitoba Spring Wheat; the second will be a blended flour from a mixture of Manitoba Spring Wheat and Ontario winter wheat; the third will be made entirely from winter wheat. The standard grades will be of first-class quality suited to all purposes and will represent a higher percentage extraction than the white flour now in general use in Canada. Maximum cash prices will be set for them, such prices to be f.o.b. cars on track at point of delivery or the equivalent at point of origin.

Since Friday October 5 no mills have been permitted to make any contract of sale for shipment more than 30 days ahead. Mr. W. Sanford Evans has been appointed by Mr. Hanna to supervise the arrangements with the millers, and a special committee of the latter has been named to act in an advisory capacity to the Food Controller and on behalf of the mills. It is expected that by November 1 Mr. Hanna will have sufficient information to hand to name the prices for the three standard grades of flour. In this connection it is stated the mills will be permitted to manufacture their regular brands of flour, consisting of higher or lower quality than the standard grades, but that such manufacture will be subject to the same general provision as to profits.

The Food Controller has declared himself in favor of bulk purchasing where small quantities of flour and other cereals are required. Mr. Hanna intimated that action may be taken along this line as the small sack or package trade involves a needless waste and enhancement of cost to the consumer.

The special committee of the millers consist of General Labelle and Messrs. Black, Hutchinson, MacFarlane, Campbell, Goldie, Moore, Watts, Gray and Sinclair.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Oct. 9.—October business was fairly brisk in most lines. There was no turkey for Thanksgiving but other lines for dinner sold well. Nothing has been done yet about fixing the price of potatoes by controller. They are selling slowly at \$1.50 to \$2. for a ninety pound sack. Peaches cleaned up well. Pears are slow. Apples are selling at a rate which indicates that they are going rapidly in home consumption. Flour has been easier and is now \$11.30. Rice continues to sell well. Siam is \$135, Japan \$150 to \$170 per ton. There is no change in the price of beans but a large consignment of Manchurian was condemned by inspectors. Some fresh stocks of spices have been received which are a little easier.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 90
Flour, first patents, Manitoba, per per bbl., in car lots.....	11 30
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	
Rice, Siam, No. 1, per ton.....	135 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.....	0 14
Beans, B.C., white	0 16
Potatoes, per bag	1 50
Lard, pure, in 400-lb. tierces, lb.	0 25½
Butter, fresh made creamery, lb.	0 47
Eggs, new-laid, in cartons, doz.	0 57
Cheese, new, large, per lb.....	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Oct. 9.—Crisco continues to climb; an advance of twenty-five cents on the fourth and twenty-five to-day makes the price \$10.30 per case. Small white Burmah beans are quoted to arrive at 10c per pound. Tapioca and sago are easier, the quotations being twelve cents. Gallon tomatoes are now offering at four dollars a case of six. New pack Hawaiian pine apples, two's have now arrived at \$5.75 per case. As high as \$15.50 is now being asked for sockeye salmon, tall ones. Pot and pearl barley, twine, coconut and back bacon are slightly higher this week. Evaporated pears are twelve to fifteen cents.

CALGARY:

Beans, small white, Japan, lb.	0 11¼	0 13
Flour, No. 1 patents, 98s, per bbl.	11 00	
Molasses, extra fancy, gal.....	0 95	
Rolled oats, 80s	3 75	
Rice, Siam, cwt.	6 75	7 00

Tapioca, lb.	0 12
Sago, lb.	0 12
Sugar, pure cane, granulated, cwt.	10 50
Cheese, No. 1 Ontario, large.....	0 25½
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 40
Lard, pure, 3s, per case.....	16 20
Eggs, No. 1 storage, case.....	14 00
Eggs, No. 1 storage, case.....	12 70
Tomatoes, 2½s, standard case.....	4 50
Corn, 3s, standard case	3 90
Peas, 2s, standard case.....	3 75
Apples, gals., Ontario, case.....	2 65
Strawberries, 2s, Ontario, case.....	5 50
Raspberries, 2s, Ontario, case.....	5 40
Peaches, evaporated, lb.	0 14
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 00
Salmon, pink, tall, case.....	7 75
Salmon, Sockeye, tall, case.....	15 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Oct. 9.—Potatoes are offering in larger quantities but farmers are endeavoring to secure something like last year's prices. Sales are still running at \$3 with some at \$2.75. Owing to the uncertainty regarding the action of the International Sugar Commission New Brunswick and Nova Scotia sugar refineries have slowed down on the purchase of raw sugar until stocks are low and are accepting no orders this week. The situation is expected to be cleared up shortly. Rice is again up and is now \$8.50 to \$8.60 per hundred. Compound lard is firmer at 22½ to 22¾ cents. Domestic sardines advanced to \$6.25.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario	11 95
Cornmeal, gran., bbls.....	13 50
Cornmeal, ordinary, bags.....	4 75
Molasses, extra fancy, gal.....	0 78
Rolled oats, bbl.	10 00
Beans, white, bush.....	9 00
Beans, yellow-eyed	8 25
Rice, Siam, cwt.	8 50
Sago and tapioca, lb.	0 17
Sugar—	
Standard granulated	9 25
No. 1 yellow	8 75
Paris lumps	10 50
Cheese, N.B., twins	0 24
Eggs, new-laid	0 47
Eggs, case	0 44
Breakfast bacon	0 34
Butter, creamery, per lb.....	0 48
Butter, dairy, per lb.....	0 44
Butter, tub	0 40
Lard, pure, lb.	0 29
Lard, compound	0 22½
American clear pork	59 00
Beef, corned, 1s	4 25
Tomatoes, 3s, standard, case.....	5 00
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case.....	4 20
Corn, 2s, standard case.....	4 50
Peas, 2s, standard case	3 80
Apples, gals., N.B., doz.....	4 00
Strawberries, 2s, Ont., case.....	5 00
Pork and beans, case	4 00
Salmon, Chums	3 00
Sardines, domestic, case	6 00
Cream tartar	0 62
Currants, lb.	0 20
Raisins, choice, lb.	0 12¼
Raisins, fancy, lb.	0 12½

Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 14
Candied peel, citron	0 35
Candied peel, orange and lemon.	0 28
Evaporated apricots, lb.	0 21
Apples, American, bbl.....	
Apples, N.S., bbl.	3 00
Potatoes—	
New, native, barrel	2 75
Tomatoes, Ont., basket	1 00
Onions, Canadian, 75 lbs.....	2 90

WANT MARGARINE ON FREE LIST

Because of increasing cost of both dairy and creamery grades of butter the Executive Committee of the Windsor Chamber of Commerce has under consideration the advisability of asking the Government to place oleomargarine on the free list. The matter was formally brought to the attention of the members by George S. Nairn, a leading Windsor grocer, who declared the laboring man was unable to pay the present high prices for butter and a substitute must be found.

BRITISH CHEESE PRICES FIXED

The British Food Controller has fixed maximum wholesale price of all whole-milk cheese on and after October 1 at 137 shillings per 112 pounds, with exception of ripened Stilton cheese and Wensleydale cheese, first-hand price of which shall not be less than 1 shilling 7 pence per pound, and Caerphilly cheese 124 shillings per 112 pounds. On and after November 1 maximum first-hand price of whole-milk cheese with foregoing exceptions shall not be less than 142 shillings per hundredweight, whole-milk Caerphilly cheese 129 shillings.

FOOD LAWS TO BE ENFORCED

Canada's Food Controller has announced that regulations recommended and approved by order-in-council are now part of the law of the land and as such should be enforced by the regular police authorities. Allegations of laxity in connection with the enforcement of the food laws are now being brought to the attention of the Attorneys-General in each of the provinces.

SHORTER MILK CONTRACTS

The U. S. Food Administration authorizes the following:

Milk contracts affecting the prices producers will receive for their product may henceforth be on a monthly basis instead of for a period of six months, as customary. Following a conference between the Food Administration and a committee representing nearly 100,000 organized milk producers, the officers of the principal dairymen's organizations will recommend to their membership the monthly contract plan.

PRODUCE AND PROVISIONS

Lard Has Advanced Another 1/2 Cent

Montreal.
PROVISIONS.—While there has been a slightly quieter tone to the market for live hogs of late, the indications are still towards firmness. Live hogs sold a little easier during the past week, some of the best being marketed at from \$18.25 to \$18.75 per 100 lbs., and some less well finished hogs fetching lower prices. The supply and finish are still unsatisfactory. There is a steady tone of strength to the market for the meats and hog products. Lard advanced half a cent a pound, but shortening remained steady. The meats are steady at prices as quoted last week. Reports from the British market have given the impression of scarcity of hog-products over there, and that there is an outlook for extra demand for export is believed. This would tend to increase prices, but while the market for hogs is easier prices for the product will meantime remain steady.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29 1/2
Bacon—		
Plain, per lb.	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 35	0 38
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots....	0 26	0 27
Long clear bacon, small lots....	0 26 1/2	0 27 1/2
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 43	0 44
Hams, roast, per lb.	0 46	0 46
Shoulders, boiled, per lb.	0 37 1/2	0 38 1/2
Shoulders, roast, per lb.	0 38	0 38 1/2
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 27 1/2	0 27 1/2
Tubs, 60 lbs.	0 27 3/4	0 28
Pails, 20 lbs., per lb.	0 28	0 28
Bricks, 1 lb., per lb.	0 28 3/4	0 28 3/4
Shortening—		
Tierces, 400 lbs., per lb.	0 21 1/2	0 21 3/4
Tubs, 50 lbs.	0 21 3/4	0 22
Pails, 20 lbs., per lb.	0 22	0 22 1/4
Bricks, 1 lb., per lb.	0 24	0 24

Good Demand and Supply in Poultry

Montreal.
POULTRY.—Quotations for poultry remain unaltered this week. There were good deliveries for Thanksgiving Day, and business in dressed poultry was reported good. Stocks have been dwindling in cold storage the effect of the restrictions on meat consumption having stimulated consumption of poultry as a flesh food. Agricultural statistics for the Province of Quebec show that there has been a considerable increase in the number of poultry stocked on the farms of the Province, and this should tend to maintain a fairly moderate market for this food stuff for some time. Deliveries of live poultry are now on the increase. It is too early yet for packers

to begin putting away poultry in cold storage.

Poultry—		
Old fowls		Dressed \$0 21
Chickens, milk-fed, crate fattened, lb.		0 25
Old roosters	0 18	0 19
Roasting chickens		0 28
Young ducks		0 28
Turkeys (old toms), lb.	0 30	0 32

Egg Market Continues Steady to Firmer

Montreal.
EGGS.—Receipts of eggs in Montreal for the week ending October 6 were 7,366 cases. For the previous week the receipts were 5,986 cases, and the receipts for the corresponding period of last year were 25,594 cases. There is a falling off in total production of eggs for the year to date as compared with the previous year to this date of about 160,000 cases. The market continues firm and with quotations maintained at the levels of last week. Some more export demand is reported developing, and as space is available on vessels crossing the Atlantic shipments of eggs are expected to be frequent. Domestic demand is considerable, and being met out of storage stocks more now. Fewer western eggs are arriving. The outlook is towards higher egg prices as the fall advances, but with fair steadiness of market meanwhile.

Eggs—		
New-laid (specials)	0 54	
Selects	0 47	0 48
No. 1's	0 44	0 45
No. 2's	0 40	0 40

Cheese Market is Still Unchanged

Montreal.
CHEESE.—The market for cheese is very steady, and without more feature than has been its characteristic since the Commission fixed prices. Export demand keeps up to the usual standards, and a good steady business is being done at the usual small margins for the middlemen. Owing to the advance of the fall and the chilly wet weather of late milk production has been smaller, and milk has advanced in price. The make of cheese in some districts is falling off in quantity. For the week ending October 6 there were received in Montreal 61,965 boxes of cheese over 6,000 boxes less than in the previous week, and over 11,000 less than for the corresponding week of 1916, although 5,000 boxes came from the United States last year. Twenty-one and a quarter cents is still the Commission price for No. 2 cheese in the country, and a quarter of a cent higher for No. 1 cheese. Twenty and three-quarter cents is paid for No. 3 cheese. Prices to the retail trade are as follows:

Cheese—		
Large (new), per lb.	0 22 1/2	0 23 1/2
New twins, per lb.	0 22 1/2	0 23 1/2
Triplets, per lb.	0 22 1/2	0 23 1/2
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Butter Market in Country was Easier

Montreal.
BUTTER.—Although seemingly on the climb towards a 50 cents figure in the country, butter halted last week in its steady upward career, and prices slackened off a shade in the market centres out of town. The decline in country prices was only from a quarter to five-eighths of a cent per pound, and was not entirely reflected in prices paid at city auctions, but it would seem as if the high level for butter had been reached for a time at any rate. The market has been mystifying merchants of late for it did not seem that the time had arrived for such high figures, but cost of feeds and country conditions generally in the line of high prices for produce, have been held responsible for the firmness in butter. In receipts for the week ending Oct. 6, 1917, there is a decrease of over 3,000 pkgs. as compared with the corresponding week of 1916, and an increase of just over 3,000 pkgs. as compared with the previous week. The receipts were 12,475 packages. Prices to retail are as under:

Butter—		
Creamery prints (fresh made)....	0 46	0 46 1/2
Creamery solids (fresh made)....	0 45 1/2	0 46
Dairy prints, choice, lb.	0 43	0 43 1/2
Dairy prints, choice, lb.	0 40	0 41
Dairy, in tubs (choice).....	0 40	0 41

Honey Supply in Country Not Great

Montreal.
HONEY, ETC.—The market for honey is steadily firming up. It is reported that stocks in the country are by no means large, and that not more than enough to meet ordinary demand is available for the market. Offerings of honey have been unusually slow in coming forward this season, but some transactions are taking place now, though at firmer prices than had been anticipated earlier. The stocks of maple syrup grow less, and there will be a shortage of this product again in the early part of the coming year. Prices of both honey and maple product may be expected to firm up a good deal before long.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 14	
Buckwheat, 60-lb. tins, lb.	0 13	
Clover, 5-10 lb. tins, per lb.	0 16	
Clover, 60-lb. tins	0 14	
Comb. per section	0 16	0 17
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 60	1 75
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 16	0 17

Bacon and Cooked Meats Up

Toronto.

PROVISIONS.—Higher prices were made effective on backs, bacon, dry salt meats, cooked meats and mess pork during the week. Both compound lard and pure lard were in firm market, with higher prices recorded. Plain backs advanced 1c, breakfast bacon ½c, dry salt meats ½c, cooked meats from 1c to 2c per pound. Mess pork advanced \$1 per barrel. There was a strong situation in pure lard, where an advance of ½c per pound was registered. Compound was also up a similar amount, and is now quoted from 22c to 23c per pound. Live hogs were down 50c per hundred during the week, fed and watered being quoted at \$18.25, and off cars at \$18.50. There was a fairly good run of hogs, and packers are looking forward to a good run during the new few weeks. Demand for meats of all kinds is reported good.

Hams—			
Medium	0 32	0 33	
Large, per lb.	0 26	0 29	
Backs—			
Plain	0 36	0 44	
Boneless, per lb.	0 43	0 44	
Bacon—			
Breakfast, per lb.	0 36½	0 38½	
Roll, per lb.	0 30	0 30	
Wiltshire (smoked), per lb.	0 35	0 39	
Dry Salt Meats—			
Long clear bacon, lb.	0 27½	0 28	
Fat backs, lb.	0 28½	0 28½	
Cooked Meats—			
Ham, boiled, per lb.	0 43	0 45	
Hams, roast, per lb.	0 48	0 50	
Shoulders, roast, per lb.	0 45	0 47	
Barrel Pork—			
Mess pork, 200 lbs.	50 00	51 00	
Short cut backs, bbl., 200 lbs.	52 00	56 00	
Pickled rolls, bbl., 200 lbs.	50 00	52 00	
Lard—			
Pure tierces, 400 lbs., per lb.	0 27	0 27½	
Compound tierces, 400 lbs., lb.	0 22	0 23	
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.			
Hogs—			
Dressed, abattoir killed	26 00	27 00	
Live, off cars	18 50	18 50	
Live, fed and watered	18 25	18 25	
Live, f.o.b.	17 60	17 60	

Butter in Good Supply But Prices Are Firm

Toronto.

BUTTER.—Although stocks of creamery butter that have been accumulating in the country have been large, there has been no weakness apparent. An increase of 41,250 packages of butter on October 1 over the same period last year ordinarily would give some ground for lower prices. There is, however, a persistent report that some 40,000 to 50,000 cases of butter are to be shipped into export this fall, and that factor is causing a buoyant market. Prices locally remained unchanged. Should the anticipated export business develop a still firmer situation may develop.

Creamery prints, fresh made	0 45	0 46
Creamery solids	0 44	0 45
Dairy prints, choice, lb.	0 42	0 44
Dairy prints, lb.	0 38	0 42

Egg Supply Is Again Lighter

Toronto.

EGGS.—Commission men report the receipts of eggs during the week were

lighter than the previous week, which seemed to them an indication that the big fall production has reached its zenith and is likely to decline from this time forward. There is plenty of storage eggs around to meet the needs of the trade. Eggs are sold to go into export, but when space will be available to ship them is still a problem for the future to clear up. Prices held steady during the week, and dealers anticipate there is not likely to be any lower prices in the immediate future.

Eggs—			
Selects, cartons	0 51	0 52	
Selects, ex-cartons	0 45	0 48	
No. 1, ex-cartons	0 45	0 46	

Cheese Prices Were Held Without Change

Toronto.

CHEESE.—There was very little of interest in the cheese market during the week as the life has been taken out of the situation through the fixed price of the Cheese Purchasing Commission. Receipts of cheese at Montreal shipping port continued to mount up during the week, the increase amounting to 68,597 boxes as compared with 73,953 boxes at the same period last year. Total receipts for the year up to September 29 are 232,182 boxes less than last year. Locally prices remained unchanged with a steady demand reported.

Cheese—			
New, large	0 22½	0 23½	
Stilton (new)	0 24	0 25	

Chickens Plentiful But Help Was Scarce

Toronto.

POULTRY.—There were good supplies of spring chickens to reach the local market for the Thanksgiving trade but commission men were handicapped for want of labor to kill and dress them. As a result there was not the stocks available for retail trade that could have been disposed of. There was an excellent demand for chickens on the part of consumers but it could not be filled. Turkeys, ducks and geese were practically nil so far as arrivals for the holiday. Turkeys have not yet started to reach the market but are expected within the next two or three weeks. Prices remained unchanged, except in price being quoted for old ducks which were down 1c in certain quarters.

Prices paid by commission men at Toronto:—			
Ducks, live, lb.	0 13	0 17	
Geese, live, lb.	0 12	0 16	
Turkeys, old, lb.	0 15	0 16	
Roosters, live, per lb.	0 15	0 16	
Hens, live, per lb.	0 15	0 19	
Hens, fresh, dressed, per lb.	0 18	0 20	
Spring chickens, live, 3 lbs. and over, lb.	0 20	0 22	
Do., dressed, 3 lbs. and over	0 25	0 28	
Squabs, dozen	4 00		
Prices quoted to retail trade:—			
Hens, dressed	0 24	0 27	
Ducks, dressed	0 22	0 25	
Chickens, live	0 23	0 25	
Do., dressed	0 28	0 30	

Clover Honey Goes Up 1c Pound

Toronto.

HONEY.—Higher prices were quoted in

some quarters on clover honey, firmness being the tone of the market at an advanced quotation of 19c per pound. In 60-lb. tins there was also an advance, the range being quoted as high as 18½c. Buckwheat honey remained unchanged at 14c to 15c per pound in 60-lb. pails. Maple syrup is getting pretty well cleaned out of the local market, very light supplies being now available. The market for honey gives evidence of continued firmness for the balance of the season.

Honey—			
Clover, 5 and 10-lb tins	0 17	0 19	
60-lb. tins	0 16½	0 18½	
Buckwheat, 60-lb. tins	0 14	0 15	
Comb, No. 1, doz.	2 75	3 25	
Do., No. 2, doz.	2 50	2 50	
Do., No. 3, doz.	2 25	2 25	
Jars, 7 oz., doz.	1 40	1 50	
Do., 16 oz., doz.	2 00	2 10	
Do., 16 oz., doz.	2 40	2 50	
Maple Syrup—			
8-lb. tins	1 25		
Gallons, Imperial	1 75		

Now Drawing On Stocks Of Storage Eggs

Winnipeg.

PRODUCE AND PROVISIONS.—There is very little new in the hog market. Prices of hogs have been steady, and the run has been light. Price of pure and compound lard is 26½c and 21½c for tierces respectively. Eggs.—The supply has been rapidly falling off, and it is expected that all dealers will now withdraw from storage, in fact storage eggs are now being offered. The price being asked for new laids is 42c, and 40c for storage. The egg market is firmer. Creamery Butter.—Last week the market was very active, with a good demand from the Eastern provinces. Winnipeg prices to the trade were 43c-45c. Similar conditions exist in the Dairy butter market, and the price has risen in sympathy with Creamery. There is very little Creamery or Dairy butter being offered. Dairy prints are bringing 40c, and tubs 38c-39c. Cheese.—It has been expected that the British Commission would raise the price of cheese two cents per lb., but so far this advance has not gone into effect.

Hams—			
Light, lb.	0 30	0 32	
Medium, per lb.	0 28	0 30	
Heavy, per lb.	0 26	0 28	
Bacon—			
Breakfast, per lb.	0 34	0 36	
Breakfast, select, lb.	0 37	0 37	
Backs, regular	0 38	0 38	
Dry Salt Meats—			
Long clear bacon, light	0 27		
Backs	0 30		
Barrelled Pork—			
Mess pork, bbl.	48 00		
Lard, Pure—			
Tierces	0 26½		
20s	5 70		
Cases, 5s	16 42		
Cases, 3s	16 50		
Lard, Compound—			
Tierces	0 21½		
Tubs, 50s, net	10 50		
Pails, 20s, net	4 65		
Fresh Eggs—			
New laids	0 42		
Storage	0 40		
Cheese—			
Ontario, large fresh	0 24	0 24½	
Manitoba, large fresh	0 23		
Butter—			
Fresh made creamery, No. 1 cartons	0 43		
Fresh made creamery, No. 2	0 42		
Dairy, prints	0 40		
Dairy, tubs	0 38	0 39	



The Thistle Canning Co.

PIONEER

Packers and Curers
of all kinds of Fish:

HADDIES
KIPPERED HERRING
HERRING IN TOMATO
TUNNY FISH, Etc.

Cured and packed
by the Seaside. Our
factory is a model of
cleanliness.

Full Weight.

Attractive Tins.

Fast Sellers.

A. P. TIPPET & CO.

AGENTS

MONTREAL

There's a neat profit on
this 10c. seller.
Are you selling
it?



Display a few boxes
of *Mechanics Anti-
septic Hand Cleaner*
and note how well it
sells, the satisfaction
it gives and the pro-
fits on your day's
sales.

Get your customers acquainted with it and
it will sell itself.

Mechanics Antiseptic Hand Cleaner is
only one of thirty-four different kinds of
toilet preparations we manufacture. Every
one a leader.

Write for particulars.

French Soap Company

1613 Notre Dame Street East

MONTREAL



"McCASKEY"

Account Systems

For Every Business.

Send for booklet—

"A Credit Plan that Works."

McCaskey Systems

Limited

245 Carlaw Ave., - Toronto

More Dollars

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

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



Cream of Tartar

**First French White
American High Test**

10 cwt. bbls. Crystals
300 lbs. " Powdered

Market very firm and
higher prices prob-
able.

Submit inquiries for
prompt or future
shipments.

We also solicit your
inquiries for

Blue Vitriol

Borax

Tartaric Acid

Citric Acid

Glycerine

**B. & S. H. THOMPSON
& COMPANY LIMITED
MONTREAL**

Branches :

Toronto, Winnipeg, New Glasgow, N.S.

Del Monte
BRAND
EXTRA
QUALITY

**A
Profitable Line
To Carry**

One taste—and DEL MONTE canned fruits sell themselves. Your customers cannot help but like them. For with our modern canning methods we are able to imprison in each can the full flavor and deliciousness of the fresh fruit itself.

It is this excellence which has made DEL MONTE so widely known. Only the finest fruits of the best producing districts are selected for the DEL MONTE pack. Our model kitchens are located close to the orchards where the fruit can be packed the day it is picked, and no step which could make quality more certain is omitted from our canning methods.

The DEL MONTE line is complete, —canned fruits and vegetables, raisins, prunes, jams, jellies, preserves and specialties of many kinds.

It will bring you profitable business and satisfied customers, just as it has thousands of other grocers.

Wholesale distributors everywhere.

**CALIFORNIA PACKING
CORPORATION**
San Francisco,
California

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

OVER 50,000 COPIES PER MONTH

Canadians

should be thankful that our Country has a Canadian Magazine fit to take its place in the company of the big American magazines—a magazine equalling in interest and literary merit the big magazines produced in a Country of 100,000,000, where it is possible to obtain \$1,000 to \$5,000 a page per issue or more for advertising space.

THE making of MACLEAN'S MAGAZINE month by month, year after year, has been hard labor. One difficulty was to get the right sort of matter—Canadian in origin and theme. A few years ago our country possessed few writers and artists of trained and high ability. To-day, thanks very largely to MACLEAN'S MAGAZINE, we have men and women writers and artists producing first-class work; they developed when they found a medium demanding a grade of work equalling the best contributors to American magazines. Also, the Canadian writers and artists who were finding a market for their wares in the United States turned to MACLEAN'S when this magazine showed itself to be a sufficient and creditable vehicle for their work.

The future has a good crop of A1 Canadian writers and artists in store, whose work will appear in MACLEAN'S; but consider these names of Canadian men and women who have already "arrived," and whose work appears in MACLEAN'S MAGAZINE:—

Sir Gilbert Parker,
Arthur Stringer,
Arthur E. McFarlane,
Stephen Leacock,
Robert W. Service,
Alan Sullivan,
Agnes C. Laut,
L. M. Montgomery,
"Janey Canuck,"
A. C. Allenson,

E. Phillips Oppenheim,
Peter McArthur,
L. B. Yates,
Geo. Eustace Pearson,
W. A. Craick,
H. F. Gadsby,
C. W. Jefferys,
J. W. Beatty,
Arthur William Brown,
Lou Skuce.

These are some of the names of Canadian men and women—writers and artists—who are doing work of the highest class, acceptable to the hardest-to-get-into publications of the United States. Ten years ago such a Canadian galaxy had no existence.

BESIDES these professional writers and artists—men and women who depend on their pen and pencil and brush for their livelihood—is a big host of others who write only when suc-

cessfully urged to do so—because they have something to say that is worth saying. These are usually men in a big way of business, or professional men at the top of the ladder, or men and women doing unusual work of a most important sort—often obscurely because they are not self-trumpeters of their achievements or labors. For example, such men and women as:—

THE LATE SIR MORTIMER CLARK
JOHN BAYNE MACLEAN
ERMAN J. RIDGWAY
LORD NORTHCLIFFE
JOSEPH MARTIN, M.P.
BILLY SUNDAY

All these have contributed under their own name or a nom de plume to MACLEAN'S MAGAZINE in the last 12 or 15 months, recognizing that this magazine can give their messages to the whole nation, and to a class of persons whom they wish to reach.

NOBODY who knows MACLEAN'S would ever call it a story magazine, but rather a national magazine—almost a news magazine. Stories there are in every issue—enough of them to satisfy the right and natural desire for romance, adventure, achievement, business, love and intrigue. But the greater part of the contents of every issue of MACLEAN'S MAGAZINE may be called NEWS—NEWS of men and their work and triumphs; news of the nation's work and workers; news of discoveries; news of movements; news of politics; news of the builders and building of Canada. MACLEAN'S, as Canada's National Magazine, prepared for thinking and intelligent men and women, must be an informative and interpretive magazine, must mirror national opinion, record national affairs and developments, and be the VOICE of prophets, statesmen and leaders. MACLEAN'S is a magazine of to-day—a newspaper of a sort, dealing with big news passed over by daily newspapers whose function is the recording of the day's news—passing news; and who leave the fuller statement—the summed-up presentation of things they can but touch on—TO MACLEAN'S MAGAZINE.

A Magazine of Power

News features of MACLEAN'S MAGAZINE greatly liked by its 50,000 readers are

The Business Outlook—article.
The Investment Situation—article.
The Review of Reviews Department.
The Nation's Business.
Women and their work.

These are regular department features appearing in every issue of MACLEAN'S. They are of the nature of surveys or digests, and perform a service welcomed and praised by all readers, who aim to keep themselves broadly informed concerning what's doing in Canada and what's being thought and said and done the wide world over.

REVIEW of Reviews is the outstanding feature of MACLEAN'S, in that it gives the best articles, in condensed form, from the best magazines of the world. A staff of trained people read and study the contents of all magazines and select for each issue of MACLEAN'S twenty or more articles which mirror the world's progress and present the changing aspects of world opinion.

IN rounding out this presentation of Canada's National Magazine a brief reference may be made to one large and discriminating and important class of contributors to it—advertisers. Literally hundreds of them employ MACLEAN'S for their advertising, to reach the influential classes represented by MACLEAN'S list of subscribers, and because they get national publicity economically. These makers and producers of goods of national consumption appreciate the fact that a select circulation of 50,000 gives them, among the most important families of Canada, strong local publicity as well as broad national publicity, and that retail distributors are both canvassed and assisted by their national advertising in MACLEAN'S MAGAZINE. They recognize that \$1,000—\$3,000 invested in space in MACLEAN'S MAGAZINE to buy 365-day national influence is dirt cheap publicity.

THIS is but condensed presentation of MACLEAN'S MAGAZINE. Very much more can be said about its editorial policy and character, about its making, about its quest for and development of new contributors, about the policy that keeps canvassing methods and advertising columns clean, about the hearty approval of subscribers of MACLEAN'S MAGAZINE, about the significance of 50,000 circulation, about the wisdom of doing a "little advertising in a few magazines" as an initial step in national advertising plans; about the advertising of MACLEAN'S MAGAZINE in all the MacLean Publishing Company's list of business and technical newspapers, about the influence of MACLEAN'S MAGAZINE on distributors.

But time and space forbid here and now a continuation of the MACLEAN story. What is enough to be impressed is—

MACLEAN'S MAGAZINE

Canada's National Magazine

143 University Ave., Toronto

Union Trust Bldg., WINNIPEG

Boston

New York

Chicago

London, Eng.

Southam Bldg., MONTREAL

CENTURY SALT

Your customers will like Century Salt

They cannot help but like its clean, sparkling purity and perfect seasoning qualities.

Century Salt is a good, brisk selling line—one worth featuring every day the year round.

Are you supplied?

THE DOMINION SALT CO LIMITED
SARNIA. ONT.

Don't hide the fact that you sell

OCEAN BLUE

You never know how many sales you may have lost until you keep it prominently placed. Keep good stocks, and

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.
The Gray Building, 24-26, Wellington St. W., Toronto.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avery, Rooms 1 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



More Goods Are Sold Under the Evening Lamp at Home Than You Dream of

OUR fall and winter advertising is now appearing in the leading Canadian magazines and newspapers and will be read by the majority of the families in your own locality. It cannot fail to strengthen and increase the already large demand for

McCormick's

JERSEY CREAM Sodas



BRANCH WAREHOUSES:
Montreal,
Ottawa,
Hamilton,
Kingston.

Manufactured only by
The McCormick Manufacturing Co., Limited.
General Offices and Factory: London, Canada.

BRANCH WAREHOUSES:
Winnipeg,
Calgary,
Port Arthur,
St. John, N.B.



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

They don't keep shop —they sell things

¶ That is the kind of dealers who subscribe for and read a paper like CANADIAN GROCER.

¶ They are the men who are the successes in the grocery business. They want to know all there is to know about the business they are engaged in, all about the goods they sell, all about the manufacturers who produce the goods they have to recommend to their customers.

¶ They don't buy goods just because they are largely advertised to their customers, they investigate the merits of the article especially in these days of scarce goods and substitution.

¶ These live men who influence the buying of thousands of families will read the annual Fall Number with keen interest.

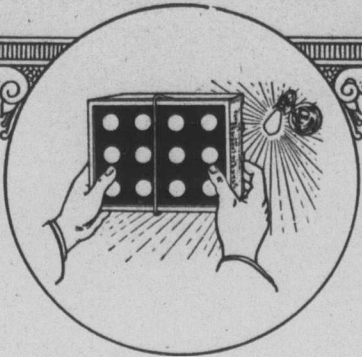
¶ They know these numbers are full of real information; they know they can obtain timely suggestions and ideas that help increase sales; they know that the advertising pages are filled with messages from manufacturers who want their business and the arguments in favor of any particular line advertised are read with interest. Their business future depends on the successful selling of such articles.

¶ You, Mr. Manufacturer, what are you going to say to these merchants in the Fall Number that will help them sell more of your goods in the coming busy season?

¶ This Number closes up tight on October 23 at noon. You owe it to your business to be represented. It is business insurance for the future.

CANADIAN GROCER.

The Star System

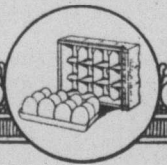


For Safe Egg Handling

Would you give four seconds time to know that each dozen eggs you pass on to your customers are wholesome and fit for use? Can you afford *not* to be sure?

We can show you a dozen other equally as good reasons why you should be using Star Egg Carriers and Trays. Write us.

STAR EGG CARRIER & TRAY MFG COMPANY



JAY STREET ROCHESTER NEW YORK



Give Little Miss Vi a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial

beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in the sweetest and cleanest factory in the world.

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

409

A neat little seller for your window and counter displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made Queen QUALITY PICKLES a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

We've got it

Railways, factories and foundries demanded a broom that would stand the heaviest kind of sweeping without the broom becoming broken or cut at the shoulder.

Keystone Stapled METAL CASE BROOMS

are filling the bill to perfection. 8 styles for particular needs and every one a winner.



Write for prices, etc.

STEVENS - HEPNER CO., LIMITED
Port Elgin, Ontario

The "Metal Case" Broom is only one of the famous Keystone Brand Brooms and Brushes.

The best Orange Marmalade

is

Wethey's

Are you selling it?

MR. CLERK YOUR SPARE TIME

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

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

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

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

The MacLean Publishing Co.

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

Toronto

Canada

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

BAKING POWDER ROYAL BAKING POWDER

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

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

DOMINION CANNERS, LTD.

JAMS

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

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

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

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1.75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gala.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	6 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

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

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections Per doz.	
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 90



War-Time Economy Calls for Honest Quality Goods

— We Make Them

The use of fillers and adulterants in soaps, cleansers, etc., may be defended on some counts, but certainly not if the interest of the people is considered. Lever Brothers' goods are guaranteed pure and made only of the highest quality materials. They give your customers 100% value for their money.



**Matchless for Purity and
True Economy — Sunlight
and Lifebuoy Soap**

Better, purer soaps than these could not be made. Their increasing sales indicate that more and more people are realizing this fact. The grocer who pushes them is doing a genuine service to his customers—and to himself.

Lever Brothers, Limited, Toronto, Can.

A First acquaintance means a lasting friendship

When your customer buys a bottle or two of

MARSH'S GRAPE JUICE

you can anticipate many profitable re-orders.

Marsh's has the pure Concord quality that "gets" them all—every time.

Five case lots or more delivered prepaid to any part of Ontario or Quebec.

The Marsh Grape Juice Company

Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.
Ontario Agents.

Rose & Laflamme, Ltd.
Montreal, Que.



Where do your customers buy candy ?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

MOIRS, LIMITED HALIFAX, CANADA

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

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

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

YUBA BRAND

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

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

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

EVAPORATED MILK

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

CONDENSED COFFEE

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

GELATINE

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

W. CLARK, LIMITED MONTREAL

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

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, ½s, \$2; 1s, \$3.50; 2s, \$8.
Lamb's Tongues, ½s.
Sliced Smoked Beef, tins, ½s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, ¼s; ½s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, ½s, \$1.95.
Ham and Veal, ½s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 66c; ½s, \$1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, ½s, \$3.75; 1s, \$7; 1½s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1½s, \$13; 2s, \$15.

Mince meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.

In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14½c lb.
In Glass, 1s, \$3.

Clark's Peanut Butter—Glass Jar, ¼, \$1.22; ½, \$1.70; 1, \$2.25.

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

Clark's Tomato Ketchup, 16 oz.

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

Individuals, 85c doz.

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

Individuals, 95c doz.

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

Individuals, 95c.

Tomato Sauce, 1½s, \$1.85; Chill Sauce, 1½s, \$1.85; Plain Sauce, 1½s, \$1.60.

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

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.

Spaghetti with Tomato and Cheese, ½s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., ¼-lb. \$ 1 85
D. S. F., ½-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., ¼-lb. 1 15

Per jar
Durham, 4-lb. jar, each 1 30
Durham, 1-lb. jar, each 0 37

JELL-O

GENESE PURE FOOD CO.

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

JELL-O ICE CREAM POWDERS

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



Knox Sparkling Gelatine Leads All Others in Sales and Profits for Grocers

Knox Sparkling Gelatine is firmly established in favor with the consumer because it is big value, pure quality and uniformly satisfactory, so steady sales are certain, and our persistent advertising is always making new customers. Take advantage of these conditions and *push its sale*; you will not only find it easy to secure lots of sales, but the profit you make out of the new retail price of 20 cents makes **Knox Gelatine** one of the best paying articles you can sell.

"Make Knox Your Gelatine Leader"

Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.

BRANCH FACTORY: MONTREAL, CANADA

Wrapping Paper and Twines

BROOMS

First Cars 1917

Broom Corn

At Hand

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

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes

Y & S STICK LICORICE

48 5c. Packages to Box



**The old-fashioned remedy
for Coughs and Colds**

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

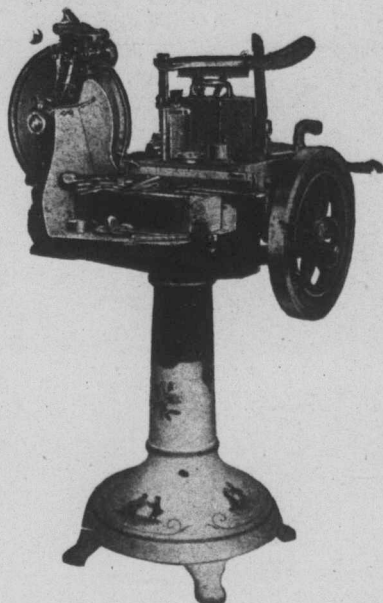
NATIONAL LICORICE COMPANY
MONTREAL

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.



The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

CHEAPER BACON

Breakfast Bacon is high in price. So are Hams. Why not try some of the cheaper cuts of Bacon. Roll Bacon is 8 cents a pound cheaper than Breakfast Bacon. It is sugar cured, boneless, and in every way desirable. Try it.

F. W. FEARMAN CO.
LIMITED
HAMILTON

KLIM

Hotel size, 6 10-lb. tins to case	\$15.50
Household size, 1-lb, 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

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

Laundry Starches—	Cents
Boxes	
40 lbs. Canada Laundry10½
40 lbs., 1 lb. pkg., White Gloss11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons11½
100-lb. kegs, No. 1 White...	.11
200-lb. bbls., No. 1 White...	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs...	.12
48 lbs., Silver Gloss, in 6 lb. tin canisters13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes13½
100 lbs., kegs, Silver Gloss, large crystals11½
40 lbs., Benson's Enamel, (cold water), per case...	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.....	.15
Celluloid, 45 cartons, case...	4.80

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared12
40 lbs. Canada Pure Corn..	.11
(20 lb. boxes ¼c higher)	

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry	0.10½
Boxes about 40 lbs.	0.10%
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case.....	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	0.11
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	0.12
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs..	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

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

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$4.75
---	--------

2-lb. tins, 2 doz. in case....	5.15
5-lb. tins, 1 doz. in case....	5.50
10-lb. tins, ½ doz. in case..	5.25
20-lb. tins, ¼ doz. in case..	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.....	0.07½
Half bbls., about 350 lbs....	0.07½
¼ bbls., about 175 lbs.....	0.08
2-gal. wooden pails, 25 lbs..	2.65
3-gal. wooden pails, 22½ lbs.	3.75
5-gal. wooden pails, 65 lbs..	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case....	\$5.65
5-lb. tins, 1 doz. in case....	6.00
10-lb. tins, ½ doz. in case..	5.75
20-lb. tins, ¼ doz. in case..	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case....	\$5.50
Barrels, per 100 lbs.	6.50
½ barrels, per 100 lbs.....	7.00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	\$4.00
½ lb.	2.00
Robinson's Patent Groats—	
1 lb.	4.00
½ lb.	2.00

NUGGET POLISHES

Doz.

Polish, Black, Tan, Teney	
Red and Dark Brown90
Card Outfits, Black and Tan	3.30
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED

EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.;	
8½s, 14 lb. cads, per lb....	\$ 0.65
Bobs, 7s and 14s.....	0.55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.....	0.54
Stag Bars, 6½s; boxes, 5½ lbs.	0.48
Pay Roll, thick bars, 9s, 5½ lb. boxes	0.70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies	0.70
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs..	0.57
Great West, pouches, 9s, 6 lb. cartons, ½ and 1 lb. boxes	0.72
Forest and Stream, tins, 11s, 2 lb. cartons	0.39
Forest and Stream, ¼s, ½s and 1-lb. tins	0.85
Forest and Stream, 1-lb. glass humidors	1.00
Master Workman, 10s, 2 lb. cartons	0.80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes.....	0.74
Derby 8s, ½ butts, 8 lb. boxes	0.65
Golden Rod, 8s	0.64
Ivy, 8s, ½ butts, 9 lb. boxes	0.64
Old Virginia, 10s	0.87
Empire, Navy (bars), 9s....	0.70
Fig Leaf, 8s	0.64
Old Kentucky (bars), 6s....	0.72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes.....	0.58
Walnut, 9s	0.70

PEACHES

The Very Best Quality

Arriving Daily in Large Quantities

Prices Reasonable

GRAPES

Commencing to Arrive

Supplies Increasing

Prices Lower

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

FIRST OF SEASON

Cape Cod Cranberries
Jamaica Grape Fruit
New Spanish Onions
New Brazil Nuts

The best of everything in the Fruit Line.

WHITE & CO., LTD.
TORONTO

Main 5529

New Crop

“St. Nicholas”
“Queen City”
“Kicking”

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

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

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

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

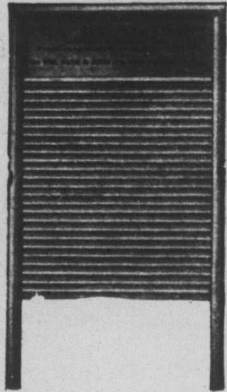
McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits, Cranberries, etc.

25 CHURCH ST.
TORONTO

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD



means to you

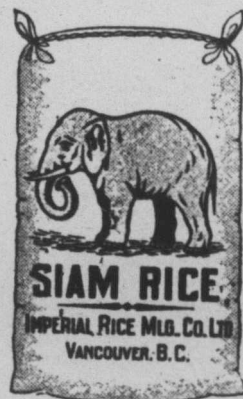
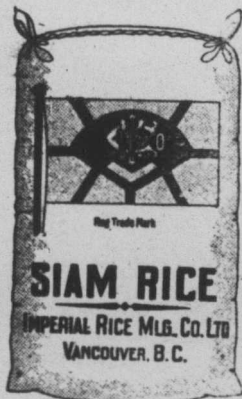
The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

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



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

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Wanted

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESSES FOR SALE

TWO GOOD GENERAL STORES FOR SALE in prosperous localities, both doing a highly profitable business. One on C.P.R. and the other 7 miles from London. Either can be bought right. Apply the Western Commission Co., London.

A GOOD GENERAL STORE BUSINESS FOR SALE—in a good paying farming community, 30 miles north of Regina. Stock \$5,000. Annual turnover \$24,000. Property consists of 2 stores adjoining. One with good living rooms. \$4,000 cash will handle. Balance can be arranged. Apply Box 258, Canadian Grocer.

GROCERY AND AUTO SUPPLIES IN A COUNTRY TOWN doing a business of about \$300.00 weekly; can be increased by right man. A good large corner store and nice flat above store, and a double garage. Will sell store at \$4,000.00; about \$2,000.00 stock and fixtures. Can give part terms. Apply Box 257, Canadian Grocer.

TO RENT

TO RENT—FURNISHED HOTEL, VILLAGE 6 Miles from London, Ont., main road to Goderich. Good stand for butcher or baker. Apply L. Hudson, R. R. 2 London, Ont.

AGENTS WANTED

BUSINESS MEN, HAVING SPARE TIME, wanted to solicit accounts for us to collect. Reliable agency; seven years' standing; good proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELOPES, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

WANTED

WANTED TO PURCHASE TEA BLENDER

MUST BE IN GOOD CONDITION WITH capacity for approximately five hundred pounds. Burns or any other reliable make. Address, Wm. H. Dunn, Ltd., 180 St. Paul St. W., Montreal.

SALESMEN WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife. Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.


KLIM

PURE SEPARATED MILK IN POWDER FORM. FOR ALL COOKING WHERE MILK IS NEEDED.

READ IT BACKWARD
CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO

Trade Papers are
Pioneers of Business Expansion

OAKLEY'S KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

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

LARGEST CANADIAN DEALER

WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

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

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

COCOANUT Standard Cocoanut Mills

E. B. Thompson, Sole Proprietor
HAMILTON CANADA

EDWARDS' Worcestershire Sauce

Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO



INCREASE YOUR PILE

by diminishing your book debts. Too much credit is bad and puts a premium on bad accounts.

WE CAN GET BACK YOUR MONEY
If you will only authorize us to do so. Can collect anywhere. Our organization is big enough. Special Forms Will be Mailed You on Request.

The Nagle Mercantile Agency
WESTMOUNT (Montreal), QUE.

W. C. Edwards & Co., Ltd.

OTTAWA ONTARIO

Manufacturers of

BOX SHOOKS

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

CANADIAN GROCER

KING GEORGE'S NAVY

CHEWING
TOBACCO

Is worthy of your best recommendation

You needn't be ashamed or afraid to "boost" this fine, satisfying "chew." It will back up your very strongest claims, and so satisfy that steady repeat sales are certain.

Order a trial supply now.



Rock City Tobacco Co., Ltd.

PROHIBITION BY THE BRITISH GOVERNMENT

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

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

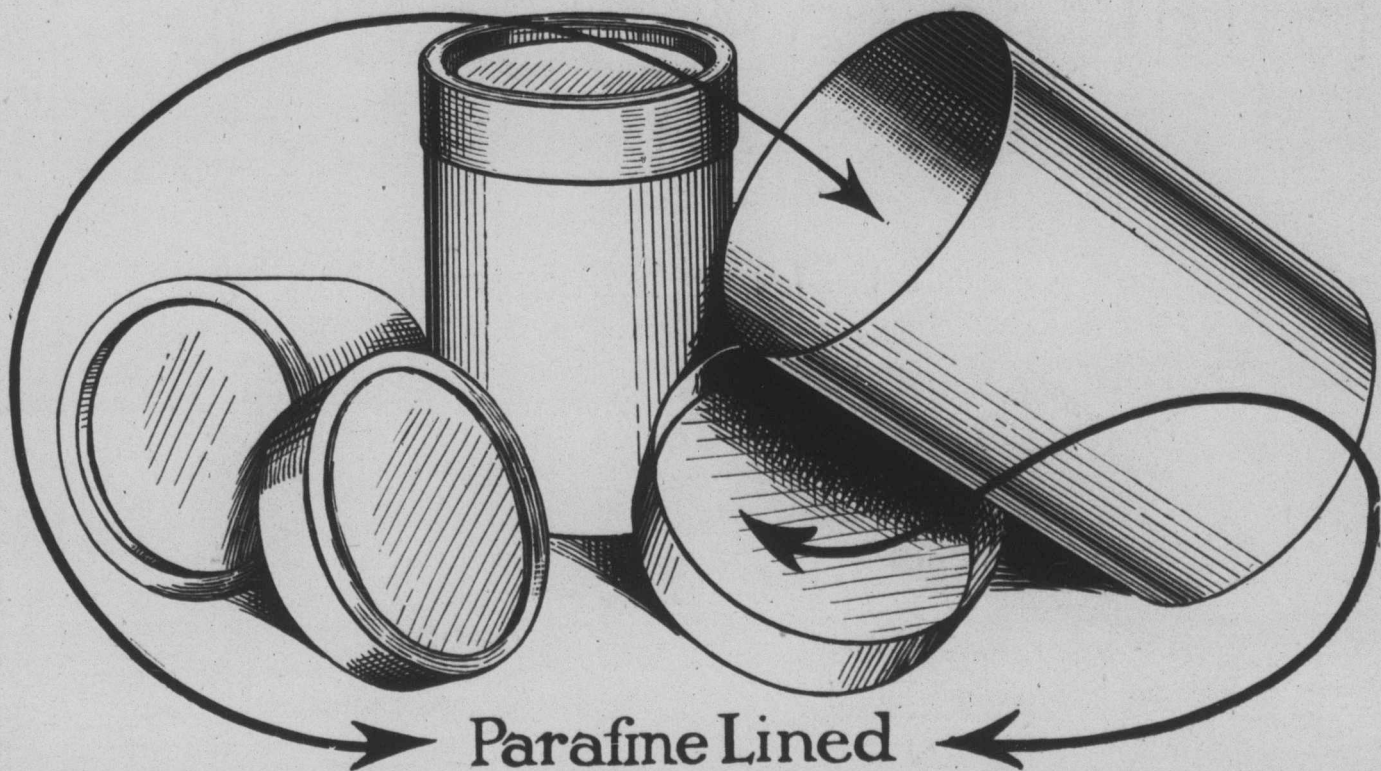
BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

CANADIAN GROCER

ECONOMY *plus* EFFICIENCY



The eliminating of waste is not only good business but a necessity. In the light of increased costs and the narrowing of your margins, the importance of stopping your leaks is a compelling force that must be reckoned with.

The majority of paper pails hold over-measure. Almost invariably a pint paper pail is filled when the order is for a pint. If the housewife receives a pint pail not full, she does not take the trouble to measure it, but concludes that she is short measured, whether she regards the incident as wilful or the result of carelessness matters but little so far as the dealer is concerned. Your loss in waste from this source far exceeds your paper pail expense.

The Empire Container holds measure and no more. It is paraffined inside and out, will not spill its contents on the clothes of the customer carrying it, nor on other merchandise accompanying it when delivery is made.

The Empire Container will deliver any liquid. You can wrap it up like a can of salmon.

Each size is packed in cartons of 100. Prices F.O.B. Factory, Sombra, Ont., are as follows:

Half-Pints	- - -	\$17.00	per 1000
Pints	- - -	\$19.00	“ “
Quarts	- - -	\$24.00	“ “

CONNECTICUT OYSTER COMPANY, LIMITED

“Exclusive Selling Agents”

50 JARVIS STREET

TORONTO, CANADA