

**PAGES  
MISSING**

# CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO. JULY 12, 1918

No. 28



Let *Coca-Cola* put the profits  
in your cash register

Let your people know you sell and recommend COCA-COLA—"the most refreshing drink in the world."

COCA-COLA wins on its merits. Widespread consumer advertising is increasing an already huge demand. You'll be asked for COCA-COLA.

Will you have it when they call?

*The Coca-Cola Company.*

WINNIPEG

# JAPAN TEA



The subtle charm in each cup tells why more than half the tea consumed in Canada is Japan Tea. Government inspected — uncolored and unadulterated — a tea of real cup quality.

*"Over our tea — quaffing the sovereign drink of pleasure and health."*  
—Brady.

Japan Tea appeals in a particular way to people who appreciate a tea of unequalled flavor and goodness.

Produced in Japan—where tea adulteration is strictly prohibited—this delicious tea is pure and customer-pleasing in the extreme.

A display will convince you that there is a real, worth-while demand for Japan Tea. This demand is being strengthened everywhere by our continuous and aggressive consumer advertising.

Order a good supply now and be one of the many dealers to reap the benefits of this publicity.

You can sell Borden's to every picnic party.

Delicious, Convenient Borden Milk Products are indeed ideal for just such an occasion as that pictured here.

Remind your customers frequently during the vacation weeks of Borden suitability for every outing trip where something good and delicious is wanted quickly and conveniently.

*Borden's*

Milk Products can always be depended upon to give your customers that unlimited satisfaction so productive of increased sales and larger profits.

You know the six Borden favorites:

Eagle Brand Condensed Milk, Reindeer Condensed Milk, Reindeer Coffee, Reindeer Cocoa, Borden's St. Charles Evaporated Milk, and Borden's Jersey Evaporated Milk.

*Keep Borden's Displayed.*

**Borden Milk Co., Limited**

*"Leaders of Quality"*

**MONTREAL**

Branch Office: No. 2 Arcade Bldg., Vancouver



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



## Selling Avico Vinegar will increase your business

"Avico" is a pure spirit Vinegar of deliciously piquant flavor.

It is just the kind of vinegar every good housewife likes to buy—the kind every good grocer can safely recommend.

By handling and recommending a Vinegar of such unimpeachable goodness you'll attract new trade, and retain the old.

And AVICO is not any costlier.

**Acme Vinegar Co., Ltd.**  
*Makers of Vinegars in Bond*  
**WINNIPEG**

# H. J. LEWIS

*of*

**THE ROBT. GILLESPIE CO.**  
**WINNIPEG**

*Also The A. MACLURE CO.*

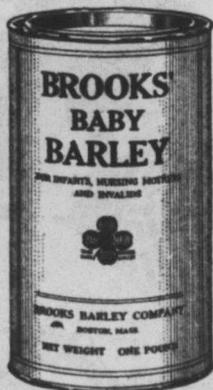
is in the East to get in touch with manufacturers wanting aggressive representation in Western Canada. This organization covers the Prairie Provinces, calling on both wholesale and retail trade, and is in position to give manufacturers the best of representation. Mt. Lewis' address in Montreal is The Windsor, and in Toronto The King Edward Hotel. Get in touch with him at once.

## This is the barley

—that, because of its purity, freshness and high quality has won the endorsement of the highest Infant Specialists.

## BROOKS' Baby Barley

**Fast Seller. Good Profits. Satisfied Customers.**



*Order from your wholesaler.*

### Three Sizes

1/2 lb.,	per doz.	- \$ 2.30
1 "	" "	- 3.80
3 1/2 "	" "	- 11.50

*Agents for Canada:*

**Harold F. Ritchie  
& Co., Limited**  
**TORONTO**

Made by BROOKS BARLEY CO., Boston, Mass.



## Backed by a reputation

—a reputation won by giving the housewives of Canada an absolutely pure table salt, with fine, even grain full of savour. This is why

# Windsor Table Salt

*Made in  
Canada*

is always in demand—and why Grocers like to handle it. It pleases every customer.

**THE CANADIAN SALT CO., LIMITED**

256

This  
Strawberry  
Jam  
is  
De Luxe



# WAGSTAFFE'S

## STRAWBERRY JAM

### 1918 PACK

#### NOW READY FOR DELIVERY

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



## This Clerk is saying—

“Yes, Madam, it’s an excellent line. Furnivall’s is always good.”

**Furnivall's**  
FINE  
FRUIT  
PURE JAM

This clerk knows Furnivall's. He knows that Furnivall quality will satisfy her no matter how critical she may be and that the memory of that quality will bring her to the jam counter again and again for further supplies of these jams of peerless quality.

If your employer stocks Furnivall's Fine Fruit Jams (and most good grocers do) don't miss a chance to recommend them. It always pays to boost quality and you do boost quality—in overflowing measure—when you recommend the jams with the Furnivall label.



## FURNIVALL-NEW, LIMITED

HAMILTON, CANADA

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. Montreal—Geo. Hodge & Sons, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co., Ltd. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

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



# Fifty Subscriptions from One Firm

**T**HE International Business Machines Company, of which Mr. Frank E. Mutton is vice-president and general manager, subscribed to 10 copies of THE FINANCIAL POST some months ago—these copies to go to their travelling salesmen. Now this company has increased the number of these subscriptions to 50 because the results of the experimental subscriptions have proved so satisfactory.

Mr. Mutton explained that the object of putting THE POST in the hands of the men of his company was to keep them intelligently acquainted with general business conditions in Canada. He said he knew no better paper than THE POST for the purpose. It would seem that his men have responded fully to effort made to keep them well informed about Canadian business affairs—so much so that the management have added 40 other men to the original 10 to receive THE POST.



FRANK E. MUTTON

When Mr. Mutton was with the National Cash Register Company as its Canadian manager, he was the king of all managers in the matter of sales records. In this position he achieved a big reputation built on solid achievements. He learned salesmanship in a school where competition was of the hottest kind, and where the competitors were brilliant men. Giving Mr. Mutton full credit for superior personal qualities and energy of the most ardent kind, it is taking nothing away from him when it is said that not a little of his success was due to his intimate and sympathetic knowledge of the other man's busi-

ness. And he taught the men associated with him as salesmen to know the point of view and requirements of the men they called on to sell machines to.

As vice-president and general manager of the International Business Machines Company, Mr. Mutton is putting into operation an idea used by him in past days with brilliant results—he is causing his salesmen to know the business and requirements of their prospective customers. To establish points of contact swiftly and surely is one of the open secrets of successful selling.

In the case of **your** solicitations of customers and desired customers, it is excellent strategy to have your salesmen so well informed about business conditions generally, and about the interests of the men they canvass, that they will be able almost instantly to relate their proposals to the interests of the buyer. When a salesman shows himself intimate with the interests or business or objectives of the man whose order he wants, he is immensely strengthened as a salesman, and his percentage of successful canvasses goes steadily up.

Our definite suggestion to you is: Subscribe to THE POST yourself, and learn from its pages how your salesmen or executives can draw power from this newspaper. Then, having acquired the sought-for knowledge, subscribe to THE POST for each man in your service who can profit you by knowing what is in THE POST each week. If Frank Mutton and other prominent executives are making a success of THE POST as a salesman's aid, it is reasonable to suppose that other managers of salesmen and executives can likewise employ THE POST as a producing agent. And so we ask you to sign and forward the coupon below.

Dept. C.G.—143-153 University Ave.,  
The MacLean Publishing Company, Limited, Toronto.

Send **me** THE FINANCIAL POST OF CANADA (weekly). Subscription price of \$3 will be remitted on receipt of invoice in the usual way. Have this copy sent to

.....  
.....



**Now**

*8c (2 for 15) Fort William and East  
10c West of Fort William*

It is no longer possible to supply Krackley-Nut at the old price (7 and 8 cents). Further advances and scarcity of the raw materials make this change imperative.

The dealer's profit is good and he gets a quick turn-over. You can make attractive and effective selling displays with Krackley-Nut. The red and green package cannot fail to attract the eye. Display it liberally.

Your customers know the goodness of Krackley-Nut and the extra pennies will not hinder them from buying.

*Order your supply from your jobber now.*

**O-Pee-Chee Gum Co.**  
Limited  
LONDON CANADA

Canada Food Board Confectioner's License No. 11-415.

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

# FOOD SCARCITY

RECOMMEND BEAVER BRAND CANNED  
FISH TO YOUR CUSTOMERS.

## 20-CENT LINES

CANNED CRAYFISH in 1-lb Talls  
CANNED CLAMS in 1-lb Talls.

## 25-CENT LINES

CANNED MACKEREL in 1-lb Talls and Flats  
CANNED CODFISH in 1-lb. Flats.

Your Jobber has BEAVER BRAND Goods. Ask him, or  
write direct for samples and try them yourself.

CANADA F. B. LICENSE 14-89.

# J. W. WINDSOR, LIMITED, MONTREAL



## Whittemore's Shoe Polishes

Quality

Variety



### For a Big Seller

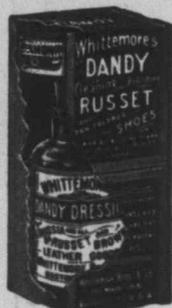
**BOSTONIAN CREAM** — The ideal cleaner for kid and calf. You'll need a good stock of brown for brown glazed kid and mahogany calf — also the cordo-tan for cordovan leather. Then there's the white BOSTONIAN for all colors of glazed Russia calf, vici or dongola kid or patent leather — also light and dark gray, and any other color or shade.



### And Here's the Paste

**NOBBY BROWN PASTE** — For all shades of brown shoes. Once you put this paste in stock, you'll be like everybody else who has ordered it — you'll repeat on it.

For red or oxblood there's the same size package of **PEERLESS OXBLOOD PASTE**.



RUSSET—2 Sizes



BROWN—2 Sizes



WHITE—2 Sizes



RED—2 Sizes



BLACK—2 Sizes

Ask your Jobber's Salesman for Complete Catalogue with Prices, or write us at Boston, Mass., U.S.A.

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

# LAST WINTER

eggs were scarce and dear, certainly too dear to be used in the baking of bread, biscuits, pies, cookies, etc.; it is reasonable to assume that this winter EGGS will again be similarly prohibitive, therefore anticipate the needs of your customers by arranging now for your supplies of

## “KKOVAH” EGG SUBSTITUTE

Bread, cakes, etc., made with KKOVAH Egg Substitute are lighter and more easily digested than when made with eggs.

KKOVAH Egg Substitute has been manufactured over a quarter of a century.



Sutcliffe & Bingham, Ltd.  
Manchester, Eng.

Sole Distributors for the  
Dominion of Canada  
Maclure & Langley, Ltd.  
Winnipeg, Toronto, Montreal

1918 PACK



License 6-227

# Thistle Brand

Scotch Cured  
- Genuine -



## Finnan Haddie

“THISTLE BRAND” HADDIE—packed only on St. Mary’s Bay from the finest selected mature Haddock.

“THISTLE BRAND” HADDIE—packed in pound and half-pound tins only, full weight guaranteed.

A one-pound tin of “Thistle” Brand Haddie contains more proteids (flesh forming matter) than one pound of best Beefsteak. Packed under Government inspection, in model factories, fresh from the Boats, as caught.

**The Best**

**Always the Best**

**The Best Only**

EVERY TIN GUARANTEED

Sole Agents: ARTHUR P. TIPPET & CO., Montreal

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA  
SASKATCHEWAN

*Wholesale Grocery Commission  
Brokers*

ALBERTA  
WESTERN ONTARIO

## H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

"Always On The Job"

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

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

STORAGE

DISTRIBUTING

FORWARDING

PUGSLEY, DINGMAN CO., LIMITED  
JOHN TAYLOR & CO., LIMITED  
ETC., ETC., ETC.

We represent some of the best manufacturers, of whom the above are examples. We will give your line the same attention.

**F. D. COCKBURN CO.**  
WINNIPEG

MANUFACTURERS:

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

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

402 Chamber of Commerce  
Winnipeg - Manitoba

**The Canada Nut Co., Limited**

"Specializing in Shelled Peanuts"  
Large stock always on hand

VANCOUVER, B.C.

### Sell your product to the West through this House

Our long-established prestige is at your service. Our men are keen; they cover the Western field constantly. Nine of them do retail work exclusively. They'll get you quick results.

We will send you full particulars and any information at our disposal. Write to-day to

**SCOTT-BATHGATE CO., LTD.**

149 Notre Dame Ave. E., WINNIPEG



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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## 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.  
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.

Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

## THE Robert Gillespie Co.

MALTESE CROSS BUILDING  
WINNIPEG

IMPORTERS, BROKERS  
MAN'F'S. AGENTS  
GROCERY, DRUG AND  
CONFECTIONERY  
SPECIALTIES

## Winnipeg Warehousing Co., Winnipeg

Prompt and Efficient  
SERVICE

Ship your consignments in our care. We have adequate trade facilities to handle any amount of business promptly. Goods distributed in Winnipeg or re-shipped to points west.

WAREHOUSING  
DISTRIBUTING  
STORAGE

## 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.

# Warehouse Space To Rent

We have to rent in our Calgary warehouse two floors 50 x 110, and two floors in our Edmonton warehouse 50 x 120. These warehouses are located in the centre of the wholesale district, are of finest mill construction, and are equipped with two elevators. Lowest rate of insurance and good loading and trackage facilities. If you require warehouse space in Calgary or Edmonton, write our offices at these points.

# DONALD H. BAIN Co.

Wholesale Commission Merchants and Brokers

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

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

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

**Rangoon Beans on Spot**  
Write us for Quotations  
**W. H. MILLMAN & SONS**  
Grocery Brokers  
TORONTO

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

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

**Mackay's Pearl Barley Flour**

Made - in - Canada. A "Barley Food" without a peer. A seller and a "repeater."

Just the thing for infants, invalids and old people. Gives a delightful flavor to soups and gravies.

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

It is the superior quality that continually brings new buyers, and holds the trade of old customers if you stock-

## OCEAN BLUE

Order from your Wholesaler.

**HARCREAVIS (CANADA) LIMITED**  
The Gray Bldg., 24-26 Wellington St. W., Toronto  
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta — W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton.  
For British Columbia and Yukon—Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.

# EL ROI-TAN PERFECT CIGAR

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

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

Complete Trade Connection  
**JOHN E. TURTON**  
Wholesale Grocery Broker  
55 St. Francois Xavier St. - Montreal

**G. B. MacCALLUM & CO.**  
GROCERY BROKERS  
489 St. Paul St. W., Montreal  
Complete connection with the Grocery and Confectionery trade of Montreal.  
Daily Motor Delivery to all parts of City and Suburbs.

**H. D. MARSHALL**  
Wholesale Grocery Broker  
OTTAWA MONTREAL HALIFAX

**J. R. GENEST**  
Wholesale Grain, Flour and Feed  
SPECIAL—Pastry Flour  
GROCERS SPECIALTIES  
BOARD OF TRADE BUILDING, MONTREAL

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

MARITIME PROVINCES

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

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.

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

**NORWEGIAN SARDINES** (STYLED SMOKED SILD)

NOTHING LIKE IT!  
NO BONES!  
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE  
Stavanger (Norway)  
Apply: STANDARD IMPORTS, LIMITED, Montreal



**MARSH'S GRAPE JUICE**

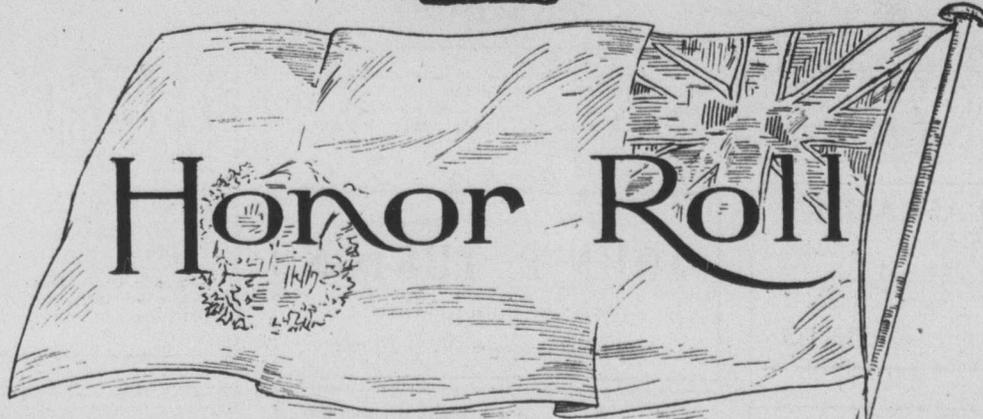
—a delicious, invigorating, non-intoxicant with the fine full Concord flavor so appreciated by the connoisseur.  
Every good grocer should sell it. Recommend it to your customers as the finest soft drink.

**The Marsh Grape Juice Company**  
Niagara Falls, Ontario

Agents:

**MacLaren Imperial Cheese Co., Ltd., Ontario.**

**Pose & Laflamme, Ltd., Montreal, Que.**



The  
**MacLean Publishing Company Ltd.**  
Publishers of

MacLean's Magazine  
Farmers' Magazine  
The Financial Post  
Hardware and Metal  
Canadian Grocer

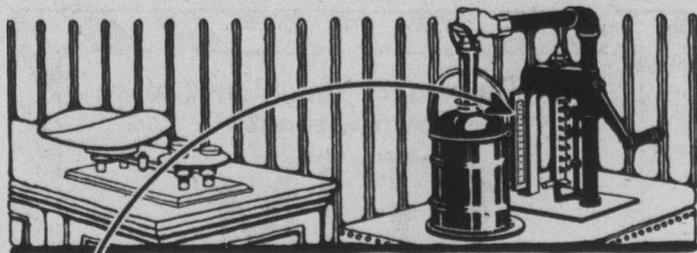
Dry Goods Review  
Men's Wear Review  
Bookseller and Stationer  
Canadian Machinery

Power House  
Canadian Foundryman  
Marine Engineering  
Sanitary Engineer  
Printer and Publisher

D.W.G. Davies  
John Dring  
Harold Fogarty  
A.O. Thompson  
E.W. Earle  
H. Rose  
M.A. Sanderson  
G.E. Pearson  
G.A. Mundie  
Desmond Hemingway  
Victor Bercot  
G.I. Cook  
Hector Pearson  
C.W. Catlow  
H.S. Jones  
Geo. Aubrey  
Arthur Batty  
Harold Cross  
A.W. Hardy  
E.A. Humphries



Sidney Metcalf  
F.H. Thomas  
T. McGillicuddy  
Gordon Bennett  
Walter Pearson  
Roy. Jarratt  
A. Macdonald  
Ernest Madigan  
L. Makepeace  
Harold Gildner  
Edwin Mackie  
C. Denham  
F. Black  
A.W. MacIntyre  
J.W. Zimmerman  
C.F. Breckon  
P.W. Gowans  
C. Hawkins  
H.L. Southall  
Andrew O'Malley



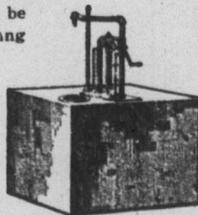
**BOWSER**

## Oil Storage Systems

ACCURACY is the keynote found in the Bowser systems. By the automatic computer the merchant can easily measure 1c or 100c worth of oil. He protects himself as well as his customers by having the Bowser in his store. The ill-kempt oil department becomes a thing of the past.

Your oil department will be put on an efficient and profitable basis. In this day of rising costs all waste should be eliminated. Start now by installing a Bowser.

**S.F. Bowser & Co.**  
Incorporated  
Toronto, Ontario



- 0 15
- 1 14
- 2 13
- 3 12
- 4 11
- 5 10
- 6 9
- 7 8
- 8 7
- 9 6
- 10 5
- 11 4
- 12 3
- 13 2
- 14 1
- 15 0

## The Profit Is Good



Babbitt's Cleanser is a line that every grocer will find worth while keeping well to the front. Active selling and generous profits invariably result from a Babbitt display. Good housewives everywhere are convinced by experience that there is absolutely no better Cleanser than Babbitt's, and they like to deal with the grocer who features articles of such outstanding value.

Premiums Given for the Trade-Marks.

**WM. H. DUNN**  
Limited

General Representatives  
for Canada

MONTREAL

Dunn-Hortop, Ltd.,  
TORONTO

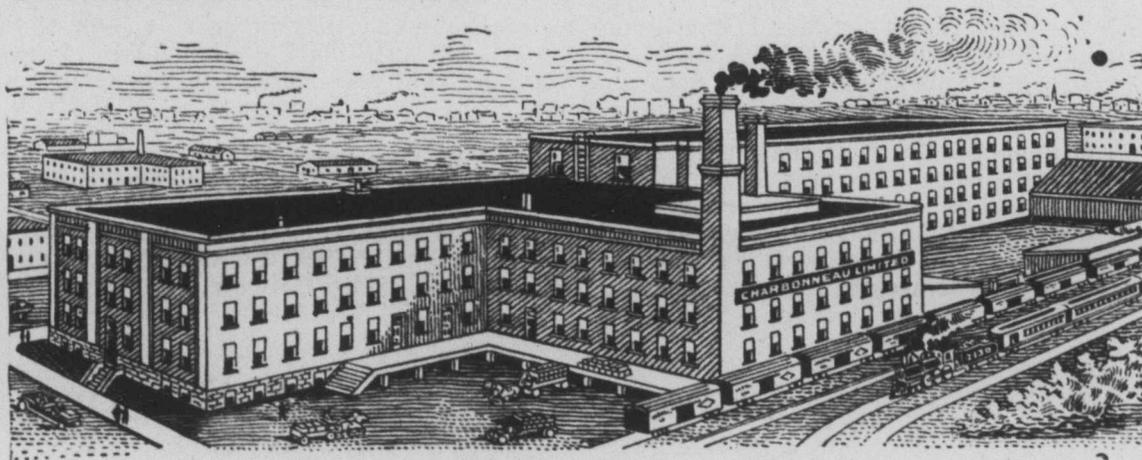
Special Agents

## Charbonneau's Factory

where the well-known Charbonneau quality products are made.

There's always a rapid repeat demand for Charbonneau's Imperial Maple Cream Butter and Charbonneau's Farm-Cream Sodas.

Shipments prompt and prices right.



**CHARBONNEAU, LIMITED**

330 Nicolet St., Montreal

Distributors: Robt. Gillespie Co., Winnipeg and Vancouver. C. Morris & Co., C.P.R. Building, Toronto  
Boivin & Grenier, Quebec City.

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

## Barnes Grape Juice is popular

because it has that delicious Concord flavor so much appreciated by every lover of a quality Grape Juice.

Barnes is an excellent seller and one that every good grocer will find well worth featuring.

The  
Ontario Grape Growing  
and Wine Mfg. Company  
ST. CATHARINES, ONTARIO



Your Customers should not leave  
Town without

# KLIM

IN POWDER FORM

For use at Summer homes, camps or on canoe trips, urge your customers to take KLIM with them. They will then be assured a supply of ever fresh separated milk. Klim is pasteurized separated milk in powder form—the only form of milk that can be carried or shipped long distances and used as needed from the tin without spoiling. Most convenient for all uses.

KLIM IS GENUINE — THE FLAVOR PROVES IT. Contains no filler, adulterant or preservative — nothing but dry milk solids.

Sell KLIM to your customers this Summer and they'll use it all year round.

Your Wholesaler can supply Klim in 1 lb. and 10 lb. tins.

CANADIAN MILK PRODUCTS  
LIMITED  
TORONTO MONTREAL

Stocked by: W. H. ESCOTT CO., Ltd., Winnipeg,  
KIRKLAND & ROSE, Vancouver  
Canada Food Board Licence No. 14-242

## A Small Thing to Look For—A Big Thing to Find

"How do you like that?" said a Grocer to a customer, and he handed him a jar containing preserves.

The customer took the jar. He looked at the name, then HE LOOKED AT THE TOP, and said, "What about it?"

"Oh, nothing," said the Grocer. "You see, I have been told that when people pick up a sealed jar of any kind, containing no matter what, they invariably look at the name. Then they AUTOMATICALLY LOOK AT THE TOP—ALWAYS. I have tried it out, and I find that the man who told me this was right. It works in nine cases out of ten."

True it is, and for that reason the matter of SEALING a jar carefully, neatly, attractively, is a most important factor, and when you insist on the use of ANCHOR CAPS, when you are placing your order for marmalade, you do exactly what you OUGHT to do to INCREASE your sales AUTOMATICALLY, and thus ADD to your profits, BECAUSE: Goods properly packed and sealed under ANCHOR CAPS cannot fail to popularize themselves with your customer. And so, "The Cap on a jar may be a SMALL matter to look for—BUT IT'S A BIG THING TO FIND."

Anchor Cap & Closure Corporation  
OF CANADA, LIMITED

FACTORY AND  
GENERAL OFFICES



50 Doverscourt Road  
TORONTO, ONTARIO

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

# IN ANTICIPATION

of higher prices and late arrivals—we cannot very well expect anything else for some time to come—we recommend the purchase of California Dried Fruits and offer for prompt shipment:—

## RAISINS

300 c/s	15-oz.	Bonner's Seedless	.....	14c	pack.
200 "	"	Purple Cord Seedless	.....	14½c	"
375 "	"	Griffin's Seedless	.....	14½c	"
950 "	"	Pansy Seedless	.....	14½c	"
1,000 c/s	Ass. Brands	15-oz. Choice Seeded		12c	pack.
600 "	Holly Brand	15-oz. Fancy Seeded.		12½c	"

## PRUNES

in 25-lb. boxes:—

All sizes from 100/120 to 20/30, 9c to 20c

## Choice Evaporated Peaches

25-lb. boxes ..... 17½c

Also we might just as well take the opportunity and quote some SALMON:—

Fishermaid Brand, Chums 1's tall, c/s.....	\$ 8.40
Equality Brand, White Spring 1's tall, c/s.....	9.25
Nansen Brand, Pink 1's tall, c/s.....	9.75
Parliament Brand, Red Spring 1's tall, c/s.....	14.00
Golden Link Brand, Sockeye 1's flat, c/s.....	16.00
Fasefo Brand, Sockeye ½'s flat, c/s.....	17.00

Prices for new pack will be named within another month. In buying now there can be no possible mistake.

Special attention given to mail orders.

Telephone or wire your requirements at our expense.

## S. J. MAJOR LIMITED

Wholesale Grocers

Ottawa, Ont.

On request we will mail our calendar

## Trade Advertising Versus Catalogues

**M**ANUFACTURERS in a number of lines are finding business journal advertising an adequate substitute for catalogues. This movement has been gradually gathering strength for several years, but the war has given an impetus to it.

The issuing of catalogues under war conditions has been rather difficult. The principal trouble has been the unstable character of the market. Prices have been changing so frequently that almost as soon as a catalogue was issued it became passé. The shortage of merchandise and traffic congestion also affected the situation. Business concerns naturally hesitated to list articles in their catalogues when uncertain as to whether or not they could fill orders.

Because of these conditions a good many firms have temporarily discontinued the publication of a catalogue. Some have resorted to various other expedients. Some issue a priceless catalogue and give the quotations on separate sheets. Some send out nothing but a bare price list.

Still others have found that business paper advertising is a solution of the whole difficulty. Every time that prices change or that they have new goods to offer they catalogue them in the papers reaching their trade. In this way the listings in the hands of buyers are always kept up to the moment. It is assumed that if a man isn't live enough to read the papers of his field that he would also be too stagnant to look over any catalogues that might be sent to him.

One concern that has made use of this plan is P. Centemeri & Co., the New York glove house. Starting in 1913 with small space the company has gradually increased it. This year it is using half a dozen business publications. It thinks nothing at all of taking several pages in a single issue of a paper. The copy is varied to suit the particular announcement being made, but much of it has the appearance of high-class catalogue copy, including illustrations, descriptions

and net prices. The campaign has been singularly effective.

A number of other concerns use similar methods—some very liberally and others in a more modest manner. The recent trade advertising of the Durham Hosiery Mills, of Durham, N.C., is typical catalogue copy. Each item is illustrated and described and the wholesale price quoted. The price at which it can be sold at retail is also given. The United Knitwear Mills, of New York, also follow this plan. Several houses in the cloak and suit trade, such as C. Kenyon Company, announce special numbers in this fashion. In fact the idea of advertising in business papers instead of issuing catalogues is in great vogue just now and it seems destined to become still more popular. Merchants are so eager to find goods nowadays that there is no danger of their overlooking any good propositions that are made to them in this way.

Of course the plan has its limitations. Many companies cannot quote their prices openly in publications. Many lines could not be adequately shown in this manner. For many things catalogues are absolutely necessary, and there is no danger of their being supplanted. Nevertheless, there is a wide field for catalogue copy in trade papers. It is a good way to offer restricted output to the trade without going to the expense of sending out salesmen. It is a good way to offer a seasonal product, where salesmen wouldn't have time to make the rounds of the trade. It is a good way to clean up odd lots, without making drastic price reductions. It has any number of uses that help salesmen and also that substitute for them when they are not available.

Also catalogues and trade advertisements can supplement each other. The Stanley W. Blum Company is following this plan. In its catalogue it names the business papers in which its new bathing suits will be announced as they are brought out.—Reprint of editorial from "Printers' Ink," July 4, 1918.

# Less than $\frac{1}{3}c$

70 cent Red Rose Tea makes 250 cups of strong, rich tea to the pound—at a cost of less than  $\frac{1}{3}c$  per cup.....Tell that to anyone who says “tea is dear”:



## WETHEY'S

# Orange Marmalade

excels  
all others

## Winter Butter and Eggs at Summer Prices!

By using our stone crocks the housewife can preserve big quantities of Butter, Eggs, Fruits and Vegetables and so reduce the household expenses during the “high price” months.



### Tall Butter Jars

With or Without Covers  
 $\frac{1}{4}$  gal. to 6 gal. at 15c  
per gal.

Draw her attention to this big saving and keep a few of these useful pottery lines always displayed. There's good profit in them for you.

Draw her attention to this big saving and keep a few of these useful pottery lines always displayed. There's good profit in them for you.

## The Toronto Pottery Co., Limited

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

## THE NEW APPETISER

*Delicious Flavour*



*Delicate Aroma*

# **SAVORA**

# **SAVORA**

**T**AKE a jar of Savora from your shelf and hand it to that hard-to-please customer, backed by the strongest recommendation you know.

It will live up to it. It will satisfy her. Savora will "satisfy" the most critical judge of quality because it is made from Colman's D.S.F. Mustard and is without doubt the very best Mixed Mustard packed.

**In large and small glass jars. Retails at 35c and 25c respectively.**

### **MAGOR, SON and COMPANY, LIMITED**

191 ST. PAUL ST. W., MONTREAL

Canadian Agents

30 CHURCH ST., TORONTO

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

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

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

# CANADIAN GROCER

Vol. XXXII.

TORONTO, JULY 12, 1918

No. 28

## Rationing System Would Cost \$8,000,000

Canada Not Likely to Have One—Scattered Population a Detriment to Enforcing it  
Among the Consuming Public—Loyalty of People Will Be  
Appealed to Frequently

Special to CANADIAN GROCER.

**O**TTAWA, July 10—The Canada Food Board's latest regulation in regard to using wheat substitutes for the manufacture of bread, etc., has naturally created widespread attention.

On and after July 15 no licensed dealer may legally have in his possession for sale any wheat or standard flour unless he has also at all times a sufficient stock of substitutes to meet the demands of his customers at reasonable prices. After that date dealers East of Port Arthur must sell at least one pound of substitute to every four pounds of white or standard flour. For the time being West of Port Arthur the quantity is one pound of substitute to every nine pounds of standard wheat flour.

This regulation has naturally created a big demand for wheat substitutes. Retailers are making inquiries as to where these may be purchased.

### NO GENERAL RATIONING SYSTEM

There has been considerable talk from time to time of the Canada Food Board establishing a rationing system for the Canadian public. As far as CANADIAN GROCER learns it is not likely such a system will be put into effect here. The Provincial committees of the Food Board have been asked their opinions on various reforms and while these are not all to hand it can be taken for granted that a general rationing system will not be established.

The people will be appealed to, from time to time, to conserve the essential foods and it will be up to them to fall in line and do their share.

The chief reason for this decision which CANADIAN GROCER learns has practically been made, is the immense cost of putting it into operation. It is stated it would cost at least \$8,000,000 to establish a general rationing system in this country. Even then the Government could not assure itself that persons in outlying districts or farmers at great distances from large centres would maintain the system. Canada is, of course, greatly different in this respect from Great Britain where population is so dense.

\$8,000,000 is a lot of money to spend on a system which would not likely produce the maximum results or even nearly so. So in all probability the idea will be abandoned. The fact that the Canada Food Board made inquiries as to cost of this system shows that it was at least contemplated.

### CANADA DOING HER SHARE SO FAR

From all accounts Canada is doing her share in the matter of conservation of essential foods for the Allies. Some time ago when the late Lord Rhondda, the British Food Controller, and Food Controller Hoover from United States, were in Ottawa, an arrangement was arrived at where Canada was to produce certain quantities of beef, bacon, etc., for the Allies. Canada has exceeded expectations in this connection which means that conditions have been more or less favorable. The work of the Canada Food Board towards the end of saving as much of the essential foods as possible has proven, critics point out, that many of its regulations and measures have been effective.

### LICENSES IN OPERATION

The Canada Food Board licenses are now operative in the following classes of dealers in food-stuffs in Canada:—

- Grocers (wholesale and retail).
- Bakers (manufacturing and retail).
- Manufacturers of breakfast foods and cereals.
- Retail butchers.
- Fish dealers (wholesale and retail).
- Flour and feed dealers (wholesale and retail).
- Produce dealers (wholesale and retail).
- Canners.
- Packers.
- Manufacturing confectioners.
- Proprietors of public eating places.

The Board is following up closely all infractions of the licensing regulations through local police officials. Their intention is to rigorously enforce their rulings and to see that every merchant in every trade affected has his proper license.

### SUBSTITUTES FOR FLOUR

As already stated in CANADIAN GROCER the new law regarding substitutes for flour defines them as follows: Bran, shorts, corn flour, corn meal, edible corn starch, hominy, corn grits, barley flour, rolled oats, oat meal, rice, rice flour, buckwheat flour, potato flour, tapioca flour, rye flour and rye meal. Potatoes are also classed as a substitute for wheat flour, in proportion of four pounds of potatoes to one of the other substitutes mentioned, on account of the higher percentage of water in potatoes. A number of millers are ready with these different flours and they are now procurable by dealers.

## England's Great Food Controller Called by Death

The Man Who by His Unparalleled Energy Made England Almost Self-supporting and Made the "U"-Boat Threat an Empty Boast, Dies a Martyr to Cause He Served

**B**ARON RHONDDA, once plain D. A. Thomas, though even then known as the uncrowned king of the South Wales coal fields, died last week in London as a result of overwork and the strict regimen he had imposed upon himself. Baron Rhondda claimed that he had not imposed any regulations on the public that he did not live up to even more fully himself, and the self-denial is believed to have been one of the contributing causes that resulted in his death.

Baron Rhondda was the man who put England and most of the United Kingdom of Great Britain on rations and won the gratitude even of the people whose food supply he regulated. Before he achieved the task it was generally regarded as all but impossible.

Food was running short in the United Kingdom in June, 1917, when Baron Rhondda was appointed Food Controller of Great Britain.

When he accepted the onerous task of handling the food supplies of a nation, it was with a full understanding of all that it entailed, and a determination to make every use of the powers conferred upon him.

"I am taking up this work," he said, "as guardian and trustee of the consum-

er, and particularly the poor consumer." He declared that he was determined to stop profiteering and speculation in food.

"If it is necessary to put the whole country on compulsory rations I will do it without compunction."

This was no idle boast, for under his administration compulsory rationing became a fact. Born in Aberdare, Glamorganshire, in 1856, the son of a small coal mine owner, he inherited two pits, which to-day would be considered mean and small in Wales. He inherited, too, an astuteness and a stern nonconformity which so often seemed to run together. His father often told the neighbors, who were also his workmen, that he meant David to be a big figure in the coal trade. His ambition became a fact when D. A. Thomas became the head of the great Cambrian collieries.

With the coming of the grave danger of the dark years of war, Mr. Thomas was chosen for his sheer business ability to go to Washington and to Canada to hurry up the first British munition supplies from the States. Eventually he diverted most of the orders to Canada. In one of these trips he and his daughter were among the few rescued from the Lusitania.

When he took over the office of Food

Controller England was face to face with the possibility of starvation.

The German U-boats were sending ships to the bottom of the ocean and Great Britain was supporting a tremendous army in France. The civilians at home were beginning to feel the pinch. Long queues of men, women and children stood for hours at the food stores in scores of British cities, and there was a loud grumble from the public.

To-day food may be scarce in the British Isles, but the spectre of want is gone, England, taught by the great man who has passed away, has learned that it is possible to live without the luxuries formerly thought essential, and that it is possible to make England to a greater degree than was ever believed possible a self-supporting country.

### WASTE

"Extravagance costs blood, the blood of heroes," says Lloyd George.

War savers are life savers. The sinews of war are gathered largely from thrift. The war cannot be won by stored-up resources, for a nation lives from hand to mouth. We must save out of the present products of labor. The British people had to learn, as we must learn it, that goods and services must be saved by all. Saving must become a habit. For war is a battle of resources. Germany saves with efficiency because she saves scientifically. She conserves her resources.

To waste in these times is to fight on the side of the Kaiser.



Interior of the R. E. Powell store, Elgin Street, Ottawa.

# All Sugar Under License in the U.S.

No Person Can Obtain Supplies Without a License Card Provided by Federal Food Board—Terms of Restriction on Refiners and Wholesale and Retail Trade—The General Situation

**T**HERE may be some things to be learned from the procedure with regard to sugar that has been adopted in the United States. Of course Canada is not dependent on the United States for sugar, having been allotted an adequate supply by the International Sugar Commission. Up to the present the stocks so allotted have proved adequate to meet the normal needs of the country, but not sufficient to afford any surplus. It is to be remembered, too, that the United States is also under an allocation system in every way as ample as that for Canada, and they have found it necessary to adopt restrictive measures that make the Canadian restrictions look mild indeed.

It is to be remembered that it is not scarcity of raw sugars that is the difficulty, but rather the very extraordinary conditions existing in the matter of transportation. Moreover there are incidental losses that must be reckoned with. For instance during the recent "U" boat activity in American waters the total amount of sugar actually sunk by this means was some 252,000 sacks of 12,000 tons. More than this the regular schedule of sailings was disturbed, with a consequent falling off in available supplies at the refineries.

## No Sugar Sold Without License

To meet these conditions the United States Federal Food Board have issued a regulation operative June 15 limiting the consumption of sugar. Some reference was made to this matter in last week's issue. The definite regulations are as follows:

"A. On and after June 15th retailers must limit each sale of sugar for ordinary household uses to town and city consumers to two (2) pounds, and sales to rural consumers to five (5) pounds.

"B. Dealers should restrict sales of sugar to all boarding houses, hotels, restaurants, clubs, tea rooms and other public eating places, also hospitals and institutions, to the basis of three pounds per person per month. Dealers are expected to inform themselves of the number of persons served and to fill orders accordingly.

"C. Dealers should sell sugar for home canning purposes only on canning certificates which have been issued to dealers by the Federal Food Board or Deputy Food Administrators. Sugar purchased on canning certificates must be used for canning and preserving only.

"D. No sugar is to be sold to manufacturers unless they have procured manufacturers' certificates.

"Boarding houses, hotels, restaurants, clubs and all public eating places are requested to estimate their sugar needs on the closest possible basis of economy

and to adopt all measures which will reduce sugar consumption to a minimum.

"All householders are asked to adopt a sugar allowance of three (3) pounds of sugar per person per month."

Furthermore refiners have been instructed that they must forego the use of the 3½ and 10-pound containers and limit their output to 2, 5 and 25-pound packages and 100-pound bags and barrels.

American refiners have also been instructed that on and after July 1 the State Food Administrators will issue certificates to all buyers of sugar including wholesalers, retailers, manufacturers, eating houses, in fact to every buyer except household consumers.

## How Refiners Are Restricted

They are directed to take no orders for sugar from any buyer prior to July first except in cases of distress and then not to exceed one carload to any one wholesale purchaser and not more than five days' supply to any retailer or other buyer. They are to decline to ship any buyer unless order is accompanied with Food Administration certificate. Any orders booked prior to the date and unshipped on July first will be shipped out from time to time as buyer of same forwards certificates.

No order may be taken that does not require shipment within ten days of receipt of order, in other words refiners must never oversell capacity or supply of sugar available by more than ten days.

## Other Limitations Affect Other Businesses

Soda fountains will be cut to 50 per cent. Ice cream made on the premises will also come under 50 per cent. limitation. The Food Administration differentiates between the preservation of fruits for soda fountains and the preservation of fruits in the form of jam and canned foods. Manufacturers preserving fruits for soda fountain use will be governed by the 50 per cent. limitation.

## Limitation in the Use of Sugar

Manufacturers of grape juice will be allowed only 50 per cent. of their normal sugar requirements. The Food Administration will possibly allow additional quantities if it seems necessary in order to take care of the grape crop or to prevent fermentation, but will make no increase merely that the manufacturer may have a more palatable product.

Only the following products after July 1 will be given 100 per cent. of their sugar requirements: Ant poison, apple butter, canned vegetables, canned fruits, explosives, glycerin, insecticides, meats, capsules, catsup, chili sauce, mincemeats,

drugs for medicinal purposes, packers of preserved fruits.

The following businesses and commodities will be in the less essential class: Barrooms, brewers, California fruit cider, cough drops, dental preparations, dessert powder, druggists who buy sugar for reducing concentrated syrups, honey manufacture, hotel bars, gelatine, ginger ale, glue, grape juice (80 per cent. sufficient to preserve even if not to bottle immediately), ice-cream cone manufacturers, ice-cream powder, jelly powder, marshmallow, malted milk, maple sugar compound, molasses and syrups, patent medicines, all pickles, rollers for printing presses, saloons, preserving salmon eggs for sale to fishermen, table syrups, vinegar, whiskey.

## The General Situation

In regard to the general situation 14 more centrals stopped grinding this week with a deficit of 45,500 bags on the estimated yield. Exports are less than they were during the former week by 10,680 tons.

These facts are certainly not given with any intention of frightening the trade but to keep them abreast of the actual situation. There has been a tendency on the part of the trade to think that the seriousness of the sugar situation has been overestimated. And in a measure it has, as there are the supplies of raw sugars available, and they will be available to meet actual needs. There is very little question of a doubt on this point. But actual needs are considerably below the former average consumption of Canada. Just at present there is dawning the time of greatest demand for sugar. It must be conserved in every possible way. The regulations imposed in the United States must of necessity be burdensome to the trade, yet they became a necessity. The facts are published so that Canadian merchants can do everything in their power to see that they need not be a necessity here.

## DIFFERING CREEDS

Said Professor Kohler, a German authority on international law, "No right is so strong and absolute but it must give way to necessity. And if we act guided by necessity we do not violate right, for right must give way to necessity."

At this stage in the war it is well to hearten ourselves by repeating our creed—and we do so literally facing east. It is that in this twentieth century of the Christian era—right not might is the order of the day—and the so-called necessity must give way to common justice and honor in international relationships, if peace, prosperity and progress are to survive.

# Watching Slow Pay Customers

How Some Eastern Ontario Merchants Take Care of New Customers Who Ask Credit  
—Not Always Granted—Time Limit and Money Limit Placed on Some  
—Small Debt Court Urged

A number of retailers in Eastern Ontario give herewith some of their methods and experiences in the matter of collecting accounts and watching delinquent or slow paying customers.

It matters little if the sales' force in the retail store develops the business from year to year if accounts are not promptly collected. It should therefore be the duty of every merchant to watch very closely this end of his business.

The experiences given below to CANADIAN GROCER will be of considerable help to those who have this work in hand:

\* \* \*

**F. X. Cote, Plantaganet, Ont.,** states he does not always grant credit when a new customer asks for it. He never allows an account to run more than three months. While he does not put a money limit on customers at any definite amount, he considers the credit and standing of the customer and makes the limit conform to this.

\* \* \*

**Emile Marterl, Clarkstown, Ont.—**Mr. Marterl does not grant credit at all. His business is on a cash basis. He states he used to sell on credit and lost considerable money in a year so now has "no use for it at all." He advises all merchants to do away with credit and confine their business to strictly cash. "They will find their business just as good," he says.

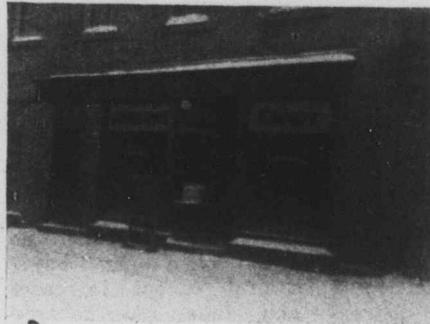
\* \* \*

**B. R. Poulin, L'Original, Ont.—**"I do not always grant credit to new customers. We make it a point to put a time limit on accounts we are not sure of but we usually allow the good ones to run along. If an account is not paid as understood and if the debtor does not agree to close it up at once, we then go after collection strongly. When a new customer asks for credit and we do not know him, we simply say we cannot give him any credit."

\* \* \*

**M. J. Carriere, Hammond, Ont.—**Mr. Carriere does not grant credit to customers always who ask for it. "My terms are cash," he says, "or if bought on credit, payment has to be made inside 30 days. I have been in the grocery business for 17 years and always have had "Terms Cash" printed on my billheads. I know everyone as I started business here and very seldom lose any money on credit accounts. About 8 years ago we had a bank open here which has helped us out very much. When we notice a customer's account running over 30 days and reaching to a high amount, say \$25 or \$30, I ask him for his note first time he comes into the

store and add bank interest. Some of our customers did not like this at first but now if they cannot meet their bills, very often they offer me their notes which are deposited in the bank. Customers will then pay this note and interest to the bank when due. They will also pay more promptly at the bank. I find this note system very good for anyone who conducts business on credit."



Exterior of the C. A. Farmer store, Perth, Ont.

**W. H. Barkley, Avonmore, Ont.—**Mr. Barkley puts a time limit on certain customers when they must pay their accounts. He also puts a money limit on some of them and does not allow them to run above this. He does not always grant credit to a new customer who asks for it. He states he has joined the Retail Merchants' Association and is expecting good results through their collection system.

\* \* \*

**L. Maken, Embrun, Ont.—**"A new customer whom I do not know and who asks me for credit does not get any goods. I claim that a stranger to me should not ask for credit unless he has good references to give and good reasons for asking it. I maintain that he should ask credit from the merchant with whom he is dealing. If he is not satisfied with the merchant with whom he is dealing and wants to open an account with another merchant, he should produce his bank book, if he had an account at the bank, or give satisfactory reasons why he asks credit.

"This is my way of dealing. In some cases in the past I have given credit to strangers and from my experience I have lost most of the accounts."

\* \* \*

**T. K. Kelly, Smith's Falls, Ont.—**"We put money-limit of \$5 on some of our customers. We don't give credit to new customers unless we know them or something about them. We find that when people begin to leave a balance, the sooner we get the account closed the better."

**H. O. Wait, Rockland, Ont.—**"We do not always grant credit to new customers. If we do not know the customer we enquire where he was dealing last and find out how he pays. Credits must be watched closely and collections made on time, otherwise losses are bound to accrue. "If we had a law by which small debts could be collected before a local magistrate at a small cost, it would make credit far less risky."

## COCOANUT PIE AIDS WAR

Shell of the Fruit is Used in Making Gas Masks, so it is an Essential

Is cocoanut pie an essential? The Wall St. Journal wants to know. No, but gas masks are. It is a far cry from charcoal which is an absorbent of poison enabled to indulge our appetites in the one and supply the other through a single operation.

Gas masks contain a certain brand of charcoal which is an absorbent of poison gas, and it has been found that the rind of cocoanuts when burned produces a charcoal superior to all others. For this reason the United States government has placed the humble cocoanut on the list of essential products, and our friends on the Island of Porto Rico are urged to ship as many as they can.

When eating a piece of cocoanut pie or any other delicacy containing cocoanut you are enabled to do so with an easy conscience. The charcoal made from the shell of the cocoanut you eat may be saving the life of an American soldier "somewhere in France."

The Gas Defense Service of the United States Army has requested that all cocoanut shells in Canada be shipped to the United States for the above purpose.

## CANADIAN GROCER ARTICLE RE-PUBLISHED IN PRINTERS' INK

A few weeks ago CANADIAN GROCER published an article on four stores in New Liskeard, Ontario, going in a combination mail order campaign. This article was reprinted in full in the last issue of Printers' Ink, one of the most authoritative publications on matters pertaining to advertising in this continent.

## NOTES OF INTEREST

The world's international commerce increased from \$1,480,000,000 in 1800, to \$20,110,000,000 in 1910 and to \$46,000,000,000 in 1917.

The fish crop of Europe is normally worth \$225,000,000 a year, while that of the United States and Canada and Newfoundland is \$175,000,000.

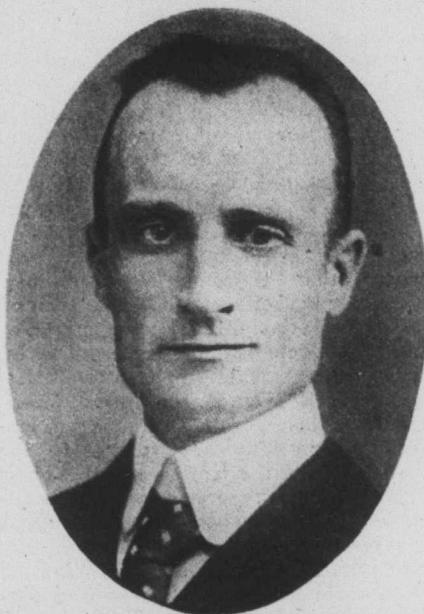
# Fine Field for Canadian Exports in Brazil

J. D. McEwen, Returned Missionary, Asserts Opportunities for Trade Are Unlimited—  
Fish, Fruits, Manufactured Food Products, Hardware, Farm Implements,  
Household Furnishings, Machinery for Power Houses Are in Demand



View Showing City of Rio de Janeiro, the Capital of Brazil.

*Rev. J. D. McEwen spent fourteen years in Brazil and is therefore in a position to speak with intimate knowledge of that country and its trade possibilities.*



REV. J. D. McEWEN

*Following story is an interview secured by CANADIAN GROCER from Mr. McEwen and shows the big opening for development of Canadian trade in that field.*

**T**HERE is an unlimited field for the expansion of Canadian trade in Brazil at the present time," declared Rev. J. D. McEwen, returned missionary from Brazil, during the course of an interview. "Brazil is just beginning to awaken to the modern ways of doing things and the people are kindly disposed toward Canadians and Canadian industrial leaders. This has come about as a natural course of events. The part that Canada has taken in the present war has been a big factor in helping the Brazilians to feel kindly

disposed toward Canadians. Furthermore, Canadian captains of industry were among the first to start the modern development along the lines of light, power and telephone systems. Alexander McKenzie, who is president of the Brazilian Traction, Light and Power Company, Limited, is a Canadian. This company has the control of the light, power and telephone systems in Rio de Janeiro, the capital of Brazil, and which is a city of 1,000,000 people. They also control the same industries in San Paulo, a city of 300,000 inhabitants. The lead-

ership in industrial development afforded by these concerns has been a big factor in causing the Brazilians to be kindly disposed toward Canadian enterprise. The sewage systems of Rio and San Paulo were due to the enterprise of Canadian companies.

"These examples of enterprise have caused the Brazilians to awaken to the possibilities within their own country. Fourteen years ago when I first visited the country the city of Rio de Janeiro had a street car system that was to say the least very antiquated. Little cars



*Street Scene in Pernambuco, One of the Cities of Brazil.*

were drawn by three donkeys and the transportation was not at all rapid. Now the city has a magnificent traction system.

"Like Japan, Brazil has awakened. But unlike China they have invited everything modern. Indicative of the field that is ready to be harvested for exporting concerns it need only be mentioned that before the war Brazil bought from Germany goods to the value of \$10,000,000 yearly. This market is now gone so far as the enemy country is concerned. And it should not be forgotten that Brazil is one of our active Allies in this war. She has been doing valuable service in policing the southern waters with her navy.

"The people are building modern homes in place of the old mud houses and it is needless to say that enormous quantities of building materials, such as lumber, builders' hardware, nails, saws, hammers and carpenters' utensils, together with innumerable lines that go with modern housekeeping, such as bathroom fixtures, water supply systems, pipe, taps, household utensils, and the lines of hardware that will be required in transforming the country into the modern ways of living will be tremendous. There are 21 states in the Republic of Brazil, and the population comprises 25,000,000 of people. From this fact it will be seen that the possibilities in the way of requirements will be enormous.

#### **Modern Foodstuffs in Demand**

"Brazil is changing her diet with the transition to modern ways and therein is a field for the Canadian manufacturers of foodstuffs. Brazil is not a wheat growing country, as is the Argentine. With the adoption of wheat flour and wheat products there should be a field

for Canadian wheat and other grain products. Mandioca is the bread of Brazil at the present time. This plant grows to about eight feet high, but the edible portion is the root. This tree is propagated by cutting small bits of the branches and planting them about five feet apart. After a year's growth it is ready for manufacture. The plant is pulled and a large root, something like the parsnip, and often a clump of roots, comes to view. The roots are put in a farina house, where the rind is scraped off with knives, or any old scraper thing. A woman squatted, holds this rinded root near a fast turning pulley which has little iron points. The pulley is propelled by a large wheel joined with rawhide belt. Two men, one on each side of the large wheel, turn it with a crank. The pulped material falls below the grater into the trough. When the trough is full a press is put over the trough and there is expressed a poisonous liquid. The pulp is then removed to a drying furnace, fire being under cover of iron or clay on which cover the pulp is placed and stirred continuously for several hours with a long wooden hoe.

"The pulp is now farina and ready for use. It is found on every Brazilian table, rich and poor alike. They eat it mixed with wheat and gravy. They eat it alone. It is a strong food and very nutritious, and when one learns to like it is very palatable. This farina is sold at local markets for about ten cents for twenty quarts.

#### **Manufacture of Tapioca**

"There is a sediment found at the bottom of the pressed-out poisonous liquid, already referred to, from which tapioca is made. Tapioca is well known in other lands. This sediment also makes

excellent starch. The Brazilians dry the sediment also and from it drinks for infants and invalids are made.

"From this description of the bread-making process it will be seen that interior Brazil is still in a primitive state of development in this respect. They are taking to wheat flour and Canadian millers should find a good market for all their products in that country.

"There is also an excellent market for Canadian fish and fruits of various kinds, such as apples. Apples will not grow in that great country of tropical fruits. There is also a field for manufactured articles of clothing as industries devoted to their manufacture have as yet been meagrely developed.

#### **Opening for Sewage Systems**

"That there is an excellent chance for the development of trade in pipe and machinery that go hand in hand with sewage systems can be seen from the fact that there is not a single sewage disposal system in the interior of Brazil. The great central part of Brazil is the least known of any section in the world. It is less known than Africa. It is a dark country in that respect, but not dark in the sense that it is behind in modern requirements. Great quantities of musical instruments, gramophones and similar articles were sold to Brazil prior to the war by Germany. Japan is alive to the opportunity there and has not been losing sight of the chance to develop her trade. She is already selling many products there and will undoubtedly continue to do so. The United States manufacturers have also entered the country and are securing much trade. But the Canadian manufacturer has an equal chance with the manufacturers of other countries. The fact that some of the finest development in the country has been carried on by Canadians will go a long way toward making the people feel kindly toward Canadian manufacturers and goods when they go into that country.

#### **Want Farm Implements**

"Farm implements are wanted in Brazil, evidence of which is gleaned from the fact that all duty on farm implements has been removed by the Government. The people are anxious to get the modern implements to till the soil. They have become thoroughly imbued with the necessity of adopting the best methods of carrying on their farm industries if they are to succeed in the race for progress. Farming will be an important industry with them. One of the chief branches to which they are devoting their attention is the raising of live stock. The duty on pure bred cattle and horses has also been removed by the Government in order to encourage stock raising. The people are a meat-eating people, but their meat is largely of the sun-dried variety. The meat is cut from the carcass of the beef in long strips, sprinkled with salt, then is hung up on a pole to sun for several hours. After it is thoroughly cured it is sold in the markets. Millions of people buy this meat, which is

sold at 16c per pound. Fresh beef is sold as well, the price usually charged being ten cents per pound."

Mr. McEwen was stationed in the State of Bahia, the capital of which is the city of Bahia, the inhabitants numbering 300,000 people. German influence and intrigue has been at work to induce the Brazilian Government to keep out of the present European struggle. Three States of the country are largely peopled by Germans and their descendants, namely, the States of Parana, Santa Catarina and Rio Grande de Sul. These three States prepared for secession when there was talk of participation on the side of the Allies. These rebel States declared they would take up arms against the remainder of the country and prepared for the mobilization of an army of 500,000 men. But the Brazilian Government took prompt action and seizure of the German banks followed and soldiers placed to guard them. The interned German ships were taken over and added to the Brazilian navy or merchant marine.

Brazil is now actively engaged in the war and is patrolling all the South Am-

erican waters and is shipping food and supplies to the Allied armies in the snips seized from the Germans. The principal products of Brazil which were shipped abroad comprise cereals of various kinds, coffee, cocoa, chicle and nuts. Her interior states are reported to be rich in minerals and forest wealth. There are many kinds of expensive woods suitable for furniture and other uses which would no doubt find a ready use in Canada.

#### Canada to Have Steamship Line

"There will be a line of steamships running direct to Brazil from Canada as soon as possible, I am informed on good authority. This will greatly facilitate trade between the two countries. Canadian manufacturers should avail themselves of the opportunity to get into that country now when the people are looking around for new sources of supply and when they are taking on modern ways and methods of living," stated Mr. McEwen. One of the essentials for Canadian business men is to become conversant with the country and its needs. To this end they would need

to send representatives there who can talk the language, or who could learn the language readily. Portuguese is the language of the country, as the country was settled in the early days by Portuguese colonists. There can be no doubt but that a fine future is in store for the manufacturers and business men who take advantage of the opportunity at present afforded in Brazil," concluded Mr. McEwen.

#### Author of Book on Brazil

Rev. J. D. McEwen is the author of a book entitled "Brazil," which is written in very entertaining and interesting English and which gives an excellent picture of the country as he came to know it after a residence of fourteen years among the people. He has marched with them, stood in their file, and he knows the Brazilians from intimate contact with them in their home life and in their business life. He is enthusiastic about the possibilities for development in Brazil. The life of hardship and danger that he led among the people permits him to speak with authority on the needs of the country.

## Making More Money in Selling Fruit

Experiences of a Veteran Fruit Buyer Who is Now Buying and Selling Fruit on a Large Scale—Greatest Importance is in Buying—Make Use of Small Baskets For Biggest Profits—3,400 Baskets Sold in One Week—Display Methods

**T**O sell over the counter thirty-four hundred baskets of fruit in one week, including oranges, apples and pears is some record. To sell them at a good profit is better and to see this record grow and have promise of smashing its own records makes an interesting story. And here is how Alfred Green, of St. Catherine Street, Montreal, does it and is sure of increased business in the future.

#### The Buying is All-important

The first point that Mr. Green made when called upon by a representative of CANADIAN GROCER was this: "The only way to make a success of fruit selling is to buy right—to buy in the original packages." This was emphasized as necessary whether the fruit be apples, pears, oranges, lemons or other lines. In view of the fact that Mr. Green is a veteran fruit man who has spent practically his whole life in buying and selling fruit his opinion carries with it much weight.

The reason for buying in original packages is that of getting the fruit as it left the packer. And where it was possible Mr. Green advised the plan of buying at public auction. In some of the larger centres there are regular sales two days of the week. The cream of imports are there available for the storekeeper and for a small charge he may have a desired number of cases of oranges, pineapples, lemons, apples or other fruit selected for him at the lowest possible price.

It also is possible in some places to buy what one wants directly at the car on the tracks, and this plan is sometimes followed in different centres. The grocer can see what he is buying and as the sales here are usually conducted immediately after the arrival of the car the pick of new stock is afforded.

#### Preparing For Selling

To prepare the fruit for sale is a matter of much importance. On the methods adopted the past year or two, and in some instances even of more recent date, the success of many a fruit handler has depended and upon these methods his present progress is being made.

"If I had to handle fruit in the old way I would simply hand over my business to someone else," said Mr. Green. "The old way of having a barrel of apples on the floor where they are subject to the mauling process of every customer and of every other person entering the store has made for more waste than anything else. It has also been the means of taking the profits from many of us in the past, and, therefore, the adoption of the small package idea has been a solution of this difficulty.

"Supposing that a woman comes in for a dozen apples. She is sure to insist that large apples be given her—the largest in the lot, and the modest clerk cannot but be agreeable. This means that a lot of smaller and probably in-

ferior apples are left in the barrel and away go the profits.

#### A New Kind of Container

"We use this style of basket for apples, pears, small tangerine oranges and other lines," said Mr. Green as a couple of baskets were handed the writer for inspection. "These are very much cheaper than those formerly used and are made of cardboard from a patent evolved by our manager. They are neat and convenient, are made in four sizes and in this class of material they come cheaper and are neater than the other materials formerly used."

One of the good features of this container, as pointed out, was that of the ventilation provided through perforated sides. In the case of such a fruit as peaches or for tomatoes this is an important provision.

#### How to Fill These Baskets

It is very necessary to carefully decide what size of basket is best for a given kind of fruit. Take the matter of apples. Having bought these with a view to selling them out in the small lots it is necessary to make sure that they will fit well into the basket you have ready for them. This is very necessary. The point was impressed by Mr. Green when he said that he had bought up a great many barrels of a certain kind of apple. They were of the right size to permit of a certain number filling these standard baskets and

make the same appear attractive. Much depends upon this. In some cases one will want to place six apples or pears in a basket—in other cases it will be possible to put in more—probably nine or it may be that a full dozen will find room. This must be determined by the price that is to be set on the package and by the size of the fruit.

All soiled fruit should be wiped clean, for the more attractive the package the quicker will be the sale. Red rosy apples appeal to any lover of fruit and in the individual package this is attractive in added measure. Its selling value has been repeatedly demonstrated here.

#### 3,400 Baskets in One Week

"In one week recently we sold 3,400 baskets of fruit—mostly apples, and sales are increasing all the time." This was Mr. Green's way of stating whether business of fruit selling was increasing or otherwise. It was estimated that the turnover in this line had increased as much as 100 per cent. during the past year and much of the increase has developed of late.

At this store the "Cash and Carry" idea has been in vogue for a long time, in fact the proprietors claim to have been the first to adopt this method here in Montreal. Thousands of customers come here to get their wants supplied and seem not to mind carrying with them what they buy. These small baskets of fruit are not heavy, neither are they too bulky.

#### The Display Methods

One cannot pass this store without seeing the fine array of fruit offered for sale. Some days both windows are filled and this is dependent, of course, upon the season and the fruit that is fruit of any kind, as big a variety as the market affords is available here at the closest prices. Even when strawberries were \$1 worth per box they were here for sale for those who could afford to pay the price.

The window displays are always accompanied with plainly-written or lettered price cards. Before entering the store the customers may see what there is to be had and at what price.

The pricing idea is carried out inside. A fine array of fruit such as is seen in the windows is ready for wrapping inside. Each variety is supplied with a price card and sales are almost invariably made without effort. This is important for as Mr. Green pointed out, it is just as easy to use inexpensive feminine help as the higher priced. The goods are their own explanation—a small girl can be taught to wrap the fruit up neatly and to act courteously. This makes a saving in overhead expense and in these days when efficient male help is scarce it would seem that this store has made a good solution of a difficulty it would otherwise have to face.

Display within the store is very neatly arranged and much of the stock is shown on a long centrally-placed table. Oranges, grapefruit, pears, apples, lemons and other lines such as pine-

apples, strawberries and small fruits in season are all arranged here in such manner as to result in prompt and satisfactory sales. In the event of there being a large variety of fruit available other space near the entrance is utilized for an additional display.

#### Get Your Supplies Early

The man who would sell fruit successfully and make a profit must be up eagerly and get the best the market has to offer. By gauging one's trade and being on the market, wherever it be, at the right time Mr. Green stated that a retail merchant could make it well worth his while. There were sometimes odd cases of cucumbers, pears, oranges and so on. To be on the spot when these were offered might mean much to the dealer and in the long run to be able to get specials such as these would probably total many dollars.

By getting in this habit of buying well it will be a help in keeping one's sales active. If a case is bought it will be the desire of every buyer to get rid of it promptly. This is possible with proper advertising, proper display and by giving the customer, adult or juvenile, undivided attention. Naturally, also, quite a good deal depends upon location.

#### Some Other Points

"There is no question about the importance of keeping people from handling fruit, and especially certain kinds of it," was another observation here. "Take the matter of several clerks in a store of this kind. If they are permitted to eat oranges, pears, apples, etc., as they will do, a considerable item of loss will manifest itself and this cannot be very readily traced either. The old method of having a barrel in the centre of the floor with apples in it is obsolete. Not only was it unsightly but it was a fair guess that a large percentage of the prospective customers would 'help' themselves. When a basket is filled with a given number of apples it will not be disturbed—the merchant will sell the number of apples he bought and get his profit. For it is only by selling what one buys that he can expect to make a given margin."

#### The All-Essential Profit

"Is fruit-selling profitable?" was asked of Mr. Green. "Yes, it is one of the most profitable lines we sell. There need be very little waste and fruit is a thing that money can be made on. Here," said Mr. Green, as he handed a couple of recent records to CANADIAN GROCER, "are some of the average sales of fruit alone that we have had recently." These totalled from \$900 to \$1,500 per week and when questioned as to the profits Mr. Green added that the margin was good, a gross profit of from 30 to 35 per cent. being possible. The net results would depend upon the overhead charges. With a quick turnover such as this there was a very attractive net profit in sight.

In the matter of these individual package fruits the amount of profit depends, of course, upon the number of baskets

that can be filled from a barrel or from a box as the case may be. Each merchant will have to figure this out in every individual instance. But there should be no difficulty in securing a good substantial profit for prices of these basket lots range from 25c each to 60c according to size and grade.

#### Another Merchant's Views

"I have sold more apples and pears in boxes than ever before during the past three or four months," said John Robertson, of John Robertson & Son, Montreal. "Sales of these have run as high as 500 small baskets in a day and I believe that we have sold as many as 1,000. This is probably attributable to the scarcity of oranges to some extent, and yet there is a general better demand for fruit.

"Grapefruit have sold well and the demand for these is better than it was previously. We also sell a great many pears. A certain variety of these we bought in November and by storing them and keeping the stock cool we have had them without interruption right along."

Mr. Robertson pointed out that their business had been greatly increased and that this was traceable largely to the method of offering them in the convenient baskets before described. As a general thing a showing of fruits is made in the windows from day to day. Being in a busy part of the street where many thousands of people pass every day the trade for fruit of every kind has increased.

"Recently," said Mr. Robertson, "I determined to sell a quantity of boxed apples at a certain price. These were shown in the windows and the price clearly indicated. Within three days we sold the entire lot of 300 boxes."

#### ST. LAWRENCE STARCH COMPANY PLANT DAMAGED BY FIRE

**No. 1 Plant Entirely Destroyed and a Heavy Loss in Products Will Bring the Total Loss to Approximately \$100,000**

No. 1 plant of the St. Lawrence Starch Company, Port Credit, Ont., was totally destroyed by fire on Thursday afternoon, July 4, with an estimated damage to equipment and stocks, of approximately \$100,000. The fire started at about 3.40 p.m. on the third floor of No. 1 plant, which is the oldest part of the total plant, and is a frame structure of four stories, built about 25 years ago. No. 2 plant is a much larger and more modern building of steel construction, and stands about 20 yards away from the older building. Between the two is another frame building, which serves as office and warehouse. No. 2 plant suffered no harm, but considerable damage was done to product and supplies in the warehouse by the water which was applied to it to save it from the conflagration. The plant is fully covered by insurance and the rebuilding will commence at once. It is not expected that business will be interrupted.

# Enquiry Department

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

### LICENSES TO FOREIGNERS

Will the Canada Food Board grant a license to an Austrian or a German or other enemy of the Government who wants to start a general business in groceries and meats?

**LEONARD BROS.,** Mond, Ont.

Answer—The Canada Food Board will probably grant a license to anyone who sends in an application form properly made out. That department has nothing to do with alien enemies, and would probably know nothing of the applicant's nationality. We do not think that a license should be granted to such parties. If any alien enemies are applying for license in your section, you had better advise Henry Amphlett of the Licensing Division of the Canada Food Board, Ottawa, of the facts of the case, and also advise the department of Dominion Police, Ottawa, regarding them

### ADDRESS OF H. GOLDSTEIN

Will you kindly give us the address of H. Goldstein, who has white flour on hand. We are anxious to obtain some.

**MONETHEZE VALION, LTD.,**  
Hull, Que.

Answer—We are unable to supply this address. The enquiry arrived without any address attached and the post mark was obliterated.

### SALMON FOR SALE

Will you kindly advise us where we can find a market for 1,000 cases Canadian pink salmon, 1917 pack, and what price they would bring f.o.b. Montreal.

**MAYOR & LAGE INC.,**  
Brooklyn, N.Y.

Answer—This information has been sent direct.

### PERFORATING MACHINES

Will you kindly give me the name and address of firms selling a label perforating machine?

**PURITAS, LTD.,**  
Quebec, Que.

Answer—F. B. Cummins Co., Chicago, Ill.

### RE CO-OPERATIVE STORES

Can you tell us where we can get information about co-operative store business?

**W. H. BYAM & SON,**  
Millbrook, Ont.

Answer—Write "The Co-operator," Guelph, Ont.

### SUBSTITUTES FOR FLOUR

Kindly give us information relative to the substitutes for flour and what quantities may be purchased, also regarding tea and match taxes?

ties may be purchased, also regarding tea and match taxes?

**McPHERSON & CO., LTD.,**  
West Lorne, Ont.

Answer—The substitutes for wheat flour are rolled oats, oatmeal, barley and rye

### FARINA MAY NOW BE MADE AND SOLD

#### Former Regulation of Food Board Changed—An Important Food for Infants

The Canada Food Board is permitting the sale of farina again in Canada during the Summer months. It will be remembered farina was among the wheat foods whose manufacture and sale was restricted some months ago. It is a food that is used largely for infants and it was upon representations made by manufacturers of babies' specialties that it has been reinstated. It should be available to the trade in about a week or ten days' time.

It will be obtainable in grocery and druggists' stores, upon presentation of a doctor's certificate. Retail grocers or druggists may place their orders through the Food Board. Doctors may place orders in the same way for supplies of farina for hospitals or sanitarium. Retail grocers or druggists will be required to give an undertaking that they will not sell this food except under the conditions prescribed by the Food Board.

The Food Board states that doctors will be expected to issue the required prescriptions in bona fide cases without charge, and a number have already indicated their willingness to do so. It is suggested that such prescriptions be made good for a period not exceeding three months, in order to avoid the necessity of having a prescription issued each time a supply of farina is required.

flours, bran, potato flour, corn flour, corn meal, tapioca flour, in fact any grain product not produced from wheat. These substitutes may be purchased in any quantities desired.

Regarding tea, there is a ten cent tax on new importations and an excise tax of the same amount on hand April 28 last. As all holders of more than 1,000 lbs. of tea on that date have to pay the tax it is, of course, added to the cost of the tea. The retailer has nothing to do with the tax unless he had more than 1,000 lbs. of tea on the date named, in which case he would pay an excise tax of 10 cents a pound on all stocks over that amount.

Regarding matches, a tax of 1 cent per hundred must be paid after July 1 on all stocks then in the dealers' hands. Purchases made subsequent to the imposition of the regulation would probably carry the stamp tax. Revenue stamps should be applied to all boxes of matches in the possession of the merchant on July 1.

### REGARDING MATCHES

On April 27 I bought a case of matches. They were invoiced at \$16.50, but there were no stamps on the boxes. Was the wholesaler justified in charging me so much, and if I have any on hand July 1 will I have to put stamps on them at my expense?

Belleville, Ont.

Answer—If the matches were shipped to you after April 28, the wholesaler should have placed the stamps upon them and invoiced you with the extra charge. If you have the invoice proving that the tax had been paid, you should not have to stamp these goods again.

### THE TAX ON MATCHES AGAIN

The Toronto "Globe" and "Star" in a recent issue state that there is a war excise tax of 1 cent on a box of matches. In a recent issue of **CANADIAN GROCER** it distinctly states 1 cent a hundred. Which is right?

Answer—The newspapers evidently referred to the small boxes of matches, sold in automatic match selling machines. These hold less than 100 matches and the tax would be one cent. In the larger boxes of matches holding 500 the tax would be 5c, as stated in **CANADIAN GROCER**.

### RYE FLOUR IN SACKS

Please let me know where I can procure rye flour in 24-lb. or 98-lb. sacks?

**F. F. ADAMS,**  
Cardinal, Ont.

Answer—This information has been sent direct.

**CANADIAN GROCER,**  
143-153 University Avenue,  
Toronto.

For Subscribers

## INFORMATION WANTED

Date..... 191..

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

.....

Name.....

Address.....

# CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS  
ESTABLISHED 1886

*The Only Weekly Grocer Paper Published in Canada*

JOHN BAYNE MACLEAN - - - - President  
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H. V. TYRRELL - - - - General Manager

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### EDITORIAL BRIEFS

THE *Journal Officiel of Paris*, recently published a revised tariff of insurance risks against air craft and bombardment. Canadian merchants who are worrying over the ever-increasing charges for goods and service that they are facing should congratulate themselves that this item of expense finds no place upon their books.

THE Retail Grocers' Association of Grand Rapids, Mich., has launched a campaign for the licensing of all grocers who enter business. To obtain the license it will, if the plan were put into effect, be necessary for the grocer to serve a two-year apprenticeship, and have \$1,000 capital. This is not a new idea. The advisory board who framed a plan for the licensing of grocers in Canada had both these conditions incorporated. The Food Board, however, did not see fit to adopt them. We doubt if the Grand Rapids Association will be much more successful. The idea is a good one, and would eventually work for the great benefit of the trade, but it is not always easy to convince the grocery trade or the public that this is so.

### THE DEMANDS UPON THE STORE

THE recent more stringent enactment in regard to the Military Service Act is going to make still more serious demands upon the store, and will increase the difficulties of carrying on business. This is not a thing over which the merchant will grumble. The need is serious and the demand is just. There will unquestionably, in many quarters, devolve upon the merchant a still larger part in the actual service of the store than he has been accustomed to take in

the past. That is essential if the quality of the service is to be maintained. There is a danger in this that some other things may suffer. In the stress of this possible added work there should be no slackening in the attention paid to the matter of accounts or of stocks. These two elements are where the point of danger lies. Some day, it may be a month from now or a year, but some day a readjustment is going to come, and to the merchant who has been slack with his accounts, or who has let his stock run wild, these days may be disastrous.

### CLERKING AS A NON-ESSENTIAL EMPLOYMENT

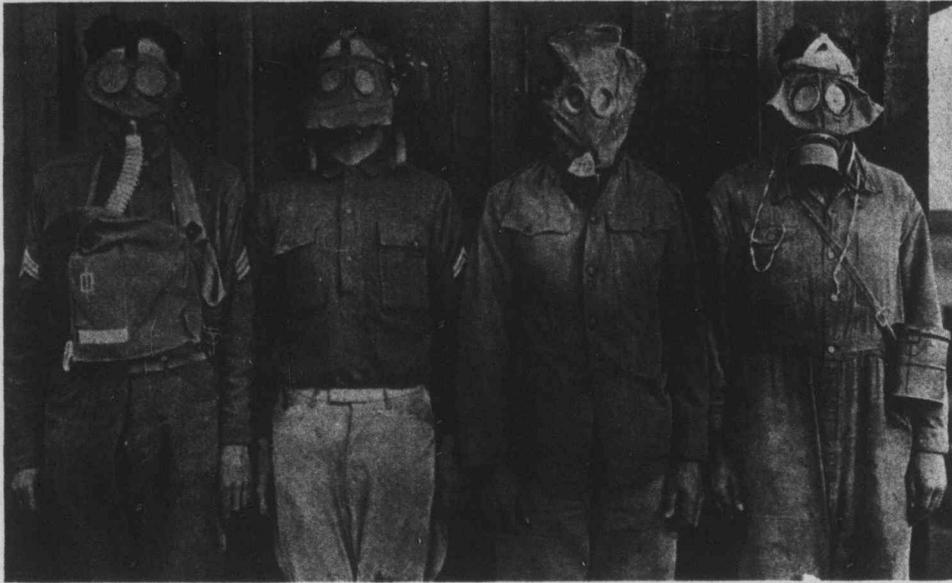
GROCERY clerks in the United States have been definitely advised by the United States War Board to hunt other occupations. By the recently announced ruling of this board the clerks in all mercantile establishments are placed in the category of non-essential occupations. This ruling includes male clerks in all businesses whether wholesale or retail who are subject to the draft. This is another of the stringent regulations that are an outcrop of the titanic world struggle. It is a revolutionary move that only such unheard of conditions as are facing the world at present would make possible. It will be remembered that Sir Hugh John Macdonald, police magistrate of Winnipeg, recently gave a similar decision, and instructed the police to enforce it. It is within the realms of possibility that a similar ruling may yet be made operative in Canada.

### THE PASSING OF A FOOD DICTATOR

THE news of the death of Baron Rhondda, the British Food Controller, comes as a distinct shock and with a real sense of loss. Baron Rhondda took up the herculean task of governing the food supplies of the British Isles, at a time when it seemed almost possible that the German "U" boats might make good the Kaiser's boast and starve England into submission. He introduced the most rigid measures of conservation, and adopted almost autocratic powers over all lines of food production and distribution, and by so doing he made England safe against the German boast.

Under his administration the food trade of England has been practically a one man job, yet so justly have his wide powers been used that those who have suffered most by the restrictions he imposed have been loyally behind him from the first. Baron Rhondda, who as William Alfred Thomas, put the South Wales coal mines on their feet, at the call of his country's need took up a larger and seemingly impossible task and made it possible and died a martyr to the strain that this great task imposed. There have been more romantic figures in this war than this quiet man in his office in London governing the food supplies of a nation, but among all these figures there is not one who has done more to make possible the dawn of a righteous peace.

## Current News in Photograph—No. 28



### GAS MASKS

**G**OVERNMENT experts of all countries are constantly trying to develop means of protection against poisonous gases, against which the men have to battle daily. Masks of all types are used continually in most attacks. Our photo shows the masks now used by our Allies and the enemy. From left to right they are: American, British, French and German masks.

### GOING AFTER SOUTH AMERICAN TRADE

**Harold F. Ritchie & Co., Toronto, Are Opening Office in Buenos Ayres and Will Branch Out Later On**

Harold F. Ritchie & Co., Ltd., Toronto, and Harold F. Ritchie & Co., Inc., New York, have decided to enter the South American field and already have a man in that territory. The interests of the firm there will be looked after by L. J. Sheather.

The business in South America will be operated practically on the same lines as in Canada and the United States. The Harold F. Ritchie business was originated in Canada to represent British, French and American firms and is one of the few Canadian businesses that have invaded outside territory. The company will represent the same firms in South America. It is their intention to open an office to start with in Buenos Ayres, Argentine Republic, and later on to open branches in the different countries.

### MILLERS NOT ANXIOUS TO MANUFACTURE NEW STOCK GOODS

Only eight millers have returned the signed contracts to the Agricultural Section of the Ontario Organization of Resources Committee as signaling their intention to manufacture the new stock feeds suggested by the committee. When the standard feed was adopted by the Committee about three months ago, officials estimated that a reserve of 1,500 cars would be needed to meet the feed shortage next winter.

The eight contracts so far signed promise not more than 200 cars.

An immediate way out of the difficulty must be found, if the concentrates are to be secured and the feed manufactured this summer. For that reason a special meeting of the Agricultural Section has been called for next Tuesday to consider the whole matter. The millers appear to be afraid to invest their money in the concentrates, fearing that after they are stocked up the price may drop, and that they will be the losers.

It has been suggested that one way out of the difficulty would be if the Government would give the millers some assurance against loss on this score. Failing that, the Government itself might purchase the concentrates and make them available for the millers. In the United States at present, it is said, there is a large supply of hominy meal that can be bought cheaply. So far, its value as feed has not been generally recognized, in the States. Local authorities say it is almost upon a par with corn.

### CANNING FACTORIES BUSY

**Peas Now Being Packed—Prospects Excellent Under Ideal Weather Conditions—Tomatoes Look Favorable—Corn Only Fair**

Already the canning factories are busily engaged in packing vegetables and some fruits and prospects for the various packs remain about the same as outlined in CANADIAN GROCER some time ago. A survey of Prince Edward County made by CANADIAN GROCER representative last week reveals a heavy acreage of peas and tomatoes, the majority of which is in excellent condition.

Peas are now being packed by the factories and are an excellent quality. Ideal weather conditions for these have existed so far which have brought about this result and hopes are entertained that favorable weather will prevail throughout the balance of the pea season. Reports from all sources are encouraging and a good pack is looked for.

The prospects for tomatoes continue to be excellent. Weather conditions of course play a big part in future of these but if favorable a good pack may be expected. All districts submit optimistic reports.

The situation in corn is unchanged and whereas a large pack is not likely, hopes are held out for a fair pack.

Strawberries are going to be very short and prices are extremely high. It is intimated that growers seem to have very exaggerated ideas of the value of their fruits this season, which means higher prices than are warranted but must be paid if canners do any packing. Indications are that raspberries will run from 65 to 75 per cent. of a normal crop in the Niagara Peninsula with other points light. Prices on these are abnormally high owing to heavy demand.

Although apples will be below the average, they will likely be much better than last year when the crop was a complete failure. The cherry crop is by no means heavy, being estimated at about 50 to 60 per cent. of normal. Pears will likely run about 40 to 50 per cent. of a normal crop, peaches not likely to exceed 40 per cent. and plums about 65 per cent. It is felt in view of the outlook for crops that all canned fruits should be a fairly good investment at the present time.

# CURRENT NEWS OF THE WEEK

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

## Maritime

The new sardine plant of the Booth Fisheries, Limited, which has been erected in West St. John, N.B., has been completely equipped and was ready for operations on July 4. As it happened, there were no fish available on that day, but the work of packing started on the following day and now is well under way. S. O'Grady is the general manager.

At a largely attended meeting of lobster packers and fishermen of Prince Edward Island, which was held in Charlottetown, the proposal to limit the fishing to one month in the year, or to close the fisheries entirely for a period, was unanimously opposed. A resolution was adopted favoring a season from May 1 to June 20, the setting apart of bays and estuaries as sanctuaries for lobster propagation, and the continuance of the present investigation by experts and the scientific instruction of fishermen in all branches of fishing.

Canners and fishermen pledged enforcement of protective regulations and suggested the organization of an efficient force for that purpose. The meeting decided unanimously that, if fishing had to be prohibited for a period, the shipment of live lobsters and the canning industry be treated alike. The appointment of a separate ministry of fisheries was advocated.

Several of those present expressed the opinion that the Fall fishing last year was a mistake.

## Quebec

J. E. Haul & Co., Montreal, have dissolved partnership.

Mrs. Leblanc, of 1318 St. Valier street, Montreal, is succeeded by J. B. O. Richer.

Ronald Gervais has bought out L. Pelletier, of 509 Joliet street, Montreal.

R. Sauvageau has opened a grocery store in Montreal at 2027 Ontario street East.

C. W. Pyke, sec.-treasurer of the Ontario Wholesale Grocers' Association was in Montreal this week.

Jos. Payette, of 129 Eddy street, Montreal, has purchased the interests of his brother in their procery at Cote St. Paul.

J. Whyte has registered under the name of the Yorkshire Grocery and Provisions Co., 1270 Wellington street, Montreal.

E. Mongeau, 1209 Mary Ann street, Montreal, has formed a partnership with Mr. Salsfacon. The firm will be known as Mongeau and Salsfacon.

Amedee Blais, 1 St. Germain street, Montreal, died recently. His grocery business will be conducted by his wife at the above address.

G. B. MacCallum, of G. B. MacCallum

and Co., manufacturer's agents, Montreal, was in Toronto early this week and returned to the city on Tuesday.

T. H. Lightbound, sales manager for the St. Lawrence Sugar Refineries, Ltd., is this week in Toronto and other Western points and will return to Montreal within a few days.

## Ontario

W. J. Cameron, Southampton, Ont., is advertising his business for sale.

Albert Heck, late of Toronto, has been in Montreal for some weeks and recently opened two "Betty Brown" candy stores for this firm which he is here representing as manager.

Incorporation papers have been granted to Anderson Brothers, Limited, to carry on business as grocers and dealers in all sorts of foodstuffs, provisions, meats and fodder by wholesale, retail or on commission. The company is capitalized at \$100,000. The head office will be at Kingston, Ont.

George Butterfield, for many years with C. H. Cochrane and Co., Ltd., Ottawa, has severed his connection with that company. Mr. Butterfield has visited the large centres of Canada and the United States in the interests of the coffee trade and his many acquaintances will doubtless receive this announcement with some surprise. No plans for his immediate future have as far as is known, been made.

The Fred. Smith Company Limited, has recently been incorporated with a capitalization of \$170,000 to manufacture, buy, sell, deal in and import cotton seed meal, flax seed meal, locust bean meal, velvet bean meal, soya bean meal, and other feeds and feeding stuffs for live stock and poultry, and to deal in and import linseed oil, lubricating oils, greases and pine tree products. The head offices of the new company will be in Toronto.

## WINNIPEG FIRE LOSS

Fire caused \$30,000 damage early Monday morning when it gutted the top floor of the Maycock & Toms fruit and produce company warehouse in the Bright & Johnson block, Bannantyne avenue. Furniture owned by the Crescent Furnishing Company, situated in the same block, suffered most. The stock of the Shredded Wheat Company also suffered slight damage.

## EAST ON BUSINESS TRIP

H. J. Lewis of Robt. Gillespie Co., and the A. Maclure Co., Winnipeg, is in eastern Canada on a business trip. He was in Toronto this week and will be in Montreal end of the week and fore part

of next. He also made a visit to Brantford. He is calling on some of his firm's principals as well as other manufacturers.

## HALF-HOLIDAY FOR NEWCASTLE N. B., MERCHANTS

Newcastle, N.B., merchants have agreed to close their stores every Wednesday at 1 p.m., from July 10th to the last of September. The stores also close on Monday, Wednesday and Friday at 6 p.m. all year.

## MONTREAL FRUIT IMPORTERS FORM ASSOCIATION

The fruit wholesalers of Montreal are forming an association to be known as the Montreal Fruit Importers Association, to promote better conditions among the trade. There are thirteen importers in the city, and as a result of entirely independent action in many instances more goods have been imported than the market warranted, resulting often in a wastage of food products, and serious financial loss to the importers. The new association aims to develop greater harmony in the matter of importations, to arrive at a more uniform and satisfactory system of handling credits, and to establish something in the nature of a black list, for parties, who are known to be taking unwarranted advantage of the credit allowed them. The officers of the association have yet to be elected. George Vipond of George Vipond & Co., Montreal and Winnipeg, is the provisional chairman.

## 50 YEARS, SERVICE HONORED

The employees of the Canada Sugar Refining Co. Ltd., met in Montreal recently to honor Robert Bennet. The occasion was that of Mr. Bennet's completion of 50 years service in the employ of his company where he has been connected with the cooperage department and of which he is now its superintendent.

As an expression of the esteem in which he is held Mr. Bennet was presented with a gold-headed cane by his fellow employees and a gift from the company also was presented him. This was made by Huntly Drummond, President of the firm, and in well-chosen words Mr. Drummond made reference to the long and valued service accorded by the guest of honor.

It is interesting to note that Mr. Bennet's father was an employee of the firm for many years and that most of those present on this occasion had seen at least 25 years, service with the same company.

**MAKING OLIVE OIL IN SPAIN**

An interesting visitor to Winnipeg during the past week was E. Pascual, representing Federico Garret & Co., Malaga, Spain. Mr. Pascual was calling on their representatives, Mason & Hickey. In Spain, of course, a lot of olive oil is made, and speaking to CANADIAN GROCER, Mr. Pascual gave some interesting information about its manufacture. The olives are picked in the early morning, and kept in the factory until noon. Then they are sent to the selecting room where damaged or unsound olives are thrown aside. The selected olives are sent to the washing chamber, and from that time on are not handled by human hands.

After being washed the olives are sent automatically to crushers. First they are simply flattened by the crusher, and then placed on round mats, about 30 inches in diameter, which are in the shape of pouches. These mats are placed on trucks and held under a press which forces out the oil and water from the olives. The color is then dark, due to the color contained in the skin.

The oil is then allowed to settle, and the water to sink to the bottom with the coloring matter, while the golden olive oil remains floating on the top. The water is then drawn off and the oil sent to tanks in the freight room.

The first press is only slight in order to get what is called the virgin olive oil. The olives are then sent to a second crusher and again pressed. This product is called the second quality of olive oil. Then the olives are pressed again and mixed into a paste with a small quantity of hot water. This is the oil which is generally used for making white castile soap, as well as for textile purposes.

The virgin oil is sent to underground tanks which are glass-lined, and thence to filtering presses, where it filters free from particles that might be in suspension and from any humidity it might contain. The oil does not undergo any refining whatever.

**LUXURIES NOT NECESSARILY AN EVIL**

**Thomas Edison, the Wizard of Science, Speaks of the Way Luxuries May Assist in Winning the War**

"We hear a good deal of talk about luxuries," said Thos. Edison at a recent convention in New York. "Luxury is a relative term. What is luxury for one man is almost a necessity to another. No matter what is said or done, the increased earning power of the American people is going to result in the increased purchase of luxuries, and the urge to possess luxuries will do more to speed up production than all the prize contests, bonus plans and proclamations that can be devised. The laziest and most non-productive man in the world is the man whose wants are the simplest. The fellow who has a family that wants luxuries and is endeavoring to gratify them is the man who is usually working the hardest and procuring the most.

"What we need to do is to speed up. It is not a question of what we must not do, but a question of what we must do. We must win the war. We must provide all the arms, ammunition, ordnance, aeroplanes and equipment that can be transported to Europe, and we must build ships as rapidly as possible.

We must make all the other goods that we can possibly make; we must keep

on creating new wealth; we must keep our manufacturing organization in good running order; we must continue to go after foreign trade, and we must prepare ourselves for the intense competition for foreign markets that will occur after the war.

"We are in this war and we must see it through to a conclusion that justifies the sacrifices we have made. I do not say that Germany must be crushed. It may be that her deluded people will strike the scales from their eyes and overthrow the powers that have plunged the world into war. But however the result is accomplished, there is but one result with which we can be satisfied, Germany must be cured for ever of the desire to wage war.

"I have spoken about the war because it is the most important thing in the world to-day. We must not put our own selfish interests above the interests of the nation. We must give and we must do to the full limit of our respective abilities, in order that the war may be won in the shortest possible time. On the other hand, we should oppose in all proper ways the hysterical and immature ideas that from time to time are advanced by men, who, either through inexperience in business or indifference to the business prosperity of the country, propose measures of incalculable harm and of relatively small advantage."

**GUELPH GROCERS' PICNIC**

The Guelph Retail Grocer's Association will hold their Second Annual Picnic on Wednesday, July 31, 1918. They are having the usual programme of games and races.



Attractive interior display methods of the A. P. Johnson store, Brimson Ave., Ottawa.

## An Ounce of Meat May Win the War



### FEATURING CONSERVATION

More and more is it becoming apparent that there must be a large measure of conservation if the war is to be won by the allies. This is a doctrine that is being preached from the platform, the pulpit, the press and in the realms of trade. Illustrated herewith is one of those sermons on saving that is strong in its voiceless appeal. It is a window featured by Goodwins, Limited, Montreal. Against a background of Allied flags stands a woman with a food pledge card, and a soldier in khaki, two fighters in the war for democracy. In the rear of the window are the goods that must be saved: Beef, ham, sugar, wheat; in front a display of goods that may take their place on the menu. The words on the central card point the moral:

"One ounce of meat saved every day  
by everybody on this continent would  
make up the Allies' deficiency."

# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

**S**UPPLIES of sugar are again somewhat light, and no surplus stocks are being accumulated. Some refiners have shut down temporarily, which throws the load on those operating, but the hope is expressed that shipments to come will take care of all requirements. Some of the refiners advanced prices 10 cents per cwt. on Tuesday.

Indications are that prunes for Canada will run mostly to small sizes, the United States Government having virtually taken over 50-60s and 60-70s, and larger being a very light crop. How Canada's allotment will work out is not yet known, and until orders are in after July 22, figures cannot be arrived at. Prices will be high.

**MONTREAL**—Sugar is again the centre of interest this week, and three refineries have advanced their quotations on refined and adjusted their differentials also. The Atlantic, Acadia and the St. Lawrence refineries are now selling at \$9.10, with differentials changed, as shown elsewhere. While the outlook is not real promising, the survey made would indicate that Canada will get the sugars that have been allotted her by the Sugar Commission. Prices will probably hold firm or even advance a little more, and other refineries will perhaps make new prices in the immediate future.

The canned goods outlook is better, as far as peas and tomatoes are concerned, while corn is not so promising. Fruit pack also will be much lighter this year—perhaps not over 65 per cent. of normal on the whole—at the outside.

Rolled oats are up 15c, and this affects oatmeal, too. With the oat market firm there is a likelihood of this commodity being held firmly. Cornmeals also hold, with a strong undertone, but no changes were made.

Changes for the week are few and are confined to upward revisions for salt, lye, soap powder and sal soda, while oil cake is quoted lower. The trade conditions are steady and on the quiet side.

**TORONTO**—Probably the most changeable items in this market are fruit and vegetables, which vary almost daily. Canadian production is increasingly to the fore, strawberries now running fairly heavy, though the crop generally will be light. Raspberries and cherries are also offering in fair quantities, and another week will see very good supplies. Beets, beans, cabbage and tomatoes are coming

in quite freely, and as the arrivals increase a somewhat lower scale of prices may be expected.

Some interest in dried apricots with pit is noticeable, the difference in price of about 3c per pound against those without pit being a factor when prices range so high. The course of prunes is attaining a little more definite shape. Two of the medium sizes will be absorbed by the United States Government, it is thought, and with very few large sizes available, the small size will dominate the market.

Sugar is somewhat scarce locally, though improvement in supplies is looked for, sufficient to take care of requirements during preserving season. An advance of 10 cents per cwt. went into effect on Tuesday.

Canning factories are now busy on peas, and reports from all sources indicate that under favorable conditions a good pack may be expected. The early pack is said to be excellent quality. Tomatoes are looking fine, and if weather proves good a splendid pack may be expected. Strawberries are scarce, and growers demanding very high prices.

An advance of 6c per pound in mustard and higher prices on salt, baking powder, ammonia cleanser and vinegar barrels and kegs have been named.

**WINNIPEG**—Prospects of a heavy crop of white beans, with indications that Government requirements for the year have been largely met, point to a possibility of lower prices for this line. Japanese beans, new crop, have been offering at a decline of 5c per pound. Winnipeg jobbers generally are carrying fairly heavy stocks of high-priced beans. So a drop is not looked for until present stocks are largely cleaned up.

Rice at primary points is high, and the trade is not looking for a decline when new crop is offering. Jobbers' stocks locally are in good condition, and prices considerably below replacement values. Tapioca has shown a slight decline, while sago is said to be unprocurable at primary points.

A decline of 2c per pound has been recorded in shelled almonds, though orders are being taken subject to being able to get them through.

Fairly good stocks of 1917 dried fruits are still on hand, and big orders of prunes and raisins, 1917 stock, for August shipment, have been placed, and will, it is hoped, come through. Business generally is fair.

# QUEBEC MARKETS

**M**ONTREAL, July 10.—Conditions here as affecting the grocery lines is remarkably steady. It cannot be claimed, of course, that business is brisk for the season of the year is that when a temporary quiet prevails for many of the lines carried. For staple goods demand continues steady, nevertheless.

## Soda and Salt up Twenty Cents Barrel

Montreal.

**SALT, SODA.**—Advances are made in some quarters this week by the jobbing trade for salt. This is about 20c in a general way on the various barrel assortments. For 2½-lb. bags in barrels, \$5.95 per barrel is asked; 3-lb. bags in barrels are \$5.85, and 7-lb. bags, \$5.25. Bulk salt for the ordinary fine and dairy grades is advanced 20c and 10c per barrel respectively. Bulk in bags is up 10c per bag for the 200 lbs.; 10c for 100 lbs. and 5c for 50's. Cow brand sal soda is now \$1.75 per box, an advance of 15c.

## Soap Powder and Lye up; Ground Oil Cake Down

Montreal.

**SOAP POWDER, LYE, OIL CAKE.**—Advances are made in the price of a line of soap powder, Babbit's being quoted now at \$4.80, or 80c above the last price. Babbit's lye also is up to \$5.25 per case, an increase of 75c. Ground oil cake is lower, the bags formerly selling at \$3.75-\$3.85 being now quoted at \$3.25-\$3.35.

## Refined Sugars and Specials Are Advanced

Montreal.

**SUGAR.**—It was definitely suggested in the columns of CANADIAN GROCER last week that there would very probably be other advances in the price of refined sugar. This is now an established fact and the quotations on the product of Atlantic, Acadia and St. Lawrence refineries is selling at \$9.10 per 100 lbs. This makes an advance of 30c straight in the price of St. Lawrence and Acadia. Differentials also have been changed, and as there is some difference in these as affecting the various manufacturer's quotations the spread is given below. Notwithstanding the somewhat curtailed output, due to the shorter delivery of raws, some refiners are of the opinion that there will be enough sugar if time is considered, for as the difficulties are encountered regarding tonnage, etc., it is thought the obstacles will be overcome. It is a fact that for the moment supplies are curtailed and a hand-to-mouth proposition is now the rule for the trade, generally. The market is firm, exchange rates being high and various factors having made an added

cost to the refiners of from 20c to 30c—about the amount of the new advances.

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

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

## Will be Good Pack Peas, Fruits Not so Good

Montreal.

**CANNED GOODS.**—Movement of old pack canned goods is maintained. One large handler of these sent forward three cars of fruit picked up from the market to meet an order from a western point. The fruit outlook is not bright, and an average of from 45 to 60 per cent. normal pack is about the best that the trade can look for. The situation is better when applied to some of the vegetables. Peas are looking well, the canners are already packing and expect that they will have a heavy run. The tomato outlook is good, too, while corn is not very promising. In the meantime there is a good movement from various sources and jobbers who have the stock are being asked for it freely. Prices are well held.

Salmon Sockeye—		
“Clover Leaf,” ½-lb flats	2 40	2 45
1 lb. flat	4 00	4 00
1 lb. talls, cases 4 doz., per doz.	3 75	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 80	1 80
Pinks, 1-lb. talls	2 30	2 40
Cohoes, 1-lb. talls	2 65	2 65
Red Springs, 1-lb. talls	2 70	2 70
Red Springs (new pack) doz.	3 75	3 75
Salmon, Gaspé, Niobe Brand (case of 4 doz.), per doz.	2 25	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 “¼s”	20 00	20 00
Lobsters, ½-lb. tins, doz.	3 60	3 65
Canned Vegetables and Fruits—		
Asparagus (Amer.) mammoth green, doz.	4 00	4 00
Tomatoes, 1s	1 25	1 25
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	1 90	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	1 75	1 75
Peas, early June	1 90	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	3 00	3 00
Do., (U.S.), gallons	10 00	10 00
Corn (on cob, gal. cans), doz.	8 50	8 50
Red raspberries, 2s	2 90	2 90
Simcoes	2 75	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	3 00	3 00
Blueberries, 2s, doz.	1 85	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	1 75
Pumpkins (gallon), doz.	6 00	6 00
Carrots, sliced, 2s	1 45	1 45
Apples (gallons)	5 00	5 00
Peaches, 2s (heavy syrup)	2 00	2 40

Pears, 3s (heavy syrup)	2 45
Pineapples, 1½s	2 25
Greengage plums (light syrup)	1 90
Lombard plums (heavy syrup), 2s	1 70

## Syrup Has Been Quiet, Expected to Move Again

Montreal.

**MOLASSES AND SYRUPS.**—There has been a good movement of molasses, seasonably speaking. Many prefer to use this although its high price has been against its wider use. The baking and confectioner's trade has asked for a good deal of syrup, and while this has not been as heavy as it might have been there will be an improvement some think. Molasses holds firm but unchanged. The advance in sugar may result in a revision of price on cane syrups, although this is not a definite forecast at the moment.

Corn Syrup—

Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	0 07½
Kegs	4 65
2-lb. tins, 2 doz. in case, case	5 20
5-lb. tins, 1 doz. in case, case	4 95
10-lb. tins, ½ doz. in case, case	4 90
20-lb. tins, ¼ doz. in case, case	2 15
2-gal. 25-lb. pails, each	3 25
3-gal. 38½-lb. pails, each	5 25
5-gal. 65-lb. pails, each	5 25
Cane Syrup (Crystal Diamond)—	
2-lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	8 00
Half barrels, per 100 lbs.	8 25

Prices for

Barbadoes Molasses—	Island of Montreal
Puncheons	0 97 1 00
Barrels	1 00 1 03
Half barrels	1 02 1 05

For outside territories prices range about 3c lower.

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

## Not Much Surplus Maple Sugar or Syrup

Montreal.

**MAPLE SUGAR AND SYRUP.**—There is very little change in the market conditions. The better part of the season is over, and while the demand is fair this has somewhat decreased. There is not a great deal of stock around, from the most reliable information obtained. Prices are well held and will be, for there has been a good deal of stock picked up by outside dealers and buyers have paid fancy prices to get their requirements.

Maple Product—

Syrup, 13 lbs. Imp. meas., gal.	1 90	2 00
Syrup, 5-gal. tins, per gal.	1 85	1 85
¾-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 21	0 22

## Nuts on Spot Scarce, Some Supplies to Come

Montreal.

**NUTS.**—As far as spot business is concerned there is somewhat of a shortage of certain supplies. In a short time some supplies will be received, it is expected, and if the present activity continues these will be picked up rather quickly. As far as walnuts are concerned there will be no more supply after those on spot and in the hands of importers and jobbers on this side of the Atlantic are distributed. Reference to

this is made elsewhere. Prices are high and firm with advances probable in some lines on the list.

Almonds (Tara), per lb. ....	0 24	0 30
Almonds (shelled) .....	0 50	0 55
Almonds (Jordan) .....	0 70	0 70
Almonds, Valencia, shelled .....	0 45	0 46
Almonds, soft shelled Tarragonas .....	0 22½	0 23½
Brazil nuts (new) .....	0 20	0 25
Brazil nuts (med.) .....	0 15	0 17
Filberts (Sicily), per lb. ....	0 22	0 27
Filberts, Barcelona .....	0 17½	0 18½
Hickory nuts (large and small), lb. ....	0 10	0 15
Peanuts (roasted)—		
Jumbo, per lb. ....	0 25	0 26
Fancys, per lb. ....	0 24	0 25
Extras, per lb. ....	0 19	0 20
Shelled, No. 1 Spanish .....	0 18½	0 19½
Shelled, No. 1 Virginia .....	0 19½	0 20½
Do., No. 2 .....	0 14	0 14
Pecans (new Jumbo), per lb. ....	0 28	0 32
Pecans, New Orleans, No. 2 .....	0 21	0 24
Pecans "paper shell," extra large Jumbo .....	0 40	0 40
Pecans (shelled) .....	0 80	0 80
Walnuts (Grenoble) .....	0 20	0 23
Walnuts (new Naples) .....	0 16	0 18
Walnuts (shelled) .....	0 76	0 82
Walnuts (Marbots), in bags .....	0 25	0 28

### Activity is Marked For Lines Dried Fruit

**Montreal.**  
**DRIED FRUITS.**—Much activity obtains for apricots, peaches and for dried pears. Prunes also share the same condition and one jobber states that their sales of raisins are very large at this time. Prices are fully maintained, but even at this, in view of the crop outlook jobbers think the present quotations are not at all high. The prune outlook is that prices for the new crop will be much higher than those at which jobbers are sending out the goods now.

<b>Apricots—</b>		
Choice .....	0 28	0 30
Fancy .....	0 30	0 30
<b>Apples (evaporated) .....</b>	0 20	0 20
(fancy)—		
Faced .....	0 19	0 19
Choice .....	0 17	0 17
12 oz., per pkg. ....	0 16	0 16
<b>Pears .....</b>	0 16	0 16
<b>Drained Peels (old)—</b>		
Citron .....	0 27½	0 32
Lemon .....	0 28½	0 34
Orange .....	0 28½	0 34
<b>Drained Peels (new)—</b>		
Lemon .....	0 40	0 41
Orange .....	0 42	0 43
Citron .....	0 47	0 48
<b>Raisins—</b>		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25-\$4.00; 4-crown cluster, \$5.00; 5-crown cluster, \$6.00.		
Muscatels, loose, 2-crown .....	0 10½	0 11
Muscatels, loose, 3-crown, lb. ....	0 11½	0 11½
Muscatels, 4-crown, lb. ....	0 12	0 12
Cal. seedless, 16 oz. ....	0 14	0 14
Cal. seedless (new) .....	0 16	0 16½
Fancy seeded, 16 oz. pkgs. ....	0 13	0 13
Choice seeded, 16 oz. pkgs. ....	0 12	0 12
Valencias, selected .....	0 11	0 11
Valencias, 4-crown layers .....	0 11½	0 11½
<b>Currants, old .....</b>	0 24	0 24
Do., new .....	0 32	0 32
<b>Dates, Excelsior, per case .....</b>	6 84	6 84
Do., Dromedary .....	7 92	7 92
<b>Figs (new), 100 to case .....</b>	11 00	11 00
Figs (layer), 10-lb. boxes .....	1 90	2 75
Figs, Spanish (mats) .....	0 12	0 12
Figs, Portuguese (mats) .....	0 13	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.) .....	1 75	1 75
Pkgs. 10 oz. (12 pkgs.) .....	1 45	1 45
Pkgs. 8 oz. (20 pkgs.) .....	2 00	2 60
Pkgs. 6 oz. (50 pkgs.) .....	3 60	4 75
Pkgs. 4 oz. (70 pkgs.) .....	3 70	5 00
<b>Prunes—</b>		
30-40 .....	0 19	0 19
California, 40-50s .....	0 18	0 18
25-lb. cases, 50-60s .....	0 17	0 17
60-70s .....	0 15½	0 16½
70-80s .....	0 13	0 15½
80-90s .....	0 11½	0 13
90-100s .....	0 11	0 13
Oregon, 30-40s .....	0 15½	0 15½
40-50s .....	0 15½	0 15½
50-60s .....	0 12½	0 12½

### Cassias Are Scarcer; Spice Prices Steady

**Montreal.**  
**SPICES.**—Little can be added of an interesting nature to that already said regarding the spice markets. They are all of a firm character and this will be the condition for some time with present indications pointing to a short supply of some lines. Cassias are scarcer now than they have been and the market for them is strong. All lines in the list are firm.

	5 and 10-lb. boxes	
Allspice .....	0 20	0 22
Cassia .....	0 35	0 35
Cassia (pure) .....	0 35	0 37
Cayenne pepper .....	0 28	0 35
Cloves .....	0 75	0 77
Cream of tartar .....	0 95	1 00
Ginger .....	0 30	0 40
Ginger (Cochin or Jamaica) .....	0 30	0 30
<b>Mace .....</b>	<b>0 80</b>	<b>1 00</b>
Mixed spice .....	0 30	0 32
Nutmegs .....	0 45	0 50
Pepper, black .....	0 42	0 45
Pepper, white .....	0 48	0 50
Pepper (Cayenne) .....	0 35	0 37

### SUGAR GOES HIGHER

New prices have been named on sugar by some of the refiners, Acadia and Atlantic granulated advancing another 10c per 100 pounds this week and St. Lawrence going up 30c, making Toronto prices for all three \$9.27 per 100 pounds. The differentials on St. Lawrence yellows have undergone revision also, the No. 1 yellow now selling at 30c per 100 lbs. under granulated instead of 40c with No. 2, 10c per 100 pounds under No. 1 yellow, and No. 3 20c less than No. 1. Atlantic differentials as applied to No. 1 yellow are also up 10c, the light (their No. 1) selling at \$8.97, or 30c under granulated. The Brilliant at \$8.77, or 50c under granulated and dark at \$8.67 or 60c under granulated show no change in the differential. Acadia differentials remain unchanged.

Pickling spice .....	0 25	0 27
Paprika .....	0 45	0 50
Tumeric .....	0 21	0 23
Cardamon seed, per lb., bulk .....	2 00	2 00
Carraway, Dutch, nominal .....	0 75	0 75
Cinnamon, China, lb. ....	0 30	0 30
Cinnamon, per lb. ....	0 35	0 35
Mustard seed, bulk .....	0 25	0 25
Celery seed, bulk .....	0 45	0 45
Shredded cocoonut, in pails .....	0 21	0 23
Pimento, whole .....	0 18	0 20
For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.		

### Rice Steady and Firm With Sales Maintained

**Montreal.**  
**RICE AND TAPIOCA.**—Sales of rice are very well maintained, in fact one quarter reports them particularly active. Being a good food it is used in some quarters extensively. While there is no over-supply the market affords a good range still and all prices are steady and firm, Tapioca is selling fairly well but is not particularly active.

Snow (Japanese) .....	10 25	10 25
Ice Drips .....	11 25	11 25
Carolina .....	12 50	16 00
"Texas," per 100 lbs. ....	9 50	9 50
Patna (good) .....	8 90	9 40
Siam, No. 3 .....	8 50	9 00

Siam (fancy) .....	10 25	11 00
Rangoon "B" .....	8 50	9 50
Rangoon "B," 200-lb. lots .....	7 70	7 70
Rangoon OC .....	8 20	9 25
Mandarin .....	8 90	10 00
Pickling rice .....	7 70	8 40
Tapioca, per lb. (seed) .....	0 15	0 16
Tapioca (Pearl) .....	0 15	0 16

### Interest Small For Beans; Market Holds

**Montreal.**  
**BEANS.**—While there is very little interest in the bean markets, demand being on a restricted level, the prices hold quite firm. Some of the sections throughout part of the province are using fair quantities, but there is not the sale for them as a general thing that the jobbers would like. Prices are unchanged as follows:

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

### Flour is Asked For But Supply is Short

**Montreal.**  
**FLOUR AND FEEDS.**—There was a marked change in the demand for flour. This was brisk from the trade, and so much so with some that they early began to discourage the requests, and in fact orders were turned down. Supplies are dwindling gradually and the weight is being thrown on the substitutes, corn and rye flours being the lines in biggest demand. The manufacture of substitutes is now being effected on a larger scale and some expect that facilities will be available soon for making other lines—probably that of oat flour among others. Feeds are active, as far as demand is concerned and prices are without change.

<b>Wheat Standard, Graham and Whole</b>		
wheat Flours—		
Car lots (on track) .....	10 95	10 95
Car lots (delivered), Bakers .....	11 05	11 05
Small lots (delivered) .....	11 15	11 15
Bran, per ton .....	35 00	35 00
Shorts .....	40 00	40 00
Crushed oats .....	61 00	64 00
Barley chop .....	61 00	64 00
Barley meal .....	61 00	64 00
Feed oats, per bushel .....	1 06	1 06

### Rolled Oats up 15c Cornmeal is Strong

**Montreal.**  
**CEREALS.**—It is expected that there will be a better demand for cereals when the new regulations get under way. As it is the demand for bulk oats is very fair although that for the package goods is smaller just now. With oat and corn markets much higher than they have been for some time it is expected that there may be further revisions. Rye flour is easier under competition, for the demand has been good and will fur-

ther increase in the next week or ten days.

Cornmeal, Pure Gold	7 00	
Cornmeal (Gold Dust)	6 60	7 00
Barley, pearl	7 50	8 25
Barley, pot, 98 lbs.	6 00	6 25
Buckwheat flour, 98 lbs.		7 25
Corn flour, 98 lbs.	5 80	6 00
Rice flour		9 00
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal (standard-granulated and fine)	5 80	6 20
Peas, Canadian, boiling, bush	5 00	5 50
Split peas	9 50	11 25
Rolled oats, 90-lb. bags	5 25	5 50
Rolled oats (family pack), case	5 60	5 80
Rolled oats (small size), case		2 10
Rolled wheat (100-lb. bbls.)		6 75
Rye flour, small lots, 98 lbs.		6 55
Self-raising flour—		
3-lb. pkgs., doz.		2 80
6-lb. pkgs., doz.		5 50

Note.—Other grades of corn meal may be purchased at special prices.

### Coffee is Firm, But no Changes Yet

Montreal.

COFFEE.—The reports from Brazil as to the severity of frosts there seem to have been rather overestimated. Such is the opinion expressed on various sides and latest despatches discredit some of the earlier claims as to the extent of the damage done. Unless the embargoes and restrictions are fully carried out as has been suggested from certain quarters the largest importers state that they see no reason to anticipate an immediate revision of prices to higher levels. Others feel that coffee is not on the basis that it should be and look for advances before long. In the meantime there is a fair amount of business. As far as cocoa is concerned the demand has been steady and much better than usual. This is attributed to the colder weather that has generally prevailed in the East.

Coffee, Roasted—		
Bogotas, lb.	0 28½	0 32
Jamaica, lb.	0 24	0 28
Java, lb.	0 38	0 41
Maraçibo, lb.	0 27½	0 30
Mexican, lb.	0 24	0 28
Mocha, lb., types	0 33	0 37
Mochas (genuine)		
Rio, lb.	0 22	0 26
Santos, Bourbon, lb.	0 27	0 30
Santos, lb.	0 26	0 29
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)		0 25

### Spot Trading Easier Future Teas Cost More

Montreal.

TEAS.—The cable service between Canada and Japan has been such as to make the news from there indefinite and intermittent. In this way recent advices have been lacking as to the tendencies there on new crop although there is enough information available to be able to say that all futures will be high. Arrivals of the first pickings are delayed although a little has arrived at the coast. Trading here is on a reduced basis, but the general situation with regard to the new basis is not more clarified and understood by the trade. Prices are unchanged.

Ceylon and Indias—

Pekoe, Souchongs, per lb.	0 47	0 49
Pekoes, per lb.	0 49	0 52
Orange Pekoes	0 53	0 55

Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

### Old Apples Disappear Some New Fruits Arrive

Montreal.

FRUITS.—The last of the old stock of apples seems to have disappeared and any that are now on the market are of the smaller varieties and pretty well confined to a few boxed lines. New fancy apples are in from across the line and are high in price. Blueberries are more plentiful and the season for strawberries is at its height and will be over in the course of another week or ten days. Lemons and oranges are firm and steady but unchanged. Cherries are now appearing in the larger baskets.

Apples—		
American (bask.) Duchess		4 00
Do., Yellow transparent		4 00
Apricots (Cal.) box		3 00
Bananas (fancy large), bunch	5 00	5 50
Blueberries, 6-12-qt. boxes		1 25
Cantaloupes (45 size), crate		7 00
Do., (15 size), crate		3 00
Cherries (California), box		3 50
Cocoanuts, sack	7 25	8 50
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos)		
80, 96, 112		5 00
Grape fruit (fancy Porto Ricos)		
54, 46		4 75
Lemons (fancy new Messina)	8 50	9 00
Lemons (choice)		7 00
Lemons (California seedless)		5 00
Oranges, Valencia lates	7 50	8 50
Oranges, Porto Ricos		5 50
Oranges, California navels	7 50	8 00
Oranges, Jamaica		6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)		5 50
Oranges (Sorrentoes), 200 size		5 00
Plums (Cal.) box		3 00
Pineapples, Cuban (crate)		6 00
Pineapples, Florida		6 00
Peaches (6-basket)	3 50	4 00
Strawberries (box) (quarts)	0 30	0 35
Strawberries (Montreal), crate	6 00	8 00
Watermelons (each)		0 75

### More Local Vegetables With Better Prices

Montreal.

VEGETABLES.—As the season pro-

gresses the advantage to the user of vegetables becomes greater, as prices come down to a more acceptable level. There are reductions this week in the price of beans, peas, beets, carrots, cabbage, Canadian parsley, turnips, etc. Old potatoes are very firm and the price asked this week is \$3 per bag. Some expect that this high quotation will not last for any length of time as it is excessive. Montreal tomatoes are more in evidence this week and will gradually come down in price. A few lines of American grown specialties are marked off, such as parsley and watercress. For the most part there is good business with frequent revisions of price, mostly reductions.

Asparagus (doz. bunches)	3 50	4 00
Asparagus, Western Grass (bask.)		2 50
Beans, new string (20-lb. bag)		2 50
Beets (60-lb. bag)		0 75
Beets, new (hamper)		2 25
Beets, new (doz. bunches)		0 50
Cauliflower (Montreal), doz.		3 00
Cabbage (new), barrel		6 50
Cabbage (Baltimore), crate		5 00
Carrots, new, doz.		0 40
Carrots (bag)		2 00
Celery (Montreal), doz.	1 00	1 25
Cucumbers (Montreal), doz.		1 00
Endive (American)		0 40
Lettuce, curly (doz.)	0 40	0 50
Lettuce (Montreal), head		0 50
Leeks		2 50
Mint		0 20
Mushrooms, lb.		0 90
Onions, red (100-lb. bag)		2 00
Onions, spring, doz.		0 50
Onions (Texas), No. 1 yellow, etc		3 25
Do., No. 2 white wax (crate)		2 75
Do., Silver and Red (crate)		3 50
Onions, American (100 lbs.)		6 00
Oyster plant		0 75
Parsnips (60-lb. bag)		0 75
Parsnips, new (doz. bunches)		1 00
Parsley (Canadian)		0 30
Peas (in hampers)		4 00
Peas (Montreal), 20-lb. bag		1 50
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	3 00	3 00
Potatoes (New Brunswick), bag		1 65
Potatoes, new, Virginia, bbl.	6 50	7 50
Romane		0 50
Radishes (doz.)		0 25
Rhubarb, doz.	0 25	0 35
Spinach, box		0 75
Turnips (Montreal), bag		3 00
Turnips (Quebec)		3 00
Turnips, new (doz. bunches)		0 40
Tomatoes (hothouse), lb.		0 40
Tomatoes (Mississippi flats), 4-bas.		1 90
Tomatoes "bus." ctes, New Jersey		4 50
Watercress (Can.)		0 40

## ONTARIO MARKETS

TORONTO, July 10.—Trade generally is considered slightly quiet, though from some sources reports as to business being transacted are very encouraging. The markets generally are comparatively quiet and no sensational price changes are reported for the week. Prices on jams have not yet been announced and orders for dried fruits cannot be taken until July 22, one week later than had been anticipated. Sugar is reported somewhat scarce but an improvement in receipts is looked for.

### Sugar in Fair Supply; Prices Hold

Toronto.

SUGAR.—Fair supplies of sugar are available in some quarters for distribu-

tion but there is no surplus being accumulated. Stocks have dwindled and orders generally are scrutinized pretty carefully before acceptance. Transportation is playing a part in this present shortage it is intimated, as some difficulty in getting raws through is being experienced. This is not lack of boats, which seem to be bringing usual quantities, but uncertain train service. The closing down of some refineries has made it difficult for those operating to meet all demands. Prices remain firm and unchanged locally.

Atlantic, extra granulated	9 27
St. Lawrence, extra granulated	9 27
Acadia Sugar Refinery, extra granulated	9 27
Can. Sugar Refinery, extra granulated	8 82
Dom. Sugar Refinery, extra granulated	8 97
Iceing sugar, barrels	9 27
Powdered, barrels	9 17
Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb. gunnies, 25c advance; 10-lb.	

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

### Salt Goes Higher; Mustard Also Up

Toronto.

**SALT, MUSTARD.**—Many important lines affecting the grocers' stocks have been revised during the week, salt, mustard, baking powder, ammonia, soap powder and cleanser being among the lines to record advances. Vinegar barrels and kegs have also been advanced, the new prices being given below. The lines affected with prices named are shown herewith:

Salt—Bbls., 100 bags to, \$5.75-\$6; 42 bags to, \$5.25-\$5.50; 280 lbs. fine to, \$2.50-\$2.75; Bags, 50 lbs., coarse to, \$0.70-\$0.75; 50 lbs. fine to, \$0.70-\$0.75; 50 lbs. dairy to, \$0.90-\$0.95.

Mustard—Keen's DSF, 1s, 75c lb.; 1/2s, 79c lb.; 1/4s, 83c lb.; FD, 4-lb. jars, \$2.10 jar.

Baking Powder—Egg-O, 72-4 oz., \$1.25 doz.; 72-6 oz., \$1.75; 48-9 oz., \$2.25; 48-12 oz., \$2.75; 48-16 oz., \$3.40; 24-2 1/2 lb., \$8.20; 12-5 lb., \$15.10. Egg-O, baker's special, 60-lb. tins, \$11.50 tin; 60-lb. tins, 2 to crate, \$22 crate; 10-lb. tins, 12 to crate, \$23 doz.

Enownake ammonia—36 large, \$2.70; Sun powdered ammonia, 36-10c, \$2.60; 36-small, \$1.70 case. Babbitt's 1776 soap powder, 100s packages, \$4.80 case; Babbitt's Cleanser, 50s packages, \$2.40 case; ditto (Kosher), 50s packages, \$2.40 case; Babbitt's pure lye, 48s, \$5.25 case. The new charges named for vinegar barrels and kegs are: 5 gallon kegs, \$2.50; 10 gallon kegs, \$3; barrels and half-barrels, \$4.50.

### Molasses Holds Firm; Some Supplies Coming

Toronto.

**MOLASSES, SYRUPS.**—The markets hold very firm with no prospect of lower levels being reached for the present at any rate. Imported lines are none too plentiful though some supplies from the Southern States are getting through Syrups are holding steadily with no price changes recorded.

Corn Syrups—

Barrels, per lb.	0 07
Cases, 2-lb. tins, 2 doz. in case	4 65
Cases, 5-lb. tins, 1 doz. in case	5 20
Half barrels, 1/4c over bbls.; 1/2 bbls., 1/2c over bbls.	

Cane Syrups—

Barrels and half barrels, lb.	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25

Molasses—

Fancy, Barbadoes, barrels	1 05	1 10
Choice Barbadoes, barrels	0 95	1 00
West India, 1/2 bbls., gal.	0 56	
West India, No. 10, kegs	6 50	
West India, No. 5, kegs	3 25	
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 90	
Tins, 3-lb. table grade, case 2 doz., Barbadoes	6 75	
Tins, 5-lb., 1 doz. to case, Barbadoes	5 30	
Tins, 10-lb., 1/2 doz. to case, Barbadoes	5 20	
Tins, 2-lb., baking grade, case 2 doz.	3 50	
Tins, 3-lb., baking grade, case of 2 doz.	4 60	
Tins, 5-lb., baking grade, case of 1 doz.	3 90	

Tins, 10-lb., baking grade, case of 1/2 doz.	3 75
West Indies, 1 1/2, 48s	5 00
West Indies, 2s, 36s	4 00 4 25

### New Prices on Jams Not Yet Named

Toronto.

**CANNED GOODS.**—New prices on canned fruits have not yet been named but are expected at an early date. The short crop and high prices being paid the grower do not tend towards lower price levels on strawberries and raspberries. Advances have been made in Alymer raspberry jam 4's, Stuart strawberry jam 4's and St. William's strawberry jam 4's, all of which sell at 87c per tin. Canning factories are working on new pack vegetables, peas now being put up with prospects of a good pack.

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

Salmon—

Sockeye, 1s, doz.	4 00	4 50
Sockeye, 1/2s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. tins	2 35	2 60
Do., 1/2s, doz.	1 85	1 45
Pinks, 1-lb. tins	2 25	2 60
Do., 1/2s, doz.	1 35	1 50
Cohoos, 1/2-lb. tins	1 85	1 90

### NOW YELLOW CORN FLOUR

In a bulletin issued to millers grinding corn flour the Canada Food Board has directed that output must consist of at least 75 per cent. of yellow corn flour and not more than 25 per cent. white corn flour. It is intimated that owing to the apparent scarcity of white over yellow and in order that corn flour may reach the consumer at as low a figure as possible, millers are to make 25 per cent. white and to use 75 per cent. good yellow corn. The price on the yellow will it is thought range around \$10.50 barrel, though millers claim that considering the absorption of corn the price on white corn flour is by no means out of the way. Though the above came in the form of a suggestion, a note appended indicated that if millers do not voluntarily follow spirit of letter, the Canada Food Board will issue an order embracing suggestions contained in bulletin.

Cohoos, 1-lb. tins	3 45	3 75
Red springs, 1-lb. tins	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, 1/2-lb., doz.	3 00	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2 1/2s	2 50	2 75
Peas, standard	1 95	2 25
Peas, early June	1 95	2 32 1/2
Beans, golden wax, doz.	1 85	2 10
Beans, golden wax, doz.	1 85	2 45
Asparagus tips, doz.	3 55	3 65
Corn, 2s, doz.	2 45	2 65
Pumpkins, 2 1/2s	1 80	2 00
Succotash, No. 1, doz.	2 00	2 85
Pineapples, 2s	2 50	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard 2s	1 75	1 95
Plums, Green Gage	1 80	1 95
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Do., raspberry, 4-lb. tin	0 85	
Do., black currant, 4-lb. tin	0 75	0 88
Do., Strawberry, 4-lb. tin	0 87	

Preserved Fruits, Pint Sealers—

Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	3 45	
Red currants, doz.	3 45	
Raspberries, doz.	3 50	3 60
Strawberries	3 60	4 40

### Some Dried Fruit Moving; New Prices Soon

Toronto.

**DRIED FRUITS.**—There is some movement of dried fruit in progress. Orders for prunes will, it is expected, be definitely accepted July 22 and prices will likely be in line with figures noted in these columns a couple of weeks ago. There are indications that the United States government will take over the entire crop of 50-60's and 60-70's and with a short crop of big sizes supplies will be principally small. Just how big an allotment will be given Canada has not yet been determined, but at the higher prices that will rule probably all that will sell. Some interest is being manifest in the dried apricot with pit and at the difference in price between it and those without amounting to about 3c per pound it is thought sales of the former may show a considerable increase.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpit	0 16	0 16 1/2
Do., fancy, 25s	0 30	
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon		
Orange		
Citron		
Currants—		
Grecian, per lb.	0 26	0 28
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.		
Malagas, lb.		
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	1 80	
Cal., 10 oz., 12s, case	1 40	
Prunes—		
30-40s, per lb., 25's, faced	0 17	0 17 1/2
40-50s, per lb., 25's, faced	0 16	0 16 1/2
50-60s, per lb., 25's, faced	0 14	0 15 1/2
60-70s, per lb., 25's, faced	0 13	0 14
70-80s, per lb., 25's, unfaced	0 12 1/2	0 13 1/2
80-90s, per lb., 25's, unfaced	0 12	0 12 1/2
90-100s, per lb., 25's, faced	0 11	0 12
Peaches—		
Standard, 25-lb. box	0 15 1/2	0 17
Choice, 25-lb. boxes	0 18 1/2	0 19
Fancy, 25-lb. boxes	0 22	
Practically peeled, 25-lb. boxes	0 22	
Extra fancy	0 23	
Raisins—		
California bleached, lb.	0 14	
Valencia, Cal.	0 10 1/2	0 10 1/2
Valencia, Spanish		
Seeded, fancy, 1-lb. packets	0 12 1/2	0 13 1/2
Seedless, 12-oz. packets	0 11	0 12 1/2
Seedless, 16-oz. packets	0 14 1/2	0 15
Seedless, bakers, Thompsons, 50s	0 15	0 15 1/2

### Fair Movement in Teas; Primary Points High

Toronto.

**TEAS.**—A fair movement of teas is reported though this does not represent a very heavy volume of trading as yet. Reports from primary points continue to point to higher markets on new crop teas and extracts from a review of the Indian tea situation follow: The immediate future is obscure but the insistence

of the British public that tea is a necessity and the recognition thereof by the government can be taken as guarantee that if possible freight will be provided to meet the wants which will insure removal of greater portion of crop. It is understood that the food controller is already prepared to negotiate for about 70 per cent. of new season's production on similar terms to period under review. With the cost of production advancing retrenchment is impossible if gardens are kept up to efficiency. The question of laid down costs which must be a decisive factor in determining results should be viewed with apprehension rather than actual disposal of India crop.

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

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

### Coffee Holds in Very Firm Position

Toronto.

COFFEE.—The very firm position noted in coffee last week has shown no disposition towards easing off and a definite announcement of an advance in prices is looked for at an early date. Stocks are not being replenished very rapidly or very easily and the situation generally can be termed difficult.

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

### Spices Holding Steady; Nutmegs Very Strong

Toronto.

SPICES.—Prices locally have shown no change during the week, the markets holding very steady. The situation generally as far as local grinders are concerned is fairly satisfactory at the present time, prospects being that the fall trade will be taken care of quite acceptably. Reports on nutmegs point to a very strong market on these and that higher levels may be reached is within the realm of possibility. Reports from distributing centers in the United States point to the fact that spot stocks are pretty well absorbed and buying on the markets ruling there to-day local prices would soar materially. A heavy crop shortage of allspice is reported which has provided a decided element of firmness into this line. The present range of quotations follows:

### Peanuts Coming in Very Good Supply

Toronto.

NUTS.—Very good supplies of peanuts are reaching the local market and dealers seem to feel that these will be permitted entry right along. The market on all nuts is firm and shipments coming for which licenses have been granted will carry the trade through for some little time it is thought. Prices range as follows:

In the Shell—		
Almonds, Tarragonas, lb.	0 24	0 27
Walnuts, Bordeaux	0 25	0 27
Walnuts, Grenobles, lb.	0 25	0 27
Walnuts, Manchurian, lb.	0 25	0 27
Filberts, lb.	0 19	0 22
Pecans, lb.	0 27	0 27

### NO MODIFICATION OF NUT ORDER

In some quarters it was hoped that the French government would modify its decision and let certain quantities of walnuts come through. It is now well established by direct advices from representatives of the large French producers that there will be no modification for this season at least. In consequence of this prices will be high. Excerpts from a letter to a Montreal importer just received and handed CANADIAN GROCER states in part:

"We are informed that there will be no modification of this decree of the French government for the present season. It is quite possible, however, that the French government may permit the exportation of a certain portion of the new crop, although even this at the present time is most uncertain."

"The present stocks in this country are extremely limited, and in our opinion the market will be absolutely bare by the middle or end of September. It would seem advisable for consumers or dealers to anticipate their requirements as much as they can while they have an opportunity of doing so."

Peanuts, Jumbo, roasted	0 24	0 25
Do., Fancy, roasted	0 24	0 25
Brazil nuts, lb.	0 15	0 17
Cocoanuts, 100s	7 50	7 50
Shelled—		
Almonds, lb.	0 52	0 55
Filberts, lb.	0 40	0 45
Walnuts, lb.	0 75	0 82
Peanuts, Spanish, lb.	0 18	0 23
Do., Chinese, 30-32 to oz.	0 18	0 18
Brazil nuts, lb.	0 68	0 75

### Beans Not Selling Very Freely Yet

Toronto.

BEANS.—There has been no decided improvement in the sale of beans during the week. Prices generally hold firm though limas are selling down to 17½c per pound.

### Stocks Rice None Too Heavy; Fair Sales

Toronto.

RICES.—Indications are that rice

stocks are none too heavy, supplies not coming forward any too freely. A very good sale is reported and the market is very firm. Prices are unchanged.

### No New Developments in Package Goods

Toronto.

PACKAGE GOODS.—There have been no new developments in package goods, though a tendency towards firmer prices is noticeable. The demand is seasonable with a little more interest being manifested in rolled oats as a substitute.

Cornflakes, per case	4 00	4 25
Rolled oats, round, family size, 20s	5 80	6 00
Rolled oats, round, regular 18s, case	2 10	2 30
Rolled oats, square, 20s	5 80	5 85
Unredded wheat, case	4 25	4 25
Cornstarch, No. 1, pound cartons	0 11½	0 11½
No. 2, pound cartons	0 10½	0 10½
Starch, in 1-lb. cartons	0 11½	0 11½
Laundry starch, in 1-lb. cartons	0 10	0 11½
Do., in 6-lb. tins	0 13	0 13
Do., in 6-lb. boxes	0 13	0 13
Do., in 100-lb. kegs	0 11	0 11

### Maple Syrup Steady; Awaiting New Honey

Toronto.

MAPLE SYRUP, HONEY.—Maple syrup has held steady during the week with no particular item of interest to record. The trade generally is awaiting arrival of new honey, old stocks being almost entirely absorbed.

### Fruit Changing Daily; Supplies Coming Freely

Toronto.

FRUIT.—Almost daily changes are noticeable in fruit prices and increased supplies are reaching the market. Canadian strawberries, raspberries and cherries are coming along very well and the range of California fruit is larger, including apples, apricots, cherries, peaches and plums. Blueberries and currants are also available this week. Prices at time of going to press range as follows:

Apples, Transparent, per hamper	3 50	3 50
Bananas, per lb.	0 07	0 07
Blueberries, per basket	2 50	2 50
Currants, black, large basket	1 25	1 25
Do., small baskets	0 75	1 25
Cherries, 11 qt. bask., sour	1 75	2 50
Cherries, white, sweet	2 50	3 00
Cherries, black, sweet	1 25	1 25
Gooseberries, 11 qt. bask.	5 00	6 00
Grapefruit—		
Floridas, 46s, case	5 00	6 00
Do., 54s, 64s	5 50	6 00
Oranges—		
Valencias—		
96s	6 00	6 00
100s	5 75	6 00
126s	6 00	7 00
150s, 176s	7 50	8 00
200s, 216s, 250s, 288s	8 00	8 50
Lemons, Cal., case	9 50	10 50
Do., Verdilla	9 50	9 50
Peaches, Georgia, 6 bask., crate	4 00	4 00
Raspberries, per box	0 30	0 35
Strawberries, quarts	0 23	0 25
California fruit—		
Apricots, per box	2 50	2 75
Apples, per box	2 75	2 75
Cherries, per box	2 00	2 00
Peaches, per box	2 00	2 50
Plums, according to quality and size, per box	3 00	4 00

## Canadian Vegetables Show Increased Range

Toronto.

VEGETABLES.—It will be noted that Canadian vegetables show an increased range in list below, beans, beets, cabbage and tomatoes being in fairly good supply. Early California onions are reported arriving and it is said quality is none too good, while some California yellow coming in crates is of very good quality. Some Kentucky onions in sacks of very fair quality are also offering. Primary market on potatoes is firm though a decline in local prices is noted this week. Leamington tomatoes are now available as are also Tennessee, being very good grade. Cantaloupes are quite plentiful, California being principal source of supply though it is indicated these are now too ripe for the long haul and supplies from Georgia, New Mexico and Carolina may soon be looked for.

Beans, wax, basket	1 00	1 15
Beets, Canadian, doz.	0 40	0 60
Cabbage, Canadian, hamper	1 75	
Do., case	4 50	5 00
Cantaloupes, Cal., standards, case	5 50	6 00
Do., ponies, case	5 00	5 50
Do., flats, case		2 50
Carrots, new, hamper	1 75	2 00
Do., doz.	0 25	0 30
CeClery, Michigan, doz.	0 45	0 50
Cucumbers, hothouse, No. 1, bas.		3 25
Do., No. 2, basket		2 50
Lettuce, leaf, doz., bunches	0 25	0 50
Do., head, doz.	1 00	1 25
Mushrooms, basket		3 25
Onions—		
California, 100-lb. bag	5 00	
Do., No. 1, yellow, 50-lb crate		3 00
Peas, Canadian, 11-qt. bask.	0 65	0 75
Peppers, green, imported, sweet		
doz.		0 65
Do., Canadian, large basket		1 50
Do., do., small basket		0 75
Potatoes—		
Ontario, bag	1 85	
N.B. Delawares		2 00
Virginia, No. 1	7 50	8 00
Do., No. 2		6 50
Tomatoes—		
Leamington, No. 1, basket	3 00	3 25
Do., No. 2, basket		2 50
Tennessee, 4 bask., crate		1 90
New Jersey, bushel box		3 75

## Mills Closing Down; Flour Rather Slow

Toronto.

FLOUR.—Reports indicate that another mill has ceased operations during the week and there is little new to report in the situation generally. Stocks are light and no effort to develop sales is being put forth.

## Mill Feeds Are Practically Exhausted

Toronto.

MILL FEEDS.—Stocks of mill feeds are practically exhausted and with the shutting down of some of the mills further supplies will be very hard to get until the new crop of grain is available.

## Call For Substitute Flour is Brisk

Toronto.

CEREALS.—The call for substitute flour continues brisk and greater interest is noticeable in rolled oats and oatmeal during the week. Millers grinding corn

flour have been directed to mill at least 75 per cent. yellow corn flour and not more than 25 per cent. white corn flour. This is in an endeavor to bring cost of this substitute down below wheat flour. Other lines of cereals show no price changes though market has firmed considerably.

	Single Bag Lots	
	F.o.b. Toronto	
Barley, pearl, 98s	7 00	8 00
Barley, pot, 98s	5 50	6 25

Buckwheat Flour, 98s	6 50	7 00
Cornmeal, Golden, 98s	6 00	7 00
Do., fancy yellow, 98s		5 00
Corn flour, 98s	5 80	6 50
Graham flour, 98s	6 00	7 00
Hominy grits, 98s	6 25	6 60
Hominy, pearl, 98s	6 25	6 60
Rolled oats, 90s	5 50	6 00
Oatmeal, 98s	5 75	7 00
Rolled wheat, 100-lb. bbl.	6 75	7 00
Rice Flour, per 100 lbs	11 00	12 00
Peas, yellow, split	10 00	10 50
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.

## MANITOBA MARKETS

WINNIPEG, July 10.—The news that beans are likely to be lower in price this year and the fact that they are being quoted five cents lower on Japanese goods will not be welcome to the jobbing trade in Winnipeg as they are all pretty well stocked up with high-priced beans; furthermore, the demand for beans has not been heavy at all this year on account of the high price. It is not expected however that lower prices will prevail until this high-priced stock is cleaned up. It looks as though the price of rice is going to remain high, but quotations in the primary market on tapioca are slightly lower. There is also a decline in the price of shelled almonds, which are being offered at 2c per pound lower.

## Expect Shipment of 1917 Dried Fruits

Winnipeg.

DRIED FRUITS.—Business as far as the primary market is concerned is at a standstill, and will be until July 22, on which date the government will permit the sale of new crop goods. Prices being paid to growers in California are so high there is not any likelihood of low prices despite the effort of the government to keep prices down. However, stocks have been carried here by jobbers of 1917 crop and they have also ordered big shipments of 1917 crop for August shipment, especially of prunes and raisins.

## Tapioca Down Slightly; Rice Still High

Winnipeg.

RICE.—Sales being made by the mills here are at very high prices. Stocks are said to be low at the coast and new crop will not be in until November. It is not known yet what prices will be like for new crop, but the trade are not looking for a decline. Japans are quoted at almost prohibitive prices, and some stocks are held by speculators. In Winnipeg rice stocks are sufficient to carry jobbers, in most cases, until new crop arrives in January. Jobbers are quoting very low prices on rice, and stocks cannot be replaced at these figures.

TAPIOCA AND SAGO.—Tapioca has shown a slight decline. Sago is said to be unprocurable at the moment in the primary market.

## Trade Looking For Cheaper White Beans

Winnipeg.

BEANS.—A grower from Ontario who was in the city recently says there will be a heavy crop of white beans in Ontario. He said that the government had purchased all the beans required for the year, which would necessitate them selling their crop in Canada and would mean a drop in price. Japanese beans have been offering here recently at a decline of 5c per pound for new crop, and this information is rather startling in view of the fact that the trade in Winnipeg are pretty well stocked at high prices. It is not expected, however, that jobbers will drop their prices on beans unless there is a danger of some one bringing beans on the market at a lower price.

## Decline of 2c on Shelled Almonds

Winnipeg.

NUTS.—The embargo on nuts is off as far as Canada is concerned, according to some of the nut trade. Shelled almonds are sold here subject to being able to get them through. The price is slightly lower, price being about 2c per pound less. Peanuts are still bringing a very high price.

## Coffee Allowed 70% of Requirements

Winnipeg.

COFFEE.—Mild coffees have been advancing. Brokers are now able to get deliveries up to 70 per cent. of 1916 requirements. Package coffees sold very freely here prior to the embargo so that the trade are pretty well supplied on these goods.

## Cheaper Raspberries From British Columbia

Winnipeg.

FRUIT AND VEGETABLES.—Quite a lot of local stuff is coming on the market including wax beans and green beans, asparagus, spinach, etc. There seems to be no local cabbage offerings but imported is expected shortly at 6c per pound. Old potatoes are pretty well cleaned up and new potatoes are beginning to advance on account of scarcity.

Continued on page 42.

# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## Alberta Markets FROM CALGARY, BY WIRE.

Calgary, Alta., July 9.—Markets have been fairly active during the week and changes embrace a wide variety of lines. The list on rolled oats No. 5 is now \$4.50. An advance in Jello has been made, price now being \$1.35 dozen. Cooked hams and belly bacon record a ½c per lb. jump. Soap and lye are higher, Golden West lye advancing 40c case, household soap going up 15c, Electric soap chips 25c and Royal Crown washing powder 20c. Some lines toilet soap have also advanced. New prices on candied peels have been named as follows: citron 42c; orange 38c; lemon 36c per lb. Split peas are being quoted at 12c and barley is down, pot selling at \$5.50 and pearl at \$6.75. Eggs at \$11.00 to \$11.50, and dairy butter at 35c to 38c lb. are higher. Other lines to go up include salt, prunes and seeded raisins.

CALGARY:		
Beans, small, lb.	0 10	0 11
Flour, 98s, per bbl.	10 35	
Molasses, extra fancy, gal.	1 15	
Rollled oats, 80s	4 50	
Rice, Siam, cwt.	8 50	9 50
Rice, Japan		10 50
Rice, China, per mat, No. 1.		5 10
Do., No. 2		4 70
Tapioca, lb.		0 15
Sago, lb.		0 15
Sugar, pure cane, granulated, cwt.		10 60
Cheese, No. 1, Ontario, large.	0 24½	0 26½
Butter, creamery, lb.	0 45½	0 47
Do., dairy, lb.	0 35	0 38
Lard, pure, 3s, per case		19 50
Eggs, new-laid, case	11 00	11 50
Candied peel, lemon, lb.		0 36
Tomatoes, 2½s, standard case.	5 25	5 50
Corn, 2s, standard case	5 60	5 90
Peas, 2s, standard case		4 00
Apples, gals., Ontario, case.	2 80	3 00
Strawberries, 2s, Ontario, case.	6 50	6 80
Raspberries, 2s, Ontario, case.		
Apples, evaporated, 50s, lb.		0 21
Apricots, evaporated, lb.		0 26½
Peaches, evaporated, lb.	0 15	0 17
Peaches, 2s, Ontario, case		4 75
Salmon, pink, tall, case	9 00	10 25
Salmon, Sockeye, tall, case		16 25
Do., halves	17 00	18 25
Potatoes, per ton		33 00
Oranges, Valencias, case	7 50	8 00
Lemons, case		12 00

## Saskatchewan Markets FROM REGINA, BY WIRE.

Regina, Sask., July 9.—Much speculation as to crop prospects this summer owing to long spell of dry weather. Some rain has fallen, however, and in districts where there has been moisture

crops have improved. Cheese is a little lower at 24c lb. quarters. Canned corn 25 standard case has advanced to \$5.05. Quotation on cornmeal is now \$6.80. Evaporated apples declined 3c a lb. making to-day's price 19½c. Gallon apples are expected to be very high, probably an advance of 10c per pail to bring prices up around 90c to 95c.

### REGINA—

Beans, small white Japans, bu.	7 75	
Beans, Lima, per lb.		
Flour, standard, 98s	5 20	
Molasses, extra fancy, gal.	0 70	
Rollled oats, bails	4 65	
Rice, Siam, cwt.	9 25	
Sago and tapioca, lb.	0 15½	
Sugar, pure cane, gran., cwt.	10 25	
Cheese, No. 1 Ontario, large.	0 25½	
Butter, creamery	0 50	
Lard, pure, 3s, per case	19 10	
Bacon, lb.	0 47½	
Eggs, new-laid	0 30	0 32
Pineapples, case	5 75	
Tomatoes, 3s, standard case.	5 35	
Corn, 2s, standard case	5 05	
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 60	3 50
Apples, evaporated, per lb.		0 19½
Strawberries, 2s, Ont., case.		6 30
Raspberries, 2s, Ont., case		6 85
Peaches, 2s, Ontario, case		4 65
Plums, 2s, case		3 40
Salmon, finest sockeye, tall, case	15 50	
Salmon, pink, tall, case	9 00	
Pork, American clear, per bbl.	40 75	41 00

## New Brunswick Markets FROM ST. JOHN, BY WIRE.

St. John, N. B., July 9.—Price changes have not been so very numerous during the week but the tendency generally has been upward though cornmeal, gran in barrels is down 50c to \$14.00. Eggs record a sharp advance, selling at 45c to 46c in cases. American clear pork at \$61.00 to \$64.00 is \$1.00 higher. Texas onions are up 25c case to \$3.75-4.00. Grape fruit is also considerably higher at \$7.50.

### ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	12 05	
Ontario	12 05	
Cornmeal, gran., bbls.	14 00	
Cornmeal, ordinary, bags	3 80	3 90
Molasses, extra fancy, gal.	0 90	0 92
Rollled oats, bbl.	11 75	
Beans, yellow-eyed	10 00	
Beans, Canadian, white	9 50	
Rice, Siam, cwt.	10 25	10 35
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Cheese, N.B., twins	0 25	
Eggs, case	0 45	0 46
Breakfast bacon	0 40	
Butter, creamery, per lb.	0 42	0 44
Butter, dairy, per lb.	0 38	0 40
Butter, tub	0 36	0 38
Margarine	0 30	0 32
Lard, pure, lb.	0 32	0 34½
Lard, compound	0 27	0 27½
American clear pork	61 00	64 00
Beef, corned, 1s	4 25	

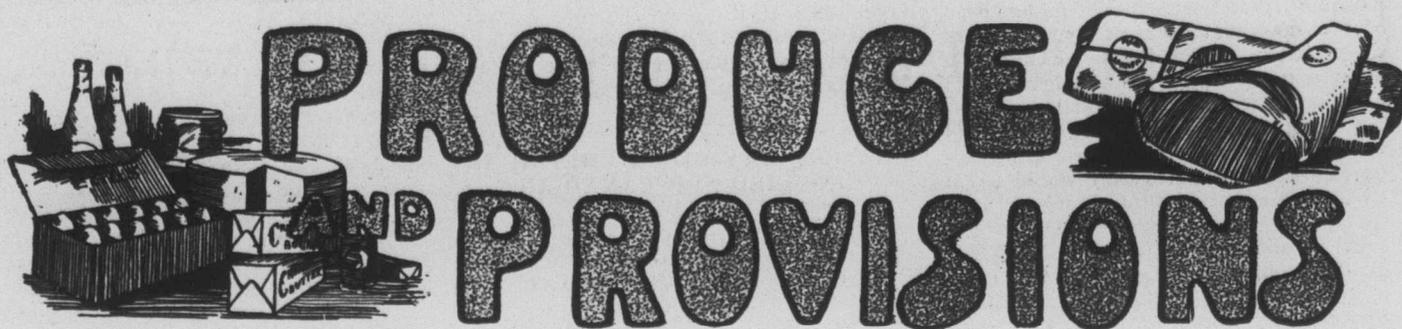
Tomatoes, 3s, standard, case	5 40	
Raspberries, 2s, Ont, case	6 20	
Peaches, 2s, standard case	4 40	
Corn, 2s, standard case	5 00	
Peas, standard, case	4 00	
Apples, gal., N.B., doz.	4 00	
Strawberries, 2s, Ont., case.	6 20	
Salmon, Red, spring, cases	15 00	
Pinks	11 00	
Cohoos	14 00	
Chums	8 50	
Evaporated apples, per lb.	0 18	0 19
Peaches, per lb.		0 19
Potatoes—		
Native, barrel	2 80	3 00
Onions, Bermuda	3 25	3 50
Do., Texas	3 75	4 00
Lemons, Cal., Messina, case	10 00	11 00
Oranges, California, case	6 00	9 00
Grapefruit, case		7 50
Bananas, per lb.		0 09

## WEEKLY MARKET REPORTS

Continued from page 41.

being 5c per pound this week. Local potatoes are not expected for three weeks. Local head lettuce is on the market selling 50c to \$1 per dozen. Tomatoes are coming in from Tennessee at \$2 to \$2.25; they have been somewhat of a glut on the market but this is now straightened out. Local green onions are being offered at 25c doz. Cucumbers are hard to get and are bringing \$3 per dozen coming in from Ontario and British Columbia. Old apples are practically over and new ones are arriving at \$4.25 per box. Strawberries and pineapples are finished. Lemons have jumped to \$11 per case. Cherries are now quoted at \$5 per 24 pint case, \$3.50 for 16 pound lug boxes, and \$3 for 4-basket crates, the latter British Columbias. Raspberries are in at \$6 but supplies are expected from British Columbia next week at a much lower figure. Canteloupes are now being bought in flats, 15 to crate at \$3. Only a few watermelons are available. New pears are expected from across the border next week. New peaches, apricots and plums are already in, at \$2.75, \$3 and \$3.25 respectively.

Cucumbers, doz.	3 00	
Cabbage, lb. local	0 05	0 06
Potatoes, new, lb.		0 05
Beets, with heads on, hampers		2 00
Carrots, with heads, hampers		2 00
Head Lettuce, local, doz.	0 50	1 00
Turnips, cwt.		2 00
Tomatoes, Tennessee, crate	2 00	2 25
Onions, silvers and yellows		2 25
Parsley, imported, doz.		2 25
Radishes, doz.		0 65
Parsley, imported, doz.		0 75
Green Onions, doz.		0 25
Fruits—		
Apples, new, box	4 25	
Oranges	9 00	
Lemons, Cal.	11 00	
Bananas, lb.	0 08½	
Grapefruit, case	6 50	
Cherries, 24 pt.	5 00	
Do., 16-lb. lug boxes	3 50	
Do., 4 bask. crate	3 00	
Plums, new	3 25	
Cantaloupes, flats, 15 to crate	3 00	
Peaches, new	2 75	
Apricots, new	3 00	



# PRODUCE AND PROVISIONS

## Getting Business by Double Service

The Combination of the Meat and Grocery Business is Found to be an Effective Way of Building a Profitable Trade—Each Department Aids the Business of the Other—The Combination Permits a Better Class of Trade

**T**HE W. Massen store on St. Clair Avenue, Toronto, serves a new and rapidly growing section of the city. In that particular section in the last few years there has been a very marked growth. It is at some distance from other shopping parts of the city, and as a result new residents who come to live in the district have largely had to leave the stores where they have been accustomed to trade, and to associate themselves with some new store. In conditions such as these the first appearance of the store is among the most fertile means of attracting customers, and after that the service that the store is able to give.

In both these items the W. Massen store is one that naturally calls itself

to the stranger's attention. It has an attractive front with large and attractively arranged front windows. Entering the store the impression is still more favorable. There is the best of modern equipment everywhere for the rapid and sanitary conduct of business, conditions that naturally appeal to the new customer.

### A Wide Appeal

Moreover, the store makes a wide appeal. It gives the double service of the grocery and butcher store. While this may not always be a drawing card with an established trade there is no question that it is with a new trade. This fact the store has very emphatically proved. A stranger naturally hesitates in making new associations and the double service

rendered by the store makes this task the easier for the housewife.

On the right of the store as you enter is the grocery department attractively arranged and equipped. On the opposite side and occupying exactly half the store is the meat department. So well is the store arranged that this makes a far more attractive appearance than is often the case.

### Departments Help One Another

Mr. Massen is one of those who believe that the service of the store that aims to serve the housekeeper should be as broad as possible, therefore he has combined these two departments, because he believes that this combination is in the interests of both his customers and himself. He has found that the combi-



An effective way of combining the grocery and provision business. The interior of the store of W. Massen, 1346 St. Clair Ave., Toronto.

nation of these two departments has been of mutual assistance. Many customers whom he would probably never have seen otherwise have come to him because he has a butcher department, and once having come they have little by little developed into customers of the other department. Sometimes they would begin by buying a few vegetables only or butter and cheese and eggs that are the natural corollary of the meat business, but gradually they would come to deal more and more in the grocery end, until by degrees they would have become regular customers of that department also. Or at other times a customer of the grocery department, in a hurry, would leave a meat order, and would perhaps unconsciously be influenced by the advantage of having both articles come at the one delivery. In this way the two departments have been a building force for one another.

Not only has the combination therefore been an element with the new trade that is growing up in the section but also with the older established trade, who have come to see the advantage of this dual service.

**Effective Use of Modern Equipment**

But Mr. Masson does not depend entirely on this happy conjunction to get and hold business. He has made the surroundings of the customer a drawing force, by effective display, a wide range of stock, and the best of sanitary equipment. Mr. Masson has found among other things that modern meat cutting machines, cheese cutters and similar adjuncts to the store's service, are a very large factor in getting and holding business. These are days when the customer demands a sanitary service, and the knowledge that the things they eat are being handled in a sanitary manner is a great drawing card. It is more than that, however. These items of equipment have proved themselves to be, despite their initial cost, a real economy for the store. In former times there was a very large element of wastage in handling cooked meats, and ham and bacon and similar lines. This, though a serious enough element at any time, is doubly serious now at the present price of these commodities. The ends of bacon that formerly found their way into the garbage can, would nowadays represent the profit and probably more than the profit on a dozen or more sales. This is a factor that the successful merchant cannot overlook, and merchants generally are coming to realize this fact.

**A Better Class of Customer**

The combination of the two branches of the store is found to be of benefit, too, in assuring a better type of customer. With this double service the sales to the individual customer are large, and there is not the same need of constantly endeavoring to enlarge the number. Therefore there is not the same danger of granting credit to persons who are not reliable enough to warrant it. It is possible to select the customers whom it will be of advantage to serve, and to let the others go, and in this way another

large element of danger is avoided. Taking it altogether Mr. Masson is convinced that the double service store is the most satisfactory business obtainable.

**DEALERS MAY STOCK CHEESE AS REQUIRED FOR CANADIAN TRADE**

**Canada Food Board Interprets the Regulation Governing the Holding of Cheese Stocks**

There was some discussion in last week's issue on the matter of the limitation on the holding of cream cheese. Some differences of opinion had arisen as to the interpretation of the regulation dealing with the stocking of cheese. J. F. Singleton of the produce section of the Canada Food Board in response to an enquiry wires that "all retailers, wholesalers or manufacturers of cheese may now store sufficient stock to take care of legitimate Canadian trade requirements until 1st June, 1919, on which date stocks must be down to 30 days' requirements. The same regulations apply to cream cheese."

This would appear to be a clear enough pronouncement on the question, and makes it evident that there is at present no limitation on the holding of cheese other than the limitation that the holding must not exceed the legitimate requirements of the Canadian trade and must be reduced to 30 days' supply on June 1 of next year.

**U. S. REGULATE DAIRY INDUSTRY**

As a result of a conference of representatives of the butter trade with officials of the United States Food Administration, the Federal Food Board has announced special regulations prepared by the Food Administration designed to prevent speculation in butter and

to make the route from the producer to the consumer as short as practicable and to limit the profits on cold storage butter.

Hereafter licensees dealing in cold storage butter will sell it at a price based on the actual cost and not on what it would cost to replace it. The dealers in figuring cost cannot include anything except purchase price, transportation charges, if any, actual storage and insurance charges, interest during the storage period and the cost of printing, if the butter is put into prints from tubs or cubes.

Dealers may not add to the cost price more than 1 cent a pound on carloads, 1 1/4 cents on lots between 7,000 pounds and carload, 1 3/4 cents on sales of 700 to 7,000 pounds, and not more than 2 3/4 cents on sales less than 700 pounds. If held in storage for not less than two calendar months they are permitted to add not more than 1 cent a pound to their selling profit and 1/4 cent a pound additional may be added for each calendar month thereafter, the total not to exceed 2 cents a pound in any case. These margins were made to prevent speculation and are wide enough to provide for cases where the cost of doing business is high.

Certain results are allowed, but any that bring a profit to the dealer without corresponding service will result in a revocation of his license and other penalties provided by the law.

**WHY BUTTER IS HIGH**

In view of the high prices asked for butter a representative of CANADIAN GROCER interviewed A. A. Ayer, president of A. A. Ayer Co., Montreal, as to the reasons for this. Mr. Ayer is an authority on the butter and cheese situation and his company handles very large quantities every season.

(Continued on page 47.)

**Canada Well Supplied With Beef—Cost of Living Report Shows Large Storage Supplies**

Ottawa, June 20—A statement contained in the report of the high cost of living commissioner shows the goods held by the firms reporting June 1, 1918, compared with the stock on hand at the same date last year to be as follows:

	June 1, 1917	June 1, 1918
Butter .....	1,469,781	1,689,260
Cheese .....	3,102,210	2,190,098
Eggs .....	6,568,873	5,911,113
Beef, fresh and pickled .....	8,125,422	17,203,918
Pork, fresh and pickled .....	31,829,362	29,458,903
Bacon, hams and smoked meats .....	18,557,089	13,113,967
Mutton and lamb .....	1,466,731	67,596
Fish, all varieties .....	8,857,154	9,625,925
Fowl, all varieties .....	3,542,244	770,702

The holdings in the three Western provinces on June 1, 1918, are given as:

	Manitoba	Alberta and Saskatchewan	British Columbia
Butter .....	189,215	151,839	101,236
Cheese .....	144,844	173,394	68,269
Eggs .....	699,297	1,252,429	887,475
Beef, fresh .....	1,225,325	5,285,169	587,505
Beef, pickled .....	34,503	9,403	9,924
Pork fresh .....	2,227,490	3,604,750	447,631
Pork, pickled .....	3,084,899	5,789,238	642,032
Bacon, ham and smoked meats .....	971,808	410,807	78,364
Mutton and lamb .....	152,688	143,428	303,198
Fish, all varieties .....	885,898	727,613	9,995,894
Fowl, all varieties .....	40,165	39,059	61,382

# Produce, Provision and Fish Markets

## THE MARKETS AT A GLANCE

**E**GGs again feature the produce markets during the week, and advances have been recorded of from 1c to 3c per dozen. Production has fallen off considerably, while a splendid consuming demand is being maintained. Arrivals of Western eggs have helped out the question of supplies materially in the Eastern markets.

Dealers intimate that the country price on butter still remains too high and rather look for a decline, which they claim is long overdue. Prices to the trade remain unchanged. The demand for margarine is keeping up very well, due, it is felt, to the continued high price of butter.

Declines in prices being paid for poultry have been recorded, roosters being down from 4c to 8c per pound, and hens from 2c to 4c. Spring chickens are also easier. The demand is reported very good, and an improvement in arrivals is noted.

Live hogs have held firm and unchanged. An advance in breakfast bacon and cooked hams, along with a reported scarcity of long clear bacon, features the provision market.

Supplies of sea fish and lake fish from Georgian Bay will, it is thought, be somewhat light for the week, storms on the east coast and the bay influencing shipments. The demand for fish has been well maintained. Halibut and trout are slightly firmer, while whitefish is a little bit easier. Frogs' legs are now offering.

## Few Hogs Arrive; Prices Hold Firm

Montreal.

**PROVISIONS.**—There is not a great deal of change in the situation on live hogs. Receipts are light, so is demand. In fact a great deal of what comes to market is used up for cured meats, as the actual consumption of pork in its fresh condition is limited. Cured meats are still selling well, a very noticeable and active request obtaining for bacon and hams. Cooked meats also are active at high prices. For barrel pork somewhat better prices prevail, there being a reduction for Canadian short cut, clear fat and short cut clear pork varieties.

<b>Hogs, dressed—</b>		
Abattoir killed, small	28 00	28 50
Do., heavy, 225-275 lbs.	26 00	26 50
Hogs, live		19 50
<b>Hams—</b>		
Medium, smoked, per lb.	0 37	0 38
Large, per lb.	0 35	0 36
<b>Bacon—</b>		
Plain	0 42½	0 43½
Boneless, per lb.	0 45½	0 46½
<b>Bacon—</b>		
Breakfast, per lb.	0 43½	0 44
Roll, per lb.	0 33½	0 34½
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots.	0 29	0 29½
Long clear bacon, small lots.	0 29½	0 30
Fat backs, lb.	0 29½	0 30
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 51	0 52
Hams, roast, per lb.		0 52
Shoulders, boiled, per lb.		0 46
Shoulders, roast, per lb.		0 48
<b>Barrel Pork—</b>		
Canadian short cut (bbl.)		\$58 00
Clear fat backs (bbl.)		60 00
Short cut clear pork (bbl.)		58 00
Heavy mess pork (bbl.)		55 00
Bean pork (bbl.)		54 00

## Lard Price Declines Half a Cent all Round

Montreal.

**LARD.**—In view of the somewhat light demand and an increase in spot supplies lard prices registered a decline of half a cent. The activity of previous weeks has not been maintained although there still is a fair volume of trade. Prices as revised follow:

<b>Lard, Pure—</b>	
Tierces, 400 lbs., per lb.	0 31½
Tubs, 60 lbs.	0 32
Pails	0 32½
Bricks, 1 lb., per lb.	0 33½

## Half a Cent Decline Registered in Shortening

Montreal.

**SHORTENING.**—In view of the demand being smaller, shortening is easier and a decline of half a cent per pound is made, the same as for lard. Supplies have been augmented in view of the lighter sales and while there is a regular steady request this is not ample to absorb the market supply. New prices for the various sizes and quantities are:

<b>Shortening—</b>	
Tierces, 400 lbs., per lb.	0 25¾
Tubs, 50 lbs.	0 26¼
Pails, 20 lbs., per lb.	0 26½
Bricks, 1 lb., per lb.	0 27½

## For Summer Months Margarine is Slow

Montreal.

**MARGARINE.**—There will not be any marked improvement in the demand for oleomargarine during the warmer

months. Such is the opinion of the jobbing trade. Certain quantities are passing out to the retailer but he is buying sparingly and frequently, rather than carrying much stock. Prices are without change.

<b>Margarine—</b>			
Prints, according to quality, lb.	to	0 29½	0 31½
Bulk, according to quality, lb.	to	0 28½	0 30½

## Butter Market Active; Prices Up One Cent

Montreal.

**BUTTER.**—Receipts continue to be very heavy and the demand is sufficiently active to absorb these. This is a remarkable thing in some respects for the dealers and large packers are active bidders. In view of the demand prices firmed and advanced one cent for creamery, which is the favorite. Spot storage stocks here are large—much heavier than those of a year ago and the amount of butter received in Montreal exceeds by over 20,000 packages the supply received for the same period in 1917. One large produce house expressed its opinion to CANADIAN GROCER that there would probably be a somewhat easier tone in the immediate future.

<b>Butter—</b>	
Creamery prints (fresh made)	0 47
Creamery solids (fresh made)	0 46
Dairy prints, choice	0 38
Dairy, in tubs, choice	0 37

## Little Interest Taken By the Trade in Cheese

Montreal.

**CHEESE.**—Less interest is being taken in cheese from week to week. The regulations are such as to unsettle things and the margins allowed the produce dealer are not very encouraging. This is not considered a heavy cheese-consuming district but there is a fair outgo to the trade. The big interest is in export activity which is very marked at present and it is stated that the Dairy Produce Commission has a large amount of tonnage to take care of the product destined to overseas. Since the first of May the number of boxes received here totalled 527,844. This would indicate a very marked activity in the various centres producing cheese.

<b>Cheese—</b>	
Large, per lb.	0 23½
Twins, per lb.	0 24
Triplets, per lb.	0 24
Stilton, per lb.	0 27
Fancy, old cheese, per lb.	0 28

## Eggs Higher by 2c; Very Firm at This

Montreal.

**EGGS.**—Were it not for the arrival of some supplies from Western Canada eggs might have gone even higher this week.

As it is an advance of 2 cents per dozen all around has been made; at the new figures they are firm. It is thought that they will reach higher levels if the demand keeps up and the production continues to dwindle. Without question the consumption of eggs is steady and large. Comparatively speaking the receipts have fallen off materially from last year, there being a no less shrinkage than over 34,000 cases since the first of May as compared with the similar period of 1917.

Eggs—	
Selects	0 48
New-laid	0 45
No. 2	0 40

**Fowl Receipts Better; Prices Declined 2c**

**Montreal.**

**POULTRY.**—Receipts of old fowl are improving and this is somewhat to be desired. It bears out the predictions made in CANADIAN GROCER that as production decreased the farmers would very probably market more of their matured stock. On the other hand some of the broilers being sent in here are altogether too small and young. There is a good demand yet for the various offerings and aside from a reduction in the price for live hens there are no changes.

	Live	Dressed
Young ducks, lb.	0 45-	0 50
Old ducks (fat)	0 25	
Old ducks (thin)	0 15	
Broilers, ¾ lbs., pair	0 40-	0 45
Turkeys (old toms), lb.	0 28	0 38-0 38
Turkeys (young)		0 40
Geese		0 30
Old fowls	0 27-	0 28 0 35-0 36
Chickens (milk-fed)		0 39-0 40
Roasting chicken		0 37

**Fish Shipments Are Slow; Storms Interfere**

**Montreal.**

**FISH.**—The greater use of vegetables and fruits has had an effect on the use of fish, think the dealers. Notwithstanding this there is a good demand and the greatest anxiety is regarding supplies. These have been interfered with through storms on the Eastern coasts, haddock and codfish being available only in small supply. There is a good offering of mackerel. Lobster are a scarce article and a noticeable decrease is reported in the supply of Gaspé salmon. Salt and pickled fish is being asked for but not selling actively yet. All shell fish are in moderate demand, most lines being quiet. Many lines of fresh fish are firmer and revisions in the list appear below.

**SMOKED FISH.**

Haddies (fresh cured)	0 12	0 13
Haddies, fillet	0 18	0 19
Smoked herrings (med.) per box	0 22	0 23
Smoked cod		0 12
Blosters, per box 60/100	1 50	1 75
Kippers, per box 40/50	1 75	2 40

**SALTED AND PICKLED FISH.**

Haddock (per bbl.), 200 lbs.	12 00
Herring (Labrador), per bbl.	12 50
Herring (Labrador), ½ bbls.	6 75
Herring, No. 1 lake (100-lb. keg)	5 25
Salmon (Labrador) per bbl.	24 00
Do., tierces	33 00
Salmon (B.C. Red)	26 00
Sea Trout, red and pale, per bbl.	19 00
Sea Trout (½ bbls.)	10 00
Green Cod, No. 1, per bbl. (med.)	15 50
Green Cod (large bbl.)	16 00
Green Cod (small), bbl.	12 00

Mackerel, No. 1, per bbl.	25 00
Mackerel (½ bbls.)	13 50
Codfish (skinless), 100-lb. box	12 50
Codfish, 2-lb. blocks (24-lb. case)	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 15
Codfish, boneless, lb. (according to package)	0 14 0 18
Codfish, Shredded, 12-lb. box	2 20
Eels, salted	0 12
Pickled turbot, new, bbls.	13 00 14 00
Do., half barrels	7 00 8 00
Cod, boneless (20-lb. boxes), as to grade	0 14 0 18
Cod, strip (30-lb. boxes)	0 17
Cod, dry (bundles)	12 00

**SHRIMPS, LOBSTERS**

Lobsters, medium and large, lb.	0 40
Lobsters (boiled), lb.	0 30
Prawns, lb.	0 30
Shrimps, lb.	0 30
Scallops, per gallon	4 00
<b>Oysters—</b>	
Ordinary, gal.	2 50
Cape Cod shell oysters, bbl.	14 00
5 gal. (wine) cans	12 50
1 gal. (wine) cans	2 25
Oyster pails (pints), 100	1 50
Oyster pails (quarts), 100	2 10
Clams, med., bbl.	10 00

**FRESH FROZEN SEA FISH**

Herring, large sea, lb.	0 09
Herring, frozen lake, lb.	0 07
Halibut	0 19 0 20
Halibut (medium)	20
Haddock	08 09
Mackerel	0 12 0 13
Cod—Toms	3 00
Cod steak, fancy, lb.	09½ 10
Salmon, Red.	0 19 0 20
Salmon, pale	14½ 15
Salmon, Gaspé	26

**FRESH FROZEN LAKE FISH**

Pike, lb.	0 09½	0 10½
Perch	0 12½	0 13
Whitefish, lb.	0 13	0 14
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 20
Eels, lb.		0 12
Doree	0 13	0 14

**FRESH FISH**

Barbotte	0 14	0 15
Haddock	0 07	0 08
Steak cod	0 09	0 12
Market cod	0 06½	0 07
Carp	0 09	0 10
Dore	0 17	0 20
Lake trout	0 19	0 20
Brook trout	0 38	0 40
Pike	0 12	0 13
B.C. Salmon	0 25	0 26
Salmon (Gaspé)	0 22	0 25
Gaspereaux, lb.		0 06
Gaspereaux, each		0 04½
Gaspereaux herring (100)		4 00
Western Halibut	0 23	0 24
Eastern Halibut (chicken)		0 22
Eastern Halibut (med.)		0 25
Flounders	0 07	0 10
Perch		0 09
Bullheads		0 15
Whitefish	0 17	0 19
Whitefish (small)	0 09	0 09½
Eels		0 14
Mackerel, lb.	0 12	0 13
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large		0 24
Shad	0 15	0 16

**Market Firm Business Quiet**

**Toronto.**

**PROVISIONS.**—There have been no new developments in respect to live hogs during the week. The market is holding firm and whereas a break seemed possible, the price held at \$18.25, fed and watered, the figure reached last week.

Boiled hams show an advance of 1c per pound in price of 51-53c prevailing in some quarters. Boneless backs also show strength in price, reaching 50c per pound, and breakfast bacon up to 44c per pound. Business generally is somewhat quiet at the present time.

<b>Hams—</b>	
Medium	0 37 0 39
Large, per lb.	0 34 0 35
<b>Backs—</b>	
Plain	0 42 0 44
Boneless, per lb.	0 45 0 50
<b>Bacon—</b>	
Breakfast, per lb.	0 39 0 44
Roll, per lb.	0 33 0 34
Wiltshire (smoked sides), lb.	0 36 0 38
<b>Dry Salt Meats—</b>	
Long, clear bacon, lb.	0 28½ 0 31
Fat backs	0 31½ 0 32
<b>Cooked Meats—</b>	
Hams, boiled, per lb.	0 51 0 54
Hams, roast, without dressing, per lb.	0 48 0 50
Shoulders, roast, without dressing, per lb.	0 45 0 47
<b>Barrel Pork—</b>	
Mess pork, 200 lbs.	54 00 56 00
Short-cut backs, bbl., 100 lbs.	60 00 62 00
Pickled rolls, bbl., 200 lbs.	56 00 58 00
<b>Hogs—</b>	
Dressed, 70-100 lbs. weight	28 25 29 75
Live, off cars	18 50
Live, fed and watered	18 25
Live, f.o.b.	17 50

**Firm Undertone In Lard Situation**

**Toronto.**

**LARD.**—A very firm undertone is developing in this market and in some quarters it was indicated that an advance of ½c per pound in the very near future would come as no surprise. Conditions point towards increasing strength with the passing of present period of light demand and prices may reach new high levels when sales again attain briskness and absorb supplies.

Lard, pure, tierces, 400 lbs., lb. 0 29½ 0 30  
In 60-lb. tubs, ¼-½c higher than tierces; pails ¼-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

**Little Shortening Moving; Prices Firm**

**Toronto.**

**SHORTENING.**—The demand is comparatively light, a seasonable condition, and no developments of particular interest are in evidence. A firmer tone to the market is in evidence though prices have held unchanged.

Shortening, tierces, 400 lbs., lb. 0 25½ 0 26½  
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ¼-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

**Margarine Holds Steady; Good Sale**

**Toronto.**

**MARGARINE.**—Prices on margarine show no change whatever for the week, being firmly maintained under the influence of a good demand. Reasons assigned for good movement is continued high price of butter.

<b>Margarine—</b>	
1-lb. prints, No. 1	\$0 32 \$0 33
Do., No. 2	0 30 0 31
Do., No. 3	0 27
Solids, 1c per lb. less than prints.	

**Butter Still High; Decline Long Overdue**

**Toronto.**

**BUTTER.**—A lower buying price on butter has not yet materialized though

dealers generally feel this is long overdue. Whether a lower scale will be reached during the week is somewhat uncertain though the feeling is towards this end. Quotations to the trade remain unchanged at the following figures:

Creamery prints, fresh made	0 45	0 47
Creamery solids, fresh made	0 45	0 46
Dairy prints, choice, lb.	0 40	0 41
Dairy prints, lb.	0 37	0 39

### Eggs Very Firm; Production Light

Toronto.

**EGGS.**—A very firm market prevails and higher prices are again in evidence during the week, new laids in cartons reaching 52c and loose 49c per dozen. The demand continues heavy with the production falling far short of requirements. Shipments of Western eggs arriving have helped out the situation locally very materially. The present range of quotations follows:

Eggs—		
New-laid, in cartons	0 48	0 52
Do., loose, doz.	0 47	0 49

### Cheese Trading Slow; Prices Unchanged

Toronto.

**CHEESE.**—Trading in this commodity is rather slow and the situation generally is without material interest. Prices hold firm and unchanged as follows:

Cheese—		
New, large	0 23	0 24
Old, large	0 25	0 26
Stilton (new)	0 26	0 27
Twins, 1/4c lb. higher than large cheese. Trip-lets 1/2c lb. higher than large cheese.		

### Poultry Declines Still Further; Sales Better

Toronto.

**POULTRY.**—Still further declines have been registered in poultry during the week, improved receipts having some bearing in this move. Roosters are down from 4c to 8c, hens from 2c to 5c per pound with spring chickens easier. Sales show up better than for some time past. Prices are given herewith:

Prices paid by commission men at Toronto:		
	Live	Dressed
Ducks	\$0 15-30 12	\$.....
Duckling	0 30-	
Turkeys	0 25-0 28	0 30-0 35
Roosters	0 16-0 20	
Hens, over 5 lbs.	0 26-0 27	0 31-0 32
Hens, under 5 lbs.	0 20-0 23	0 27-0 29
Chickens, Spring	0 40-0 45	0 50
Squabs, dozen	4 50	
Prices quoted to retail trade:		
Hens	0 28	0 35
Chickens, Spring	0 55	0 60
Ducklings		0 40
Turkeys	0 36	0 40

### Halibut and Trout Firmer; Whitefish Easier

Toronto.

**FISH.**—Halibut shows a firmer tendency and prices are up 1c per pound. Trout has also stiffened, quotations showing a narrower range at 15c-16c per pound. Whitefish have also narrowed, showing an easier tone in prices at 14-15c per pound. Frogs' legs are be-

ing offered this week at 50c per pound. Heavy storms in the Georgian Bay will affect supplies from this quarter during the week, it is thought, and bad weather at the Coast may influence supplies of sea fish also, so the feeling generally is that receipts will be none too plentiful for a few days.

#### SMOKED FISH

Haddies, per lb., new cured	0 12	0 13
Chicken haddies, lb.	0 11	0 12
Haddies, fillets, per lb.		0 15
Kipper herrings, per box	1 75	2 00
Digby herring, skinless, 10-lb.		2 25

#### PICKLED AND DRIED FISH

Acadia cod, 20 1-lb. blocks		3 40
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 14
Quail on toast, 24 1-lb. blocks, lb.		0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s.		2 20
Salt Mackerel, kits, 20 lbs.		3 00
Labrador salt herring, barrels		

#### FRESH SEA FISH

Brills, dressed, lb.		0 10
Cod, steak, lb.	0 09	0 10
Do., market, headless, lb.		0 09
Flounders, lb.	0 08	0 10
Flukes		0 15
Halibut, medium, lb.	0 21	0 23
Do., chicken, lb.	0 20	0 22
Do., large	0 20	0 22
Haddock, lb.	0 06 1/2	0 08
Herring, lb.	0 05 1/2	0 06
Mackerel	0 09	0 09 1/2
Plaice, dressed, lb.		0 10
Soles, dressed, lb.		0 10
Salmon, Red Spring, lb.		0 25
Do., Restigouche, lb.		0 22
Do., Saguenay, lb.		0 25

#### FRESH LAKE FISH

Herring, lb.		0 10
Trout, lb.	0 15	0 16
Whitefish, lb.	0 14	0 15
Frog's Legs, lb.	0 16	0 50

#### Ontario Government Fish

Herring	0 08 1/2
Mulletts	0 05
Pickrel	0 11 1/2
Pike	0 09
Sturgeon	0 20
Trout	0 11 1/2
Whitefish	0 11 1/2

Sales authorized only to dealers who have been appointed distributors by local town council.

### Eggs to be Higher; Hog Market Firm

Winnipeg.

**PRODUCE AND PROVISIONS.**—The hog market is said to be firm, and live hogs are realizing 17 1/2c-18c. Outlook is reported indicating a firm market with all provision prices firm. The reason given for this is that the export trade is good. Local consumption however is not what it used to be. Butter.—Creamery butter is holding up and everything indicates that it will continue to do so. Eggs.—There is a very firm market. Canded stocks are being sold at 34c-40c. Dealers are paying 35c-36c for straight receipts and the outlook is for higher eggs.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.		0 34
Heavy, per lb.		0 33
Bacon—		
Breakfast, select, lb.		0 40
Backs	0 44	0 55
Dry Salt Meats—		
Long clear bacon, light	0 29	
Backs	0 33	
Barrelled Pork—		
Mass pork, bbl.		52 00
Lard, Pure—		
Tierces		0 30
20s		6 30
Cases, 5s		18 52
Cases, 3s		18 60

Compound—		
Tierces		0 25 1/2
Tubs, 50s, net		12 87
Pails, 20s, net		5 40
Cheese—		
Ontario, large fresh	0 24	0 24 1/2
Manitoba, large fresh		0 23 1/2
Butter—		
Fresh made creamery, No. 1		
cartons		0 45
Fresh made creamery, No. 2		0 43 1/2
Margarine	0 31	0 32
Eggs, fresh, doz.		0 29

### WHY BUTTER IS HIGH

(Continued from page 44.)

It was pointed out by Mr. Ayer that, at the present time, there is and has been a great deal of trading by the meat packers and the smaller dealers. Some of the former have large and numerous outlets for butter through retail connections and as there has been an active demand for the product from consumer sources the shipments coming forward were readily absorbed.

"What has the production been this year, as compared with the past year or two?" was asked of Mr. Ayer.

"The receipts into Montreal for June were about 8 per cent. greater than those for 1917 and they are almost exactly the same as those for 1916. There is at the present time no surplus, the same having been taken up by the active bidders that were always on hand to secure supplies which they needed for themselves."

"Do you think the prices will hold as high as they are at present?" I wish I knew, I would be very glad to answer that question, but it is quite impossible to make a definite forecast."

"The Dairy Produce Commission have not been buyers. They have made the prices that they will pay and those which they offered are less than the outside buyers—the meat packers and the smaller dealers—were prepared to give for the butter coming to hand. Later, when those now buying have the quantities they want there may be some buying by the Commission but as they can now buy cheaper in the United States they have been securing some lots there at the lower figure."

Mr. Ayer states that the farmers were selling much milk to the cheese factories in some sections, while in others they were sending forward to the creameries. This depended upon what they had been accustomed to doing, for it was a fact that those who had been patrons of the cheese factory continued to sell to them while those selling their cream were not readily persuaded to change from this custom.

Referring to the production in Western Canada Mr. Ayer stated that it was almost impossible to make an estimate of this. Points are so widely separated and marketing is done so differently that to secure definite data is nearly out of the question.

It was further pointed out that the farmer is getting a very high return from his cows—that in cases where he used to get a return of \$2.50 to \$3 per cow per month he will now get as much as \$10 in some cases. He could well afford to pay a big price for his stock.



Your customers will appreciate a sensible and delicious meat substitute like

## “INDIAN CHIEF” BRAND CLAMS

The efforts of the Food Control Board to conserve Canada's meat supplies is resulting in an increasing call for good, wholesome sea foods.

Every Grocer should cater to this new demand by showing fish foods of unimpeachable goodness.

Indian Chief Brand Clams are just such a line. Their good quality is beyond question. Put up the very same day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams reach the customer's table as sweet and as fresh as the day they were caught.

Make Indian Chief Brand Clams your big Summer fish seller. It will appeal to the restaurant trade as well as to the housewife.

And the profits are sizeable.

Shaw and Ellis,

Pocologan, N. B.

## Bacon

We can supply you with Breakfast Bacon and Hams put up for shipment to your out-of-town customers—well cured, well dried, and well smoked.

**F. W. FEARMAN CO.**  
Limited  
HAMILTON

## More Fish, Less Meat

Save the Meat for our Soldier  
Boys in the Trenches

Encourage the Government in the good work of solving the food question. This can only be done by installing a good FISH BOX for storage of same.

### FREEMAN'S FISH BOX



Complies with the Government requirements. Easily moved and an attractive fixture, finished in WHITE ENAMELLED or MISSION. Built on the same STANDARD as our REFRIGERATORS. We can build them CHEAPER, but we won't. We would build them BETTER, but we can't.

Do not neglect to write to-day for C A T A LOGUE showing F I S H BOXES, sent free.

Manufactured by

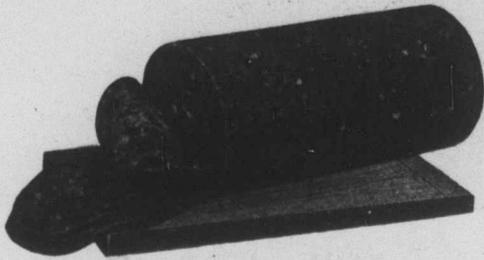
**The W.A. Freeman Co., Limited**  
HAMILTON, ONT.

MONTREAL — David H. H. Neil, 16 Notre Dame St. E.  
Uptown 8547

TORONTO—114 York Street, near King

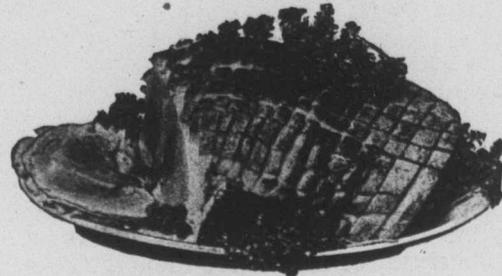
# Summer days call for products like these—

**H**ERE are delicious cold-luncheon treats for Summer days that will especially appeal to your customers just now. For the table or for the picnic basket they are equally suitable, and you will find them good sellers. No occasion to complain of dull times if you feature these trade-building lines in your store.



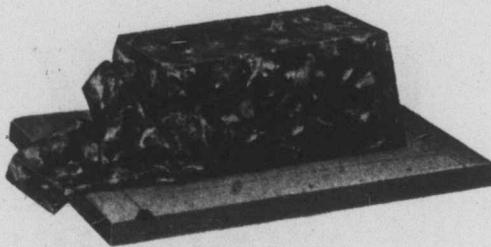
### Davies Cooked Pressed Pork

Made from tender, lean trimmings (the choicest products of the hog), delicately seasoned and cooked in cylinder form. A good, steady trade-bringer to the dealer.



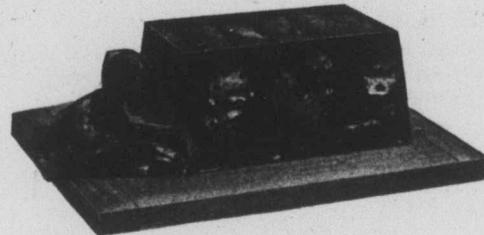
### Davies Roast Pork

Savory roasts of choice pork (shoulders and hams), with or without dressing; cooked to perfection. A genuine **quality** line suitable for cold lunches or sandwiches. Very popular with the trade.



### Davies Jellied Lunch Tongue

Made from tender pork tongues, mild cured and seasoned just enough to tempt the palate. Sells at a reasonable price, and shows a just profit to the dealer.



### Davies Pork and Tongue

This product possesses the tastiness and appetizing qualities of tongue, while selling at the low price of other jellied meats. A splendid seller and every slice saleable.

*We carry a full line of Cooked and Jellied Meats and shall be glad to quote you prices, either by mail or through our travelling representatives*

**THE DAVIES COMPANY**  
**WILLIAM DAVIES LIMITED**

MONTREAL

TORONTO

HAMILTON

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

## A Superior Sea Food at A Moderate Price



Give your customers a real, wholesome, satisfying Sea food—one that offers a real substitute for expensive meats. Give her a Sea Food that you can recommend—A Sea Food of "Unvarying Excellence"—

## Brunswick Brand

The growing demand for good Fish Foods is popularizing the Brunswick Brand lines still more. Wherever sold their good quality wins instant and lasting approval. When you need fresh supplies of Brunswick Brand, order from the following list:

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

**Connors Bros., Ltd.**  
BLACK'S HARBOR, N.B.



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

## Why you should instal an Arctic Refrigerator this Summer



The Arctic will keep your perishable stocks—meat, butter, vegetables, etc., sweet, fresh and saleable no matter how high the mercury may climb.

Besides this perfect security the Arctic Refrigerator offers the grocer display facilities that are well calculated to keep contents moving briskly. And, furthermore, the ice expense is the very lowest consistent with absolute security.

The Arctic catalog describes and pictures the different models in detail. May we send you a copy?

**John Hillock & Company**  
LIMITED  
TORONTO

# HEINZ

Canadian-American Food Products.

## 57 VARIETIES

Canadian Factory,  
Leamington, Ont.

Principal Factory  
Pittsburgh, U.S.A.

Distributing Warehouses in Canada:  
TORONTO MONTREAL

Canadian Distributing Agencies:

- |              |                              |
|--------------|------------------------------|
| Halifax      | John Tobin & Co.             |
| St. John     | Baird & Peters.              |
| Quebec       | J. B. Renaud & Co.           |
| Ottawa       | Provost & Allard.            |
| Winnipeg     | The Codville Co., Ltd.       |
| Edmonton     | The A. Macdonald Co.         |
| Lethbridge   | The A. Macdonald Co.         |
| Calgary      | Simington Co., Ltd.          |
| Fernie, B.C. | Western Canada Wholesale Co. |
| Moose Jaw    | The Codville Co., Ltd.       |
| Saskatoon    | The Codville Co., Ltd.       |
| Vancouver    | Kelly, Douglas & Co.         |
| Victoria     | Kelly, Douglas & Co.         |



—pronounce “Real Egg”

Sold in packages of four different sizes

■ The best substitute for eggs

Send for trial order

**RELEG CO. Regd.**  
Quebec, Canada

## A National Necessity



It is next to impossible to get help and yet—customers must be served.

The Van Berkel Meat Slicer

will enable you to serve ten customers with meat in the time you could serve one by the old method of slicing.

By slicing thinner than is possible by any other method, it actually saves meat—a patriotic duty these days.

**The Hobart Mfg. Co.**  
149 Church St.  
TORONTO

Electric  
Coffee Mills  
Meat Chopper  
Peanut Butter  
Machines  
Bone Grinders

# \$1 FOR A MAN

Perhaps you want a good man for your office, or store, or warehouse, or for the “road?” Would you pay \$1 to find a good man? Sure you would.

**W**HAT are you doing about it? We suggest that you advertise in CANADIAN GROCER—condensed advertisement, 2 cents a word. Make the advertisement brief as a telegram; but make it explicit. Tell all the other man wants to know—except your identity in the first instance. Use a box number to hide this.

Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you’ll have to do some bidding.

This means—keep on repeating the insertion of your advertisement—“until forbid.”

It’s reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,300 places where men of the type you may want are likely to be found. We can’t make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We’re pretty much like the postman.

But we go to 5,300 and more likely places—remember that. No other single newspaper in the world gets into 5,000 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

**CANADIAN GROCER WANT ADS.**  
153 UNIVERSITY AVENUE, TORONTO

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

**TRADE BALANCE IS BETTER BY OVER A HUNDRED MILLION**

IMPROVEMENT in Canada's trade relations with the United States forms the subject of anxious concern by statesmen, financiers, and the business men of Canada generally. Good news on the matter is found in THE FINANCIAL POST of July 6th, which announces an improvement of over one hundred million dollars in favor of Canada as compared with the adverse trade balance figures of a year ago.

**Yet Further Embargoes Are in Sight.** Though this is a good indication of the effect of U.S. munition orders placed in Canada, and of the results of important embargoes devised to right exchange, the situation is still sufficiently unfavorable to Canada to make further embargoes necessary. Important and valuable business warnings are contained in the article on this subject on page 1 of THE POST this week.

**Footwear Regulation and Rationing.** Particularly noteworthy are the announcements made as regards the height and colors of women's shoes. Drastic regulations relating to footwear are apparently inevitable. Food rationing becomes a subject also, of pressing interest with the immediate future in view. These subjects and others equally important are discussed with latest authoritative details in THE FINANCIAL POST of July 6th. Here are a few headlines indicating the business news service rendered by this incisively accurate Canadian newspaper for business men and investors:

- Conservation of Bank Credit in Canada for War Purposes.
- Inter-Imperial Free Trade Policy is Now Advocated.
- Canada Develops Trade With the West Indies.
- Commissioner Bradshaw Condemns Toronto's Financing of Utilities.
- Start the Children Knitting Their Next Winter Hosiery.
- Average Crops Are the Best That Can Now be Looked For.
- Southern Alberta Crops Suffer—Pastures Are Gone.
- News of Securities — Markets Stronger After Weak Spell.
- Influences at Work in Wall Street Causing Depression.
- Bank Clearings Were 19 P.C. Ahead of Last Year.
- When One Bank Can Lend More Money Than Another.
- Royal Bank Adds 99 Branches — Closes Down 15.
- The Flash and the Frown of David Lloyd George.
- Customer Ownership, and Ownership by Employees.
- An American View of the Dominion's Future—Economic Growth.
- Cost of New Canadian Northern Money Will be Up to 8 P.C.
- Ranches Being Changed Into Wheat Fields.
- Government Had Surplus of Funds in Month of May.

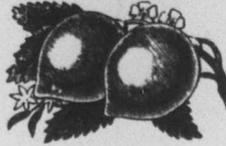
While these headlines indicate important contents of THE FINANCIAL POST this week, they are by no means all THE POST'S contents. It would take a good deal more space to list all the contents of THE POST, but of this you can be sure—THE POST is of all Canadian newspapers, perhaps, the one best adapted to the alert business man who is growing into bigger and more profitable business for himself. Send for a trial subscription to THE POST to-day, and with your reading of the first copy you will realize that as a Canadian business-man's newspaper THE FINANCIAL POST is thoroughly fit and efficient to help on your purposeful progress. Use this coupon. Pin a dollar bill to it for a 4 months' trial subscription.

The MacLean Publishing Co.,  
153 University Ave., Toronto.

Send me THE FINANCIAL POST each week till further ordered. I will send subscription price (\$3.00 per year, or \$1.00 for four months' trial subscription) on receipt of bill.

Name .....  
Address.....

C.G. 7B



*It leads them all*

**ROSE'S LIME JUICE**

Half a century ago the goodness of Rose's Lime Juice made it the leading temperance beverage with discriminating people.

To-day its popularity is still undiminished. Grocers selling Rose's Lime Juice are well aware of its "repeating" qualities.

*Are you selling*  
**Holbrook's Imported Worcestershire Sauce**

The demand for Holbrook's is a worth while demand. And we can still supply you at pre-war prices.

Order as early as possible and let us know if you want Imported English Malt Vinegar, Sardines, French Olive Oil and Custard Powders

**Holbrooks, Ltd.**  
Toronto and Vancouver  
Canada Food Board License, No. 6-468

**Looking for a Man?**

Look for him where he should be found—in employment in the grocery business, the business you yourself are in.

Advertise to get him. Use a small classified advertisement, to cost you 2 cents a word. Put this low-priced advertisement in CANADIAN GROCER—the paper read by grocers and their men. Somewhere is the man good for you to have. You may not be able to attract him readily from his present place. On the other hand, he may be looking for you. But fish for him. Cast again and again. The best men are hardest to get.

What is a dollar or two spent on finding the man you want—if you get him?

Narrow your search. Use the newspaper that searches out for you among those where he is likely to be found.

Make your advertisement brief—like a telegram.

We provide a box number, if you want your identity concealed. And forward replies, of course.

Rates.—Two cents per word first insertion and 1 cent per word each subsequent insertion. Five cents extra per insertion if replies are to be sent to box number in our care.

**Canadian Grocer**  
143-153 University Ave.  
Toronto

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

**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

**Proof of Merit**



is found in the  
great demand  
for

**Ever-Ready  
"Dandee"  
Cocoa**

How is your  
stock?

Ever-Ready Cocoa is sold by leading  
jobbers.

**Litster Pure Food Co. Limited**  
Toronto



**Give  
Little Miss Vi  
a Welcome.**

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

beverage is springing up all over the Dominion.

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

**Vi-Cocoa**

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

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

468

**Mr. George Washington  
of New York  
Says**

that he has turned the entire output of the G. Washington Refined, Soluble Coffee, over to the Government for the Soldiers in the front line trenches Overseas.

He hopes shortly to be able to again supply the trade; in the meantime you and your customers' indulgence is asked.

# Universal Sauce

Prepared with pure vinegar, choicest fruits and spices.

## A Most Appetizing Table Delicacy

If not already in stock, have your jobber include a case in your next order.

**Taylor & Pringle Co.**

Limited

MANUFACTURERS OWEN SOUND

Canadian Food Board License No. 14-153

We always have a few carloads of  
2's and 2½'s

# CANNING SHOOKS

ON HAND

Write or wire for prices.

**W.C. Edwards & Co., Limited**

OTTAWA, ONTARIO

# Salesmen Wanted

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

## QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

<b>BAKING POWDER</b>		<b>"AYLMER" PURE ORANGE MARMALADE</b>	
<b>ROYAL BAKING POWDER</b>			Per doz
Size	Less than 10-case lots Per doz.	Tumblers, Vacuum Top, 2 doz. in case	\$1 90
Dime	\$ 1 15	12-oz. Glass, Screw Top, 2 doz. in case	2 25
4-oz.	1 65	16-oz. Glass, Screw Top, 2 doz. in case	2 75
6-oz.	2 45	16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
8-oz.	3 10	2's Tin, 2 doz. per case	3 00
12-oz.	4 65	4's Tin, 12 pails in crate, per pail	0 60
16-oz.	5 90	5's Tin, 8 pails in crate, per pail	0 64
2½-lb.	14 60	7's Tin or Wood, 6 pails in crate	1 15
5-lb.	27 35	7's Tin or Wood, 4 pails in crate, per lb.	0 16
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.		80's Tin or Wood, one pail crate, per lb.	0 10
<b>JAMS</b>		<b>BLUE</b>	
<b>DOMINION CANNERS, LTD.</b>		Keen's Oxford, per lb. .... 0 22	
"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.		In cases 12-12 lb. boxes to case	
Screw Vac top Glass Jars, 16 oz. glass 2 doz. case. Per doz.		0 21½	
Blackberry	\$3 00	<b>COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA</b>	
Currant, Black	3 20	<b>COCOA—</b>	
Plum	2 90	Empire Breakfast Cocoa, 2 doz. in box, per doz.	
Pear	2 90	Perfection, ¼-lb. tins, doz.	
Peach	2 90	Perfection, ¼-lb. tins, doz.	
Raspberry, Red	3 30	Perfection, 10c size, doz.	
Raspberry and Red Currant	3 00	Perfection, 5-lb. tins, per lb.	
<b>DOMINION CANNERS, LTD.</b>		(Unsweetened Chocolate)	
<b>CATSUPS—In Glass Bottles</b>		Supreme Chocolate, 12-lb. boxes, per lb.	
½ Pts. Delhi Epicure	\$1 75	Supreme Chocolate, 10c size, 2 doz. box, per doz.	
½ Pts., Red Seal, screw tops	1 40	Perfection chocolate, 10c size, 2 doz. in box, per doz.	
Pts., Delhi Epicure	2 75	<b>SWEET CHOCOLATE—</b>	
Pts., Red Seal	1 90	Queen's Dessert, 10c cakes, 2 doz. in box, per box	
Qts., Red Seal	2 85	Diamond Chocolate, 7's, 4-lb. boxes	
Qts., Lynn Valley	2 75	Diamond, 6-lb. boxes	
<b>BAKE DBEANS WITH PORK</b>		Diamond, ¼s, 6-lb. boxes	
Brands—Canada First, Simcoe Quaker		<b>CHOCOLATE CONFECTIONS—</b>	
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case		Per doz.	
1's Baked Beans, Flat, Plain, 4 doz. to case		Milk medallions, 5-lb. boxes	
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case		Nonpareil wafers, 5-lb. boxes	
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case		Chocolate Beans, 5-lb. boxes, per lb.	
1½'s (20-oz.) Plain, per doz.		Chocolate Emblems, 5-lb. boxes, per lb.	
Tomato or Chili Sauce		Chocolate ginger, 5-lb. boxes	
2's Baked Beans, Plain, 2 doz. to case		Milk chocolate wafers, 5-lb. boxes	
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case		Lunch bars, 5-lb. boxes	
2's Baked Beans, Chili Sauce, tall, 2 doz. to case		Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	
2½'s Tall, Plain, per doz.		Almond nut bars, 24 bars, per box	
Tomato or Chili Sauce		Maple Buds, 5c pkgs., 4 doz. in box, per doz.	
Family, Plain, \$2.85 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.). \$12; plain, \$10.		Filbert Nut Bars, 24 in box, per box	
		Ginger Bars, 24 in box, per box	
		Pineapple Bars, 24 in box, per box	
		Regal Milk Chocolate Bars, 24 in box, per box	
		Puffed Rice Bars, 24 in box, per box	
		Queen's Dessert Bars, 24 in box, per box	
		Maple Leaf Bar, 24 in box, per box	

# BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.)

HAMILTON

Shipment, new pack, Choice Red Spring Salmon, 48 1-lb. tall tins, due in ten to fifteen days.

This is part of a limited early pack. Get your orders in for your summer trade before it is cleaned up. One-lb Red Salmon is almost unobtainable.

## BRISTOL, SOMERVILLE & CO.

Canadian Food Control License No. 6-058

WHOLESALE GROCERS

Give your Summer Sales a Boost with

### Royal Salad Dressing and Royal Mayonnaise

These are two delightful Summer lines that you can sell easily and profitably.

Keep the two Royals on display and guarantee them. They are made to keep down to the very last drop.

**Horton-Cato Mfg. Co.**  
Windsor, Ontario



### ANY MERCHANT OR CLERK

can add materially to his yearly income by obtaining subscriptions to FARMERS' MAGAZINE.

We will supply you with sample copies. Just show them to your customers. You will be surprised to find how many will be glad to have you forward their subscriptions to us—and each subscription means a commission for you.

Clip the coupon below, and mail it to-day!

THE MACLEAN PUBLISHING COMPANY,  
143 University Avenue,  
Toronto.

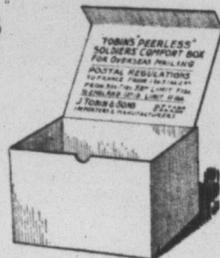
I am anxious to increase my income. Please send me full particulars re obtaining subscriptions from my customers to FARMERS' MAGAZINE.

NAME .....

ADDRESS .....

### Tobin's "Peerless" Soldiers' Comfort Boxes

FOR OVERSEAS MAILING 7 and 11 lb. sizes, made in two sections. Outside cushioned casing and inside reinforced lining. Practically two boxes in one. Tested to 37 lbs. square inch. They sell themselves on show. Dealers write.

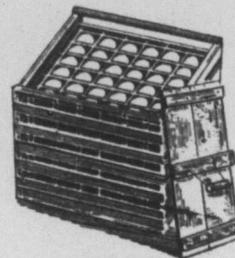


**J. TOBIN & SONS** (Sons on Active Service)  
Ottawa, Canada

"Peerless" Overseas Boxes, Sanitary Containers and other Trench Specialties.

### EGG CASE FILLERS and EXTRA FLATS

For 30 Doz. Egg Cases



And 12 Doz. Egg Crates

The 12 Dozen Crate

**THE MILLER BROS. CO., LTD.**, 20-38 Dowd St., Montreal, Que.

# Judge by RESULTS



RESULTS to the customer mean results to you. Shirriff's is 50 per cent. stronger than government requirements. It goes farther, will not bake out, and is thus most economical.

## Shirriff's True Vanilla

is made from the very best vanilla beans the world can produce—the Mexican. Our special process takes a whole year to complete. No wonder Shirriff's is the strongest, purest and most economical extract of all and, therefore, the best seller.

It's good business to give Shirriff's a tryout on your shelves. Write us.

**Imperial Extract Co.**  
Toronto

**CALIFORNIA FRUIT CANNERS ASSOCIATION**

**CALIFORNIA RIPE OLIVES DEL MONTE BRAND**

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

**YUBA BRAND**

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

**BORDEN MILK CO., LTD., CONDENSED MILK**

Terms, net, 30 days.  
Eagle Brand, each, 48 cans..\$8 75  
Reindeer Brand each 48 cans. 8 45  
Silver Cow, each 48 cans..... 7 90  
Gold Seal, Purity, each 48 cans 7 75  
Mayflower Brand, each 48 cans 7 75  
Challenge Clover Brand, each 48 cans ..... 7 25

**EVAPORATED MILK**

St. Charles Brand, Hotel, each 24 cans .....\$6 40  
Jersey Brand, Hotel, each 24 cans ..... 6 40  
Peerless Brand, Hotel, each 24 cans ..... 6 40  
St. Charles Brand, Tall, each 48 cans ..... 6 50  
Jersey Brand, Tall, each 48 cans ..... 6 50  
Peerless Brand, Tall, each 48 cans ..... 6 50  
St. Charles Brand, Family, each, 48 cans ..... 5 50  
Jersey Brand, Family, each 48 cans ..... 5 50  
Peerless Brand, Family, each 48 cans ..... 5 50  
St. Charles Brand, small, each 48 cans ..... 2 60  
Jersey Brand, small, each 48 cans ..... 2 60  
Peerless Brand, small, each 48 cans ..... 2 60

**CONDENSED COFFEE**

Reindeer Brand, Large, each 24 cans ..... 5 75  
Reindeer Brand, Small, each 48 cans ..... 6 00  
Regal Brand, each 24 cans... 5 40  
Cocoa, Reindeer Brand, large, each 24 cans ..... 5 75  
Reindeer Brand, small, 48 cans 6 00

**CARNATION MILK PRODUCTS CO., LTD.**

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

**EVAPORATED MILK.**

	Per Case
Carnation, 16-oz. talls (48 cans per case) .....	\$6 40
Carnation, 6-oz. baby (96 cans per case) .....	5 40
Canada First, 16-oz. talls (48 cans per case) .....	6 25
Canada First, 6-oz. baby (48 cans per case) .....	2 60
Canada First, 12-oz. family (48 cans per case) .....	5 50
Canada First, 32-oz. hotel (24 cans per case) .....	6 15

**W. CLARK, LIMITED, MONTREAL.**

Compressed Corn Beef—½s, \$2.90; 1s, \$4.45; 2s, \$9.25; 6s, \$34.75; 14s, \$80.  
Lunch Ham—1s, \$6.45; 2s, \$13.50.  
Ready Lunch Beef—1s, \$4.45; 2s, \$9.25; 6s, \$34.75; 14s, \$80.  
English Brawn—½s, \$2.90; 1s, \$4.95; 2s, \$9.90.  
Boneless Pig's Feet—½s, \$2.90; 1s, \$4.95; 2s, \$9.90.  
Ready Lunch Veal Leaf—½s, \$2.40; 1s, \$4.45.  
Ready Lunch Beef-Ham Leaf—½s, \$2.40; 1s, \$4.45.  
Ready Lunch Beef Leaf—½s, \$2.40; 1s, \$4.45.  
Ready Lunch Asst. Loaves—½s, \$2.45; 1s, \$4.50.  
Geneva Sausage—1s, \$4.95; 2s, \$9.45; 6s, \$34.75.  
Roast Beef—½s, \$2.90; 1s, \$4.45; 2s, \$9.25; 6s, \$34.75.  
Boiled Beef—1s, \$4.45; 2s, \$9.25; 6s, \$34.75.  
Jellied Veal—½s, \$2.90; 1s, \$4.45; 2s, \$9.

Cooked Tripe—1s, \$2.45; 2s, \$4.45.  
Stewed Ox Tail—1s, \$2.45; 2s, \$4.45.  
Stewed Kidney—1s, \$4.45; 2s, \$8.95.  
Mince Collops—½s, \$1.95; 1s, \$3.75; 2s, \$6.95.

Sausage Meat—1s, \$4; 2s, \$7.75.  
Corn Beef Hash—½s, \$1.95; 1s, \$3.70; 2s, \$5.45.

Beef Steak and Onion—½s, \$2.90; 1s, \$4.45; 2s, \$8.45.  
Jellied Hocks—2s, \$9.95; 6s, \$29.80.  
Irish Stew—1s, \$3.45; 2s, \$6.75.

Cambridge Sausage—1s, \$4.45; 2s, \$8.45.

Boneless Chicken—½s, \$5.90; 1s, \$8.95.

Boneless Turkey — ½s, \$5.90; 1s, \$8.95.

Ox Tongue—½s, \$3.85; 1s, \$7.95;

1½s, \$12.45; 2s, \$15.95; 2½s, \$17.50; 3½s, \$27; 6s, \$45.

Lunch Tongue—½s, \$3.45; 1s, \$6.75; 2s, \$15.50.

Tongue Lunch—1s, \$6.75.

Beef Suet—1s, \$4.90; 2s, \$8.50.

Mince Meat (Tins)—1s, \$2.95; 2s, \$4.45; 5s, \$12.95.

Mince Meat (Bulk)—5s, 23c; 10s, 22c; 25s, 21c; 50s, 20c; 85s, 20c.

Chateau Brand Pork and Beans, with Tomato Sauce—Ind., \$1.10; 1s, \$1.75; 2s, \$2.55; 3s, \$3.85.

With Plain Sauce—Ind., \$1; 1s, \$1.65; 2s, \$2.40; 3s, \$3.40.

Chateau Brand Concentrated Soups—Celery, 1s, \$1.25; Consommé, 1s, \$1.25; Green Peas, 1s, \$1.25;

Julienne, 1s, \$1.25; Mulligatawny, 1s, \$1.25; Mutton Broth, 1s, \$1.25;

Ox Tail, 1s, \$1.25; Pea, 1s, \$1.25; Scotch Broth, 1s, \$1.25;

Vegetable, 1s, \$1.25; Chicken, 1s, \$1.65;

Mock Turtle, 1s, \$1.65; Tomato, 1s, \$1.65;

Vermicelli Tomato, 1s, \$1.65; Assorted, 1s, \$1.35;

Soups and Bouilli, 1s, \$12.50.

Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, \$1.25;

1½s, \$1.90; 2s, \$2.30; 3s, \$2.95; 6s, \$12; 12s, \$20.

Plain Sauce, Pink Label—Ind., 85c; 1s, \$1.15;

1½s, \$1.65; 2s, \$1.95; 3s (flats), \$2.50; 3s (talls), \$2.95;

6s, \$10; 12s, \$18.

Chili Sauce (red and gold label)—Ind., 95c; 1s, \$1.25;

1½s, \$1.90; 2s, \$2.30; 3s (flat), \$2.95.

Vegetarian Baked Beans and Tomato Sauce—2s, \$2.25.

Sliced Smoked Beef—½s, \$3.35; 1s, \$3.45;

4s, \$24.

Canadian Boiled Dianer—1s, \$2.45; 2s, \$5.95.

Army Rations—Beef and Vegetables, 1s, \$3.45; 2s, \$5.95.

Spaghetti with Tomato Sauce with Cheese—½s, \$1.85; 1s, \$2.50; 2s, \$4.80.

Tongue, Ham and Veal Pates—½s, \$2.25.

Ham and Veal Pates—½s, \$2.25.

Smoked Vienna Style Sausage—½s, \$2.45.

Pate De Foie—½s, 75c; 1½s, \$1.40.

Plum Pudding—½s, \$2.45.

Potted Beef Ham—¼s, 75s; ½s, \$1.40.

Beef—¼s, 75c; ½s, \$1.40.

Potted Tongue—¼s, 75c; ½s, \$1.40.

Potted Game (Venison)—¼s, 75c; ½s, \$1.40.

Potted Veal—¼s, 75c; ½s, \$1.40.

Potted Meats (Assorted)—¼s, 80c; ½s, \$1.45.

Devilled Beef Ham—¼s, 75c; ½s, \$1.40.

Beef—¼s, 75c; ½s, \$1.40.

Devilled Tongue—¼s, 75c; ½s, \$1.40.

Veal—¼s, 75c; ½s, \$1.40.

Devilled Meats (Assorted)—¼s, 80c; ½s, \$1.45.

**In Glass Goods**

Fluid Beef Cordial—20 oz. bottle, \$10; 10 oz., \$5.

Ox Tongue — 1½s, \$14.50; 2s, \$17.50.

Lunch Tongue—1s, \$9.95.

Sliced Smoked Beef—¼s, \$1.75; ½s, \$2.85; 1s, \$4.15.

Mincemeat—1s, \$3.45.

Potted Chicken—¼s, \$2.35.

Ham—¼s, \$2.35.

Tongue—¼s, \$2.35.

Venison—¼s, \$2.35.

Chicken Breast—½s, \$9.95.

Tomato Ketchup—8s, \$2.25; 12s, \$2.80; 16s, \$3.50.

Peanut Butter—¼s, \$1.45; ½s, \$1.95; 1s, \$2.45; in pails, 5s, 33c; 12s, 31c; 24s, 30c; 50s 30c.

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

*When you say "Gold Dust," does anyone ever ask, "What is it?"*



MADE IN CANADA



Let the GOLD DUST TWINS do your work.

THE N.K. FAIRBANK COMPANY LIMITED MONTREAL

**Imperial Rice Milling Co., Ltd.**

VANCOUVER, B.C.



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

*There's always a demand for*

**MATHIEU'S NERVINE POWDERS**

You can get lots of extra sales, extra profit and extra customer satisfaction by displaying Mathieu's Nervine Powders regularly.

For Bad Headache, Sleeplessness, La Grippe, Nerve Trouble, etc., Mathieu's is a certain remedy—a remedy you can recommend.

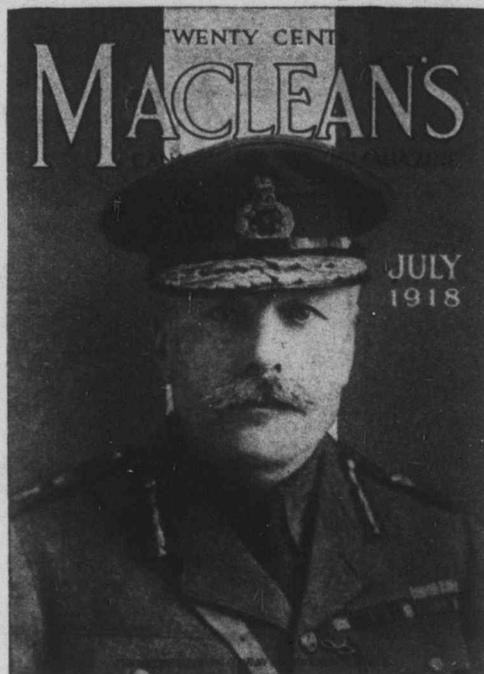
**J. I. Mathieu Company**  
Sherbrooke, Que.

# Just where do we stand?

CANADIANS are beginning to wonder where we stand with reference to our place in the Empire after the war. Are we to rank as full partners in this grand, big, going concern? Are we to pay our share of the upkeep of the navy? If not, what is to be our status?

Recognizing the growing interest in this problem, the editors of MACLEAN'S decided to devote the July issue to Imperial topics. It offers articles on various phases of our Imperial problem—articles which will have a particular interest at this time when Sir Robert Borden is in London in consultation with the leaders of the Imperial Government.

The July issue contains, besides, a cluster of other big features—readable, fearless and strong. Here are a few of the best:



Field-Marshal Sir Douglas Haig.

## Imperial Topics

- "Pocketing Our Imperial Pride" By H. G. Wells
- "Canada's New Place in the Empire" By Prof. P. M. Kennedy
- "Living Up to Our Reputation" By Agnes C. Laut

## The War - -

- "Your Old Uncle Sam is Coming Right Back of You" By Lieut.-Col. J. B. Maclean
- "Stemming the Teuton Tide" By Geo. Pearson

## Fiction - -

- "The Strange Adventure of the Open Door" By Arthur Stringer
- "The Three Sapphires" By W. A. Fraser
- "The Torby Tragedy" By A. C. Allenson
- "The Magic Makers" By Alan Sullivan
- "Lennix Ballister—Diplomat" By Archie P. McKishnie

All the regular features as well: Review of Reviews, The Best Books, The Business Outlook, The Investment Situation, Women and Their Work.

# July MacLean's

"Canada's National Magazine"

At All News Stands - 20 Cents

# Georgia Elberta Peaches

Genuine Freestone Yellow Peaches  
are now on the market.

*Delaware Apples California Fruits*

ALSO

Canadian Tomatoes and Cucumbers  
Raspberries, etc.

QUICK SERVICE

**WHITE & COMPANY, LIMITED**  
**TORONTO**

WHOLESALE FRUITS AND FISH

## Foreign and Domestic Fruits

Peaches, Plums, Apricots,  
Cherries, Gooseberries,  
Currants and Raspberries,  
Canteloupes, Bananas,  
Oranges and Lemons,

## Vegetables

New Potatoes, Cabbage,  
Tomatoes, Beans and Peas  
arriving daily. All fine  
quality.

**HUGH WALKER & SON**

Established 1861

Guelph, Ontario

## LEMONS and ORANGES

The hot weather is here. We can supply your needs with the best of both.

CALIFORNIA AND MESSINA  
LEMONS

CALIFORNIA VALENCIA  
ORANGES

**CALIFORNIA CANTELOUPES,  
PLUMS, APRICOTS**

LOCAL FRUITS AND VEGETABLES  
now arriving.

Send us your orders.

**DUNCANS LIMITED**

NORTH BAY, ONT.

Branches: SUDBURY COBALT TIMMINS

# War Conditions

necessitate the prohibition  
of export of all foodstuffs  
from the United Kingdom.

# SPRATT'S DOG CAKES

*Poultry Foods, Canary  
and Parrot Mixtures*

pending the removal of  
the embargo, can be ob-  
tained from

**SPRATT'S PATENT (America) LTD.**  
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,  
24-25, Fenchurch Street, E.C. 3.

When in need of  
**Wrapping Paper**  
**Twines & Cordage**

**B**rooms  
Brushes  
Baskets

**Grocers' Sundries**

**Walter Woods & Co.**  
Hamilton and Winnipeg

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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 remittances cannot be acknowledged.

### WANTED

**EXPERIENCED SALESMAN COVERING**  
Western Provinces would handle additional staple lines on commission. Address Box 305, Canadian Grocer.

**DEAD STOCK OF PATENT MEDICINES,**  
drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

### FOR SALE

**A GOOD GENERAL MERCHANDISE BUSINESS**  
in a village 30 miles north of Regina. Property consists of two stores, adjoining, one with living rooms. Stock, \$10,500. Turnover, \$27,000. \$4,000 with security for balance will handle. Stores will be rented or sold. Satisfactory reasons for leaving. Apply Box 403, Canadian Grocer.

### 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, 113 Sumach St., Toronto.

### MISCELLANEOUS

**GROCCERS—INCREASE YOUR PROFITS SELLING**  
Neal's Bread: shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the liveliest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.

## TO THE TRADE

This Want Ad. page offers opportunities to YOU!

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

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

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

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

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

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

## MISCELLANEOUS

**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.

**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.

## Navel Oranges

Nova Scotia and  
Georgian Bay Brand  
Apples

## Tomatoes

Get in touch with  
us today

**Lemon Bros.**  
Owen Sound  
Ont.

# Buyers' Guide

## FOR SALE

CHOICE DRESSED POULTRY.  
SELECTED EGGS. OLEOMARGARINE.  
CHOICE DAIRY BUTTER.

**C. A. MANN & CO.**

78 King Street - LONDON, Ontario  
"Canada Food Board License No. 7-078"

## CANNED LOBSTER

I can offer to the wholesale or retail grocer the above in ½-lb., ¼-lb. and ¾-lb. Flats. Genuine goods of 1918 pack. Write or wire for quotations.

**BENJAMIN CLOW**  
Murray Harbor North, P.E.I.

## 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.

30 DOZ. CASE FILLERS  
ONE DOZ. CARTON FILLERS  
¾-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

**W. G. A. LAMBE & CO.**  
TORONTO

Established 1885

**SUGARS FRUITS**

Have you read page  
63? It will interest  
you.

**OAKLEY'S**  
**KNIFE POLISH**



John Oakley & Sons, Limited  
London, S.E. 1, England

AGENTS:

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



**VOLPEEK**  
MENDS HOLES in  
POTS & PANS

Get a Share of the  
Vol-Peek Demand  
Vol-Peek is a splendid little  
specialty that enables every  
housewife to mend leaky pots,  
pans, etc., quickly and easily  
and without the aid of any tools.  
At a cost of about ½ cent, a  
mend!  
Show Vol-Peek on your sales  
counter. There's a good profit  
on every sale and Vol-Peek al-  
ways satisfies.  
At your wholesaler or from us  
direct.

**H. NAGLE & CO.**  
Box 2024 - - Montreal

**fifteen cents**

TO

## Manufacturers' Agents

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

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

**Canadian Grocer**  
143-153 University Ave.  
TORONTO

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

## A sweetening medium without equal

The goodness of Royal Acadia Sugar is recognized in every Canadian community.

There is not another sweetener on the market that can compare with Royal Acadia in all round dependability.

In 2 and 5-lb. cartons; 10, 20, and 100-lb. bags; half-barrels and barrels.



**"EVERY GRAIN  
PURE CANE"**

The Acadia Sugar Refining Co., Limited  
HALIFAX, CANADA

# KING GEORGE'S NAVY

CHEWING  
TOBACCO

Will prove one of your "best sellers"

Because the excellent texture and flavor of King George's Navy Chewing Tobacco wins instant approval with the most critical chewers.

Stock King George's Navy now for easy, profitable tobacco sales and satisfied customers.

Order your supplies from your wholesaler.

Rock City Tobacco Co., Ltd.

A variety to satisfy every personal need



## MENNEN'S KORA-KONIA

An antiseptic dusting powder and dressing for abrasions, severe irritation, and minor injuries to the skin. Somewhat similar to Talcum Powder, but containing additional medicinal properties. Relieves chafing, scalds, burns.

Prescribed by Doctors everywhere. This is a splendid seller, which our present Advertising Campaign is pushing more strongly than ever, and will pay every dealer for his co-operation in giving it display space.



A well-balanced line of superb Talcums that cannot be bettered for customer satisfaction and for profitable business.

From the borated for the baby, to the charming fine and delicately perfumed and tinted varieties for feminine use, or the new and masculine Mennen's for Men, every Mennen Talcum conforms to the high standard of Mennen quality. This is the "busy season" for these lines — you should take advantage of this fact. Also note the strong advertisements we are now running in all the leading publications to increase your business in

# MENNEN'S TALCUMS

For more than 39 years—the highest standard possible. Sold by the leading stores from coast to coast. Is yours one?

## The Mennen Family

Shaving Cream  
Dentifrice  
Talcum for Men  
Borated Talcum  
Sen Yang Talcum

Violet Talcum  
Flesh Tint Talcum  
Unscented Talcum  
Cream Tint Talcum  
Mennen's Baby Soap

Cold Cream  
Tar Shampooing  
Cream  
Kora-Konia  
Ruvia

G. Mennen Chemical Company

Factory: Montreal

Sales Office:

HAROLD F. RITCHIE & CO., Limited

TORONTO