

FEATURING SELLING SUMMER DRINKS

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, JUNE 11, 1915

No. 24

Be prepared for the heavy  
Preserving Season Demands  
for

*Redpath*  
SUGAR

The REDPATH series of Original Packages, introduced in 1912—2 and 5-lb. Sealed Cartons and 10, 20, 50 and 100-lb. Bags—give splendid chances for display, and enable you to fill any order without breaking bulk or wasting time or sugar.

More important still, the established REDPATH reputation, and the uniform quality behind it, ensure heavy sales and satisfied customers.

CANADA SUGAR REFINING  
COMPANY, LIMITED,  
MONTREAL



CANADIAN GROCER

*Make extra sales of Cox's and you will make many extra profits. This is an opportune time to feature this leader in your displays.*



A delicious  
summer dessert  
instantly prepared

Cox's Instant Gelatine is the standard the world over. As a delicious, easily prepared summer dessert it is unsurpassed. Just the thing for serving with fresh fruits. The contents of one package will make two quarts of sparkling jelly.

Your customers will appreciate the absolute purity of Cox's and will be delighted with the delicious flavor.

# COX'S

BRITISH MADE

Winnipeg  
Tees & Persse, Limited

Montreal  
Arthur P. Tippet & Co.

Vancouver  
Martin & Robertson, Limited



# Lantic Sugar



## for Preserving

Give your customers the "Quality Sugar," made in the most up-to-date refinery in the world.  
Your Wholesaler Will Supply You.



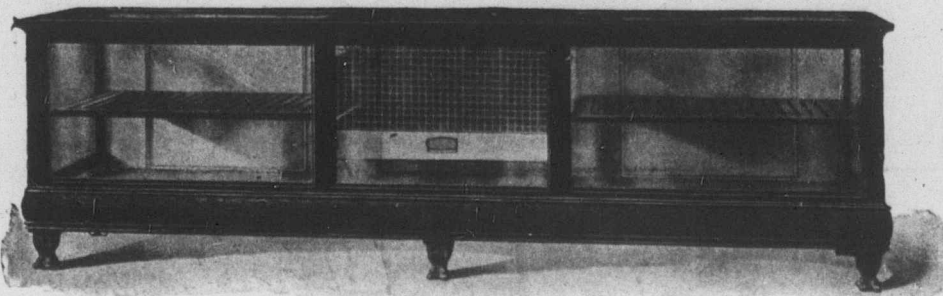
**No Woman likes half-withered Lettuce, Celery, Tomatoes, etc.**

Nor does she like fruits that lack that fresh, inviting appearance, and never will she find them in your store if you use an Arctic Silent Salesman Refrigerator, for it keeps them fresh and crisp, at just the right temperature and enables you to display butter, lard, cheese, cooked meats, etc., without loss from spoilage.

This is a handsome double glass oak case in 6 and 8 ft. lengths.

Write for catalog giving full description and prices.

**John Hillock & Co., Ltd.**  
TORONTO, ONT.



**SYMINGTON'S**

*(Regd. Trade Mark.)*

**COFFEE ESSENCE**

The housewives back up Symington's—they buy it regularly. They enjoy its convenience, deliciousness and economy—a cup can be prepared in a moment by the simple addition of boiling water. Symington's quickly enhance profits. You should handle this quality line. All wholesalers can supply you.

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallerross, Macaulay & Co.

THOMAS SYMINGTON & CO., Edinburgh and London

**COIN PURSES**

(Our new penny piece)

- NIGHT STICKS**
- WHISTLES**
- FLEXIBLE STICKS**
- CIGARETTES**

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,  
Druggist and Confectioner

MADE IN CANADA

**National Licorice Company**  
MONTREAL

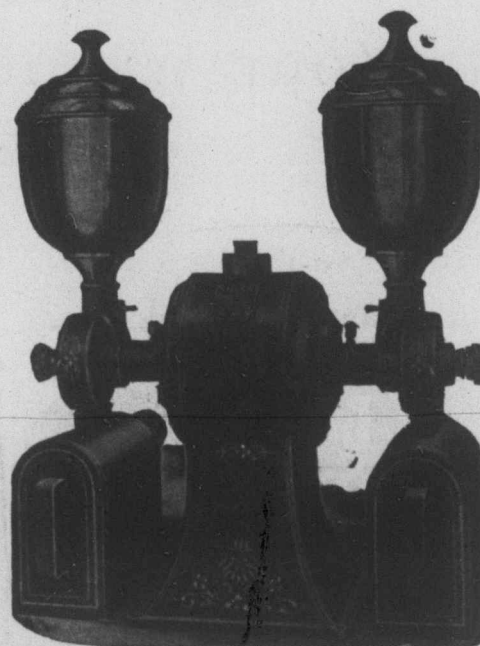
**More Than Ever in a Class  
by Itself**

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



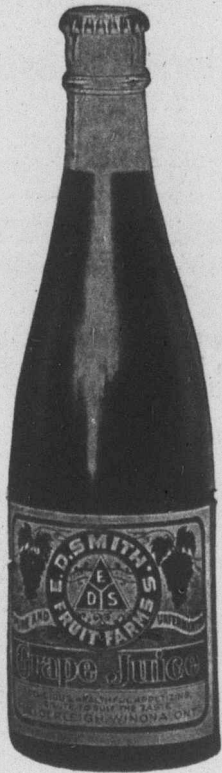
**COLES MANUFACTURING CO.**

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.





## An interior display of E.D.S. Grape Juice will prove to be a money-maker

The Summer days will soon warm up to "Old Sol," thirst days will develop, grape juice will be the big seller.

And right now is the time to get your stock of E. D. S. Grape Juice on display. Show it in your windows, display it on your counter. In fact you will find that a nicely arranged interior display right in the centre of your store, with an attractive show card, will turn the trick and produce good business. Word the card like this:

"Take home a bottle of Canada's finest Grape Juice—E.D.S. Absolutely pure juice of the finest Concord Grapes."

We supply advertising cards.

Order a supply of E.D.S. Grape Juice to-day.

**E. D. Smith & Son, Limited**  
WINONA, ONT.

*Agents:*

NEWTON A. HILL, Toronto; W. H. DUNN, Montreal;  
MASON & HICKEY, Winnipeg; R. B. COLWELL,  
Halifax, N.S.; A. P. ARMSTRONG, Sydney, N.S.



## The Surest Sales-bringers for Summer Trade

Borden Milk Products have made themselves so indispensable for summer outings, camps and general home use, you'll find them your surest sales-bringer for heavy summer trade.

Get up a window or counter display to-day featuring these high quality lines. Their purity, convenience and deliciousness will bring you larger, steadier sales the year round.

Get your nearest wholesaler to replenish your stock to-day.

**Borden Milk Co., Limited**

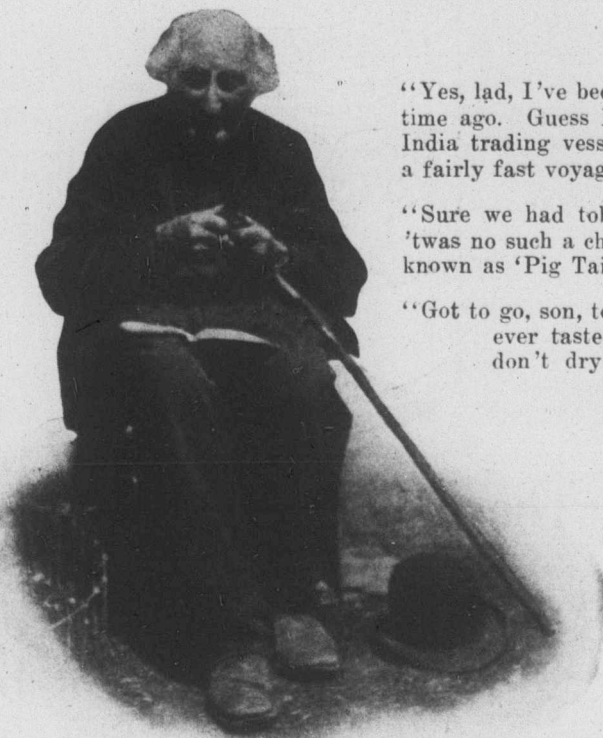
"Leaders of Quality"

**MONTREAL**

Branch Office: No. 2 Arcade Building  
Vancouver, B. C.

## Chats with "Old Baba"

(Canada's 105-year-old Pioneer)



"Yes, lad, I've been in Quebec where this 'ere tobacco was made, but it's a long time ago. Guess I'd hardly know the place now.—I landed there off the East India trading vessel—the Brightman—on July 30th, 1837, after what was then a fairly fast voyage, six weeks and three days from London."

"Sure we had tobacco, and it tasted good, too, during that long journey, but 'twas no such a chew as this, lad. It was in long, half-inch coiled rope, and was known as 'Pig Tail'—guess that was the sailors' nickname."

"Got to go, son, to beat this 'ere 'King George Navy.' It's the best I believe I ever tasted—always nice and fresh and don't dry out. Y'know when an old fellow's teeth are all gone he don't care to bite into anything very hard."

"Good-bye, lad, drop in and see me again. You'll always find 'Old Baba' pottering around his little garden 'ere—have another chew of 'King George' 'fore you go?"



Rock City Tobacco Co., Ltd.  
Quebec and Winnipeg

# The Demand Is Increasing You Can't Overstock

You need not be afraid of overstocking O-Cedar Polish. The demand, owing to our big advertising campaign, is increasing steadily, day by day. A housewife would just as soon be without soap as without

## O-Cedar Polish

(Made-in-Canada)

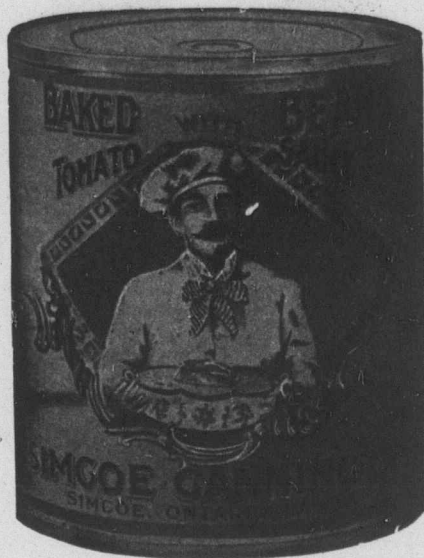
She knows how much work it saves her and how bright and clean it keeps everything. And she must have it to renew her O-Cedar Polish Mop with. Just show it on your counter and it will sell.

*Your Jobber Will Supply You.*

**Channell Chemical Co., Limited**  
**369 Sorauren Ave., Toronto**







# Simcoe Pork and Beans

Help you by helping your customers make better appetizing meals at small cost and no effort.

Simcoe Pork and Beans always sell well in the warm summer weather. Other grocers will be selling them fast at case at a time. What about You?

Re-stock "Simcoe Brand" to-day.



*The  
Evidence of  
Quality*



## Tighten Your Grip on Jam and Bottled Goods Sales

Ensure getting bigger, steadier Jam sales by seeing to it every brand in your store is sealed with Anchor Caps.

The manufacturer proud of his product protects its flavor, its goodness, its purity against all possible change, with the positive security of Anchor Caps.

To fail to give you this guarantee of safety is to withhold from you your most convincing sales inducement.

People have come to look for Anchor Caps on all bottled

goods. They know it stands for better flavor, absolute purity, delicious goodness.

To see you pushing goods less secure than those sealed with Anchor Caps is to doubt your sincerity or interest in their behalf.

Why let goods of doubtful security hamper your sales or turn trade elsewhere?

Get a positive clinch on bigger, steadier Jam sales by seeing to it every brand in your store is sealed with Anchor Caps.

*Insist on Anchor Caps To-day.*

**Anchor Cap & Closure Corporation of Canada**

LIMITED

Sudbury St. West, Foot of Dovercourt Road

TORONTO, CANADA

**W**HEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it! Even at that the persistent advertiser may beat the other fellow to it.





Gets  
the  
Summer  
Trade

## Sterling Raspberry Vinegar

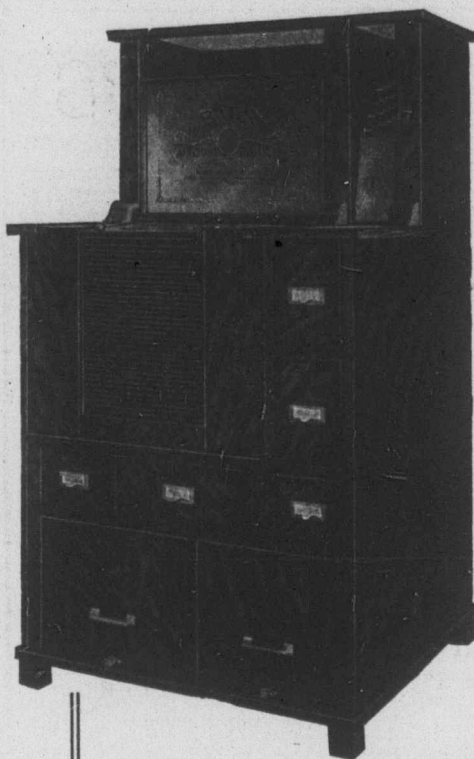
Hot, stifling Summer days will quickly create a heavy demand and keep them coming to your store for more of that deliciously cooling and healthful beverage — "Sterling" Raspberry Vinegar.

Don't wait until they have formed the habit of visiting the soda fountain across the street.

Get the good profit and extra business **yourself**.

Stock "Sterling" Raspberry Vinegar to-day.

**T. A. Lytle & Co., Limited**  
Sterling Rd., Toronto



## THE "BARR" WAY

*of*  
collecting  
your slow  
accounts

The "slow pay" habit is acquired often, yes, we might say almost invariably, through too much leniency on the part of the Grocer, who does business in the old-fashioned "day-book and ledger" way.

It's easier when you're busy to tell a customer you will make out and send her account than it is to tell her "right-off-the-bat" what it is and have it settled up.

It doesn't pay to act indifferently about collections, for it breeds indifference in your customers, with the result that they neglect paying until the account is so large that it begins to hang fire and becomes a source of worry.

Not so with the

## "Barr" Register System

OF ACCOUNT COLLECTING, for every time a purchase is made your customer gets her bill totalled with her account rendered to date — no chance for her to plead ignorance of its size — no excuse for her to let it run — she is simply reminded in a matter-of-course way which cannot give offence.

The result is your slow accounts never materialize to become a burden to your customers or yourself.

**They know and they know that you know — they pay.**

and your capital is not tied up in slow accounts and bad debts.

Does the Barr Register way of accounts handling interest you? If so, write for full particulars.

**Barr Registers, Limited**  
TRENTON, ONT.

# ROBINSON'S

OF BRISTOL, ENGLAND

FOR

Tea and Coffee Bags

Paper Bags of All Kinds

Wrapping Papers

(ROLLS OR SHEETS)

Color Printing

EVERYTHING IN PAPER AND PRINTING  
FOR THE PACKER AND WRAPPER

WRITE—

**J. W. PINKHAM**

73 Boustead Ave. Toronto, Canada

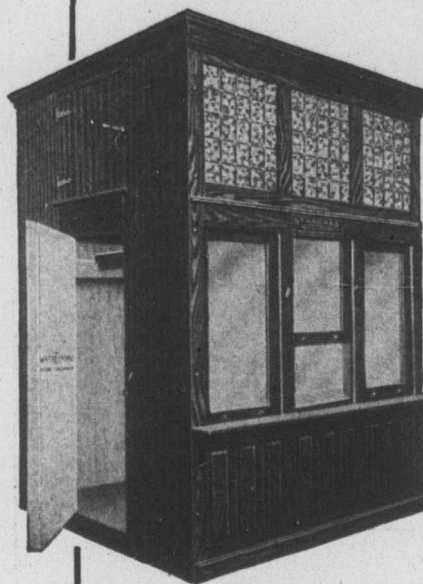
Canadian Representative for  
E. S. & A. ROBINSON, Limited, BRISTOL, ENGLAND

## Freeman's Improved Standard

Cold Dry Air Refrigerator

for

Butchers  
Grocers  
Creameries  
Householders  
Restaurants  
Hospitals  
and all  
Institutions



SATISFACTION GUARANTEED

Send for Catalogue, Price List and Discounts

**The W. A. Freeman Co., Limited**  
Hamilton Ontario

## "It Never Cakes"

This is the way one blushing little bride puts it  
—Sifto Table Salt never cakes, always answers  
to the gentle shake with a nice even flow.

## Sifto Table Salt

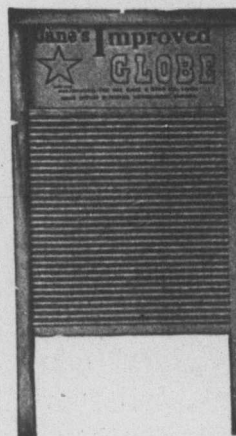


is scientifically prepared so that it runs free, put up in handsome germ and damp proof packages which make an attractive display.

Order a stock now and show it in your window. Solve the housewife's salt problem.

The Dominion Salt Co.  
Limited  
Sarnia, Ont.

## The Former Price Buys a Much Better Board



Changing the zinc plate on CANE Wash Boards to ALUMINUM is going to prove a mighty good thing to you grocers.

The very fact that the housewife gets a much more serviceable board at the same price she has always paid for former styles, gives you a strong hold on new and bigger trade.

Aluminum is a much better material. Less liable to crack, split or carry defects that will tear the clothing. Lasts much longer, easier to keep clean.

Let your trade know about this important change—brought on by the effect of war on the price of zinc. Speak to your customers to-day.

**The Wm. Cane & Sons Company**  
Limited  
Newmarket, Ont.



## ON ACTIVE SERVICE

OCEAN BLUE is in the front rank.

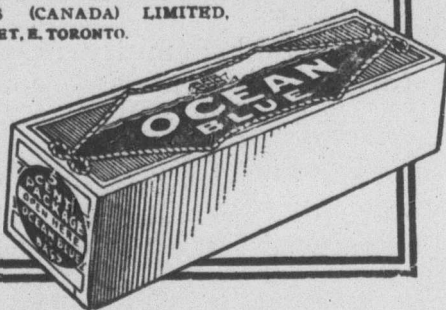
It has advanced in favour by reason of its superior quality, great effectiveness, and the invariably excellent results it produces. You do justice to your own good judgment when you recommend

# OCEAN BLUE

Order from your Wholesaler

HARGREAVES (CANADA) LIMITED,  
33 FRONT STREET, E. TORONTO.

Western Agents:  
For Man., Sask.  
& Alta.  
Nicholson & Bala  
Winnipeg,  
Regina, Saska-  
toon, Calgary and  
Edmonton. For  
B.C. and Yukon:  
Denkin, Creeden  
& Avery, 117,  
Arcade Buildings  
Vancouver, B.C.



# "SOVEREIGN" SALMON

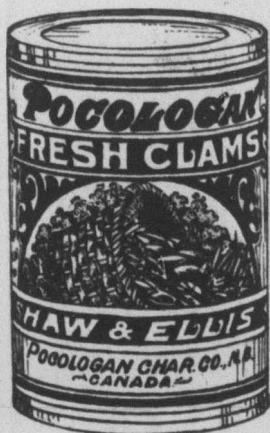


**FINEST  
BRITISH  
COLUMBIA  
SOCKEYE**

**QUALITY  
IS OUR FIRST  
CONSIDERATION**

PACKED BY  
**THE ANGLO BRITISH COLUMBIA PACKING CO.  
LIMITED  
VANCOUVER, B.C.**

## Indian Chief Brand CLAMS



Canned the same day they are taken from the Clam Beds. They are, therefore, always fresh and good when put into the cans. They have the real Clam flavor. Once your customers buy these they will not be satisfied with any other.

Just what the Restaurant Trade are looking for  
Your Jobber will Supply You  
**Shaw & Ellis, Pocologan, N.B.**

AGENTS:  
Montreal, R. B. Hall & Son  
Quebec, A. Francois Turcotte  
Ottawa, William Forbes

When you sell

# HEINZ

## 57

# VARIETIES

PURE FOOD PRODUCTS

You give your customers—  
Goods Made in Canada—  
from Canadian Materials—  
by Canadian Employes.

## H. J. HEINZ COMPANY

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

*On the News Stands*

# The Mad Major

There is a story told in the British trenches of an officer known as the Mad Major, who goes up and down the lines directing the British artillery where to fire to find the German batteries. And everywhere he goes he spreads a trail of death on the opposing lines—for the Mad Major is infallible. Many British successes are credited to his uncanny powers.

The legend of the Mad Major is believed in the ranks; and it will be recounted long after the war is over. The story is told for the first time by George Eustace Pearson in the course of his latest article in MACLEAN'S MAGAZINE, "Why the Offensive is Now Ours." Mr. Pearson tells many other gripping stories of life in the trenches, and gives an insight into the viewpoint of the soldier individually and as a unit. He tells how it is that the men in the trenches no longer sing "Tipperary," but often strike up a doggerel chorus, "I want to go over the sea, where the Germans—they can't get at me, I want to go home," singing it loudly, satirically, so the Germans can hear—and then charge the opposing line with reckless abandon, even with gusto. He tells of the change in the faces of the men in the trenches: Young men have become old, aging years in weeks. They are quiet, thoughtful, grim. And he tells *why the offensive is now ours, and why we cannot fail to succeed ultimately.*

This article is the truest picture of real war yet published. It is the work of a trained writer who, instead of following the course of other war correspondents, enlisted in the ranks with the Princess Patricias, *so that he could see the fighting at first hand. Don't fail to read it in the June MacLean's.*



**In the June Issue appears another strong war story by C. Lintern Sibley, who wrote "How the Canadian Armada was Saved."**

**ASK YOUR NEWSDEALERS FOR JUNE**

# MACLEAN'S

**The MacLean Publishing Company, Limited**  
 143-153 University Avenue - - - TORONTO, CANADA

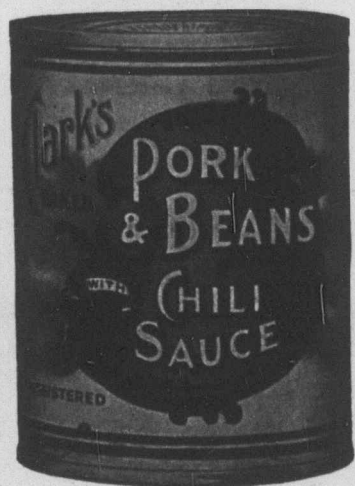


# When You Buy Made-in-Canada Goods

Your principles are good, BUT  
you must not overlook the fact  
that your customers want

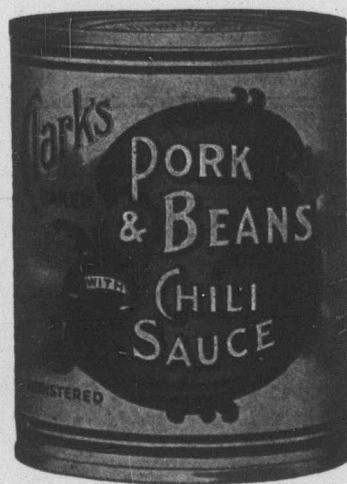
## The Very Best Made in Canada

and that is



# Clark's

# Pork and Beans



Made from Canadian Products by a  
strictly Canadian Firm employing  
Canadian Labor and Capital, and enjoying  
The Canadian Demand.

## W. CLARK Limited, MONTREAL

**Tartan**  
**BRAND**  
THE SIGN OF PURITY

We have secured before the advance a very large import of famous

## Phulcherra Garden Teas

These are recognized the highest type of Indian Tea, and we are offering this tea 5c. lb. below the present cost of importation. See our travellers or write for samples.

**BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON**

'Phones, 3596, 3597, 3598, 4656; Night 'Phone, 1807.



### Have No Hesitation

in recommending to your best customer

## 'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH  
AND  
PROCTOR**

SOLE PACKERS

Halifax - N.S.



# Sanitary Cans

*"The Can of Quality"*

Fruits, Vegetables,  
Baked Beans, Soups,  
Meats and Milk.

**Sanitary Can Company**  
LIMITED

NIAGARA FALLS, ONTARIO



*St. Lawrence*  
Granulated

**THE ALL PURE CANE SUGAR**

---

To be had in three different sizes of grain to suit all requirements.

---

**FINE GRAIN**  
ask for  
**RED LABEL**

**MEDIUM GRAIN**  
ask for  
**BLUE LABEL**

**COARSE GRAIN**  
ask for  
**GREEN LABEL**

**LARGEST MAKERS IN THE WORLD**

**Tin Foil**—all descriptions

**Tea Lead**—all gauges and sizes

**Metal Bottle Capsules**—any size,  
color or stamping

**Collapsible Tubes**—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities —  
We will give you **BEST QUALITY — BEST DELIVERY — BEST PRICES**

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



## A Business Convention With A Spice of Good Fellowship

The Associated Advertising Clubs of the World will hold their Eleventh Annual Convention in Chicago from June 20 to 24

The distribution problem of the fields represented by this publication and other trade and technical journals will receive particular attention.

This convention will surpass those of previous years in size, in thoroughness, in scope and in results. The great war has broken down walls and built new ones. It has rearranged existing markets and has created new ones. The problem constantly before every wide-awake business man is, "How can I meet new conditions; how can I profit by them?"

These questions will be discussed from every one of their thousand and one angles by some of the brainiest merchandising men in the country. They will be analyzed in the broad sense in the general discussions and in detail in each of the various departmental meetings.

The convention won't be all work and no play. The lighter side of life, social frivolity, won't be neglected, but won't be overworked. Good fellowship and a spirit of

jovial comradery have always been an important part of our conventions.

There will be entertainments, shows, pageants, receptions, auto drives, lake trips, and luncheons and shopping visits to the famous State Street shops for the ladies. Bring your wife, daughters and sisters. The programme has been arranged so that visitors can combine education with recreation.

President Wilson, conditions permitting, will head a notable array of speakers. Hon. W. J. Bryan, John Fahey, Henry Watterson, George Horace Lorimer and Arthur Brisbane will be among the others heard.

Remember the date—June 20-24, the place—Chicago, and be there.

For special information, address the Convention Bureau, Advertising Building, 123 Madison St., Chicago.

**Canadian Grocer, 143 University Ave., Toronto**  
Montreal, Winnipeg, Boston, New York, Chicago, London, Eng.



# TEA

The situation since last August has been most difficult, but we have always endeavored to have Tea for our customers at the market price, and we will continue this policy as long as it is possible to get Tea, regardless of what the price may be.

Send us your enquiries and we will cheerfully send you samples of any Tea you ask for at the market price.

## John Duncan & Co.

Established 1866

MONTREAL

### From Tokio to London

from Quebec to British Columbia—from Hudson Bay to Mexico—in every clime where people give some intelligent thought to the nutritive value of foods

## Shredded Wheat



is known as the top-notch breakfast cereal—the cereal that is always the same quality, always the same price. No grocer can do business without the cereal that is now recognized as a staple. No free deals—no premiums—just a good, steady profit, and a firm, steady demand which we create through continuous, persistent educational advertising.

**MADE IN CANADA**

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

**The Canadian Shredded Wheat Co., Limited**

Niagara Falls, Ontario

79-L

# Cleave's

CELEBRATED

DEVONSHIRE CREAM

## Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

**THE CHOCOLATE THE PEOPLE WANT.**

Also other new and attractive  
5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.

TORONTO—Mason's Ltd., 25 Melinda St.

WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.

VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

**JOHN CLEAVE & SON, LIMITED**

CREDITON, DEVON, ENGLAND

# Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

**HENRI DE LEEUW**  
28 Front St. E., Toronto.  
**IMPORTER - EXPORTER**  
**FOODSTUFFS**  
Connections all over the world.

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

**W. H. Millman & Sons**  
Wholesale Grocery  
Brokers  
Toronto                      Ont.  
  
Headquarters for Evaporated  
Apples and Canned Tomatoes.

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

**STIRLING & YOUNG**  
General Brokers      Phone Main 4331  
27 Wellington St. E., TORONTO  
We wish to get in touch with exporters  
of Raw Sugars.  
Reference : : : Bank of Montreal

WESTERN PROVINCES.

**GEORGE E. MEASAM**  
COMMISSION MERCHANT  
Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721, Edmonton, - - - - Alberta.

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

**W. H. Escott Co.,**  
LIMITED  
Wholesale  
Grocery Brokers and  
Manufacturers' Agents  
Commission Merchants  
WINNIPEG                      REGINA  
CALGARY                      EDMONTON

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

**FRANK H. WILEY**  
Manufacturers' Agent  
Groceries and Heavy Chemicals  
Enquiries solicited for shipment from  
Spot stock Winnipeg or for Import.  
757-759 Henry Avenue, Winnipeg

**RUTTAN, ALDERSON & LOUND**  
LIMITED  
COMMISSION BROKERS  
Representing Canadian and British Houses  
Agencies Solicited.  
WINNIPEG.                      MAN.

BRITISH COLUMBIA.

**The Campbell Brokerage Co.**  
Manufacturers' Agents and Commission Brokers.  
We have our own warehouse and track-  
age. Shipments stored and distributed.  
Can give special attention to a few  
good agencies.  
857 Beatty Street - -Vancouver, B.C.

NEWFOUNDLAND.


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

QUEBEC.

**W. J. McAULEY**  
Commission Broker  
Flour, Feed, Grains, Potatoes.  
We are open for a good agency in feed-  
stuff line, calling on the retail trade.  
522 Board of Trade Bldg., Montreal

THEY ARE GOOD  
OLD STAND-BYS

## Baker's Cocoa and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

Registered Trade-Mark

MADE ONLY BY  
**Walter Baker & Co. Limited**  
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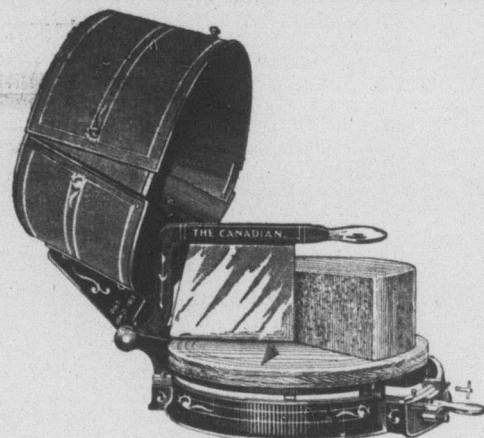
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The CANADIAN Open.

If you supply your clerks with **Antiquated Methods** of doing business you cannot blame them if you get antiquated results and

**Little Money.**

To do away with one of those antiquated methods buy a **Canadian Cheese Cutter**

and the results will be

**More Money**

**COMPUTING CHEESE CUTTER CO.**  
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# Lovers of Things Canadian

will find a wealth of interesting information on national Canadian affairs and interesting facts about prominent Canadian characters, Canadian enterprise, and the value of our country's national resources, in each issue of

## MacLean's Magazine

The editorial contents of July MacLean's will include the following features:

An article on the Building Situation in Canada, showing that the present is a good time to build from an economic as well as a patriotic standpoint.

"Our Mountain Heritage" is the title of an article on the value of the Rocky Mountains from a national standpoint by Prof. Sissons. It will be illustrated by some particularly fine views in the Rockies.

H. F. Gadsby will contribute an article on Carvell, the Liberal Whip in the House of Commons.

An article on Efficiency, outlining some of the steps which have been taken by Canadian firms to improve their methods and their output. This article was arranged for last month, but had to be held over.

"Masterfulness and Physical Vigor" is the title of Dr. Marden's article.

Biographical articles will appear by E. J. Dennis, of Calgary, the Irrigation expert, and Mrs. Nellie McClung, of Edmonton, who played a big part in the downfall of the Roblin Government in Manitoba.

A short article on the greatest fishing section of Canada, the Temagami, will appear.

The fiction will include instalments of the two serials and short stories by Alan Sullivan, L. M. Montgomery, and a war story by Mrs. Cuthbert, who manages the Cuthbert tours in Europe. Mrs. Cuthbert is a new writer but a very promising one.

*Get your July copy from your newsdealer.*

20 Cents a Copy.

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The MacLean Publishing Company, Limited

143-153 University Ave.,

Toronto, Canada



# That peculiar 'something'

that is so agreeable in "SALADA" TEA is, to some extent, due to blending, but it goes further than that and is to be traced to the fine, high-grown teas that are selected for the blends. These high-grown teas, even in normal times, cost much more than ordinary teas, and, when markets show the unprecedented advance that they have recently, it is immediately apparent to everyone that the blender must either charge more money for his product, have recourse to cheaper teas for his blend or add dust to make cheap weight.

Some choose one method, some another. For twenty-three years now, we have elected to always give exactly the same tea in every way, and when the markets demand it, we have advanced the price. Our future policy will assuredly be guided by our past.

# "SALADA"

TORONTO

MONTREAL

**Purity**  
TABLE  
**SALT**

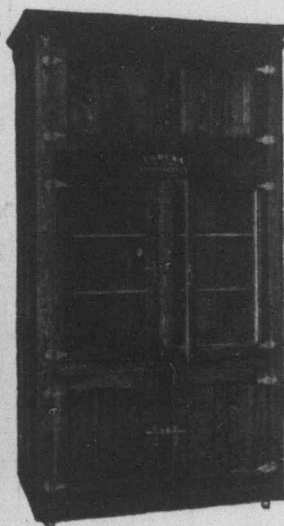
—the Salt that wins out as a pure, economical Salt, put in any way desired.  
You should introduce our handy, free-running, Sanitary, **Moisture-Proof Package**.  
—Just what you are after. Makes shaker filling easy and prevents moist or caked Salt.  
Purity Salt is the product of the most vacuum salt manufacturing plant.

**PURITY**  
BRAND  
FREE RUNNING  
TABLE  
**SALT**  
The WESTERN SALT CO. LIMITED  
COURTRIGHT ONTARIO

The  
**WESTERN SALT CO.**  
LIMITED  
COURTRIGHT,  
ONT.

## Ever Figure the Reason

why so many leading grocers, butchers, hotels, restaurants, etc., all over the Dominion, use and recommend **Eureka Refrigerators**?



### It's Just This

The **Eureka** has stood the service test for nearly thirty years, and each refrigerator is backed up by the greatest cumulative experience.

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Prompt shipment can be made from stock in hand, and special Refrigerators to suit any place or for any purpose are made up on short notice. Send for catalogue, or call at 31 Brock Avenue.

**Eureka Refrigerator Company**  
31 Brock Ave. Limited TORONTO

The womanly instinct shows up when Mrs. Newly Wed has her first real washing done at home



No matter how inexperienced she has been, when wash day comes she at once remembers how her mother went about the process—she sends for the soap her mother used, and the blue in the little cube with the blue wrapper—"Keen's Oxford Blue," and you, Mr. Grocer, will help her produce satisfying results by supplying this Blue of Blues. Don't let Mrs. Newly Wed go elsewhere for her blue—keep your stock of Keen's Oxford Blue always to the fore.

Write your nearest wholesaler to-day.

**MAGOR, SON & CO., Limited**

403 St. Paul Street, MONTREAL

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AGENTS FOR THE DOMINION OF CANADA



Filled in 9 Seconds—No Miscounts  
—Your Ad is on Each Tray

**One Broken Egg Means the Profit Is Lost on a Dozen.**

☞ And that isn't the worst feature—for too often it means the loss of a customer.

☞ There is one correct and profitable method of Egg Handling and that is—without breakage—through the use of **The STAR System for Safe Egg Handling.**

☞ The Carrier illustrated is the unit of the System—a well built wooden case provided with substantial and moisture proof divisions.

☞ Filled in 9 seconds, and there is never a miscount, Twelve eggs to every dozen—no more. A heavy cardboard Tray covers the eggs and the wire bail holds it in place.



The Wire Bail Holds the Tray

Emptied Instantly and No Broken Eggs

☞ To empty, simply invert the Carrier, slide the wire bail—the eggs are on the Tray—and unbroken.

☞ One other thought, your Ad on the inside of the Tray will prove one of the most profitable investments you ever made.

☞ Eliminates egg breakage and lost profits. Write to-day for booklet describing fully the STAR System.

**THE STAR SYSTEM**

4 Doz. Star Egg Carriers  
5 M Star Egg Trays—printed  
1 package Divisions

FOR EACH WAGON

**STAR EGG CARRIER & TRAY MFG. CO. JAY STREET ROCHESTER, N. Y.**



# CANADIAN GROCER

VOL. XXIX

TORONTO, JUNE 11, 1915

No. 24

## Three Interesting Merchandise Stories

How Price of One Article of Foodstuffs, Sold on Contract Basis, Was Cut for 14 Months, and How the Discovery Was Eventually Made—Getting Around the Secret Commissions Act—Why the Hardware Man Cut Price of House-cleaning Article.

**H**ERE are three true stories of more than the ordinary interest to every dealer, both wholesale and retail:

No. 1.—There is a certain Canadian manufacturing firm who markets its product on the fixed price basis from wholesaler to retailer and from retailer to consumer. This firm makes it a strict rule that their prices must not be cut. If they are, and if the cutter persists in his work, he is cut off by this particular house. A few years ago there was a certain store in a certain Canadian city, which cut the price of this article. The wholesaler who supplied it was advised that he must not supply any further goods, or he would be cut off—in fact all the wholesale houses received these instructions and it looked as if the retail firm that was cutting the price would not be able to secure any more. Nevertheless, this article was still advertised at a cut price, and continued to be so advertised for some fourteen months. No one could tell where the goods were being bought. Close investigation showed that no wholesale house in Canada was selling these goods direct to this particular firm.

Eventually one day the cat was let out of the proverbial bag. A certain broker in this city was called up from the freight shed of one of the railways and notified that there was some goods at the depot for him. These goods of course were addressed to him personally, so he sent down his man for them. When they arrived, he noticed that goods had arrived which he had never bought before, and had never ordered. He discovered they had come from a wholesaler in another city, and upon investigation found that they were for the price-cutting house, although they were addressed to him. This had been going on for over a year—that is these goods were being shipped to his name and address, but were actually be-

ing received by the other firm; and his name was always signed as having received them. Evidently the retail house, to which the goods were actually consigned, knew of their arrival on a particular train, and were always at the station in time to get them before the station representative had time to call up the broker—and therefore they were in a position to cut the price. That of course ended the price-cutting. This story is an actual fact and was told at a recent association meeting by the broker in question.

• • •

### Story About Price-Cutters.

No. 2.—“One time,” stated a manufacturer at this same convention, “I received a complaint from a certain grocer to the effect that a hardware dealer in his town had stocked my line and several other housecleaning articles and that he was cutting the price of this particular article which I manufactured. The complaint was made that the business in this was being spoiled for everybody and it was pointed out that there was a good deal of criticism from the other grocers of the town. It was intimated that unless we did something to protect the price of our article, the grocery trade would refuse to handle it, and they certainly would not push it.

“I started in to investigate the matter and wrote the hardware dealer in question, asking him why it was that he found it necessary to cut the price of our line. His reply was that he had stocked housecleaning articles and was cutting the price of this particular line because a certain grocer had stocked tinware, etc., and was slashing prices on it. It turned out that the grocer was the same man who had written me in regard to this hardware merchant cutting prices.”

This story emphasized the necessity of the retail grocery trade standing up individually for a fair profit on every line

of goods. It demonstrates too that there are many inconsistencies cropping up from time to time and shows why it is that every man should see that his own slate is clean before he prefers a charge against another for the same offence. Price-cutting is a thing that brings little satisfaction or advantage to anybody. Usually when one decides to cut, some competitor is likely to follow and eventually the whole town is cutting and nobody is making any money.

• • •

### Salesman Lost the Bet.

No. 3.—“There are more ways than one of killing a cat,” was the statement made by one of the retail delegates. “There was a certain line of goods which I used to get a rebate of 25 cents on the case. These goods eventually were sold on the fixed price basis and with the coming of the Secret Commissions Act this rebate was against the law. A salesman came into my store one day to sell me five cases. I asked him the price. Then he offered to bet me \$1.25 that I wouldn't accept his price. I wasn't going to be bluffed, so I immediately took up his bet and we each laid \$1.25 on the counter. He quoted me the regular list price which was fixed on these goods and I bought them. Of course I also won the bet of \$1.25 which meant a rebate of 25 cents off each case.”

This was the method the salesman adopted to defeat the provisions of the Secret Commissions Act which makes it a crime to give a buyer a secret commission so as to get him to purchase an article the price of which has been fixed by the manufacturer by contract.

These three were the intensely interesting stories which arose at this convention meeting. The first and last at least almost took away the breath of the majority of the convention delegates. The open frankness with which they were told was a feature.

# Getting the Newlyweds' Trade

How One Grocer Goes After This Business in a Sane, Systematic Way — Tabulates Wedding Dates and Addresses—The Dealer Has to Act as Adviser—Copy of Announcement Sent Out—Many New Customers in This Way.

**T**HE trade of the Newlyweds!  
Is it worth while?

There is a grocer in a certain city of the East who goes after this business regularly every year and during a recent visit to his store, he stated he secured some seven or eight new customers each year in this way.

"Why," he said to the writer, "the efforts I spend on getting this business every year repay me splendidly. This year already I have secured three or four new customers — customers who should spend with me at least \$250 to \$300 each in twelve months.

"Early every year I make it a point to obtain a list of as many wedding dates as possible. Every time I hear of a wedding, I tabulate the fact—as well as the future address of the participants—in a memo pad which I always carry with me. I get this information from various sources. Much of it comes from the social columns of the newspapers as engagement announcements. You may not believe me, but I have the minister at our church helping me. I pointed out to him what my intentions were and asked him if he would mind giving me names and addresses as well as dates of marriages wherever possible before the events took place. He saw my viewpoint and without hesitation agreed to assist me. The whole thing of course was confidential between the two of us. I also made myself well acquainted with the various delivery men in town and got them working for me too. From some of course, I got more information than from others and every time I secured a name I made sure that I gave that party the first opportunity to buy her groceries from me. There was never any chance of any young woman getting back from her wedding trip without finding my request for her trade at her door.

## Begin With Empty Larders.

"This has led to a great deal of business in the past and I expect to get a great deal more in the future. The Newlyweds are of course good customers, particularly when they start out on married life. The reason is that their cellars are usually empty to begin with. There is little if any preserved fruit ahead and they have always got to put in a good stock of everything such as sugar, flour, lard, butter and eggs, spices, canned goods, preserved fruits, baking powder and other baking material, bis-

Dear Madam:—

*The store staff and myself take this early opportunity of extending to you our very heartiest wishes for a long, happy and prosperous future. We trust that in your new household your joys may be many and your cares few.*

*We would also like to extend to you a hearty welcome to visit our store and to honor us with your patronage. We carry a complete stock of all varieties of good foods and guarantee the quality in every case. We have every variety of foodstuff for breakfast, luncheon, dinner and supper. You will find enclosed a list of suggestions for each meal of the day; but these do not include by any means our entire stock. You will receive good attention and satisfaction, and an early visit to our store will be much appreciated. You will also receive courteous and prompt service. For quick delivery your telephone orders are requested.*

Yours very truly,

(Signature)

Phone 274. - 48 St. James St.

This announcement was mailed to each newlywed, to reach her on her return to her new home.

cuits, cereal food, rolled oats, tea, coffee and cocoa, bacon and ham, etc. I have seen first orders run up as high as \$16 and \$20, and this in the majority of cases, is cash business.

"Still another method I use to get the interest and attention of the Newlyweds is the manufacturer's sample. There are always a number of manufacturers quite willing to assist me in this way, and wherever they have small sample of foodstuffs to give away, I get in a supply and at every opportunity pass them along to the Newlyweds. They are starting out in life, many of them having no set opinions as to the foods they will require and readily give me their trade on lines which they appreciate. I sell a great deal in this way. For instance, you see those small bottles of extracts: A few weeks ago, I passed out

some of these and since that time I have worked up a good trade in that particular brand. The same applies to those yeast cake and cocoa samples."

## Retailer as Buying Adviser.

The question arose as to whether the Newlyweds were familiar with the various brands of goods or not, and as to whether the retailer had to act for a long time in an advisory capacity.

"In the great majority of instances," he said, "it is up to us to sell the goods. We come across an occasional case where the bride wants some particular article, but this is seldom. This gives us an opportunity to introduce to her the best class of article in each particular line; and we sell her this because we want to be sure to satisfy her. If we were to sell inferior goods, and goods that did not come up to her expectations, the chances are we might lose her entire trade. It is up to us to suggest this and that and once we have introduced these goods and they are satisfactory, then they ask particularly for them in the future. You can readily see how we are building up trade for certain manufacturers by continually recommending and pushing their particular goods. We do this of course only where we can stand back of the manufacturer's product and where we can obtain a fair margin of profit.

"It certainly pays me to go after this trade," was the last remark made by the grocer as the conversation turned to some other subject.

The announcement referred to above by this dealer is reprinted in the panel. This was sent to every Newlywed in the district so that it reached the house before the return from the wedding trip.

## GROCER AT 100 YEARS

The oldest grocer in the United States is John O'Reilly, of East Providence, who will be 100 years old in a few days. He was born in Limerick, Ireland, came to America 85 years ago, entered the employ of the Continental Sugar Refinery, and was there employed in various capacities from boy to superintendent for 40 years. Being retired at the age of 55, he moved to East Providence, where he built his present store on Sutton avenue, behind the counter of which he has stood daily for 45 years.



# Successful Selling of Summer Drinks

Campaigns of Two Retailers Contrasted—One Suspended a Lemon From Ceiling of Window and Expected Business—The Other Put on Real Campaign—One Particular Line Assigned to Each Clerk—A Friendly Competition Developed—Description of Attractive Window.

Written for Canadian Grocer by J. R. MANTLE.

Third of the Mantle Series.

ONE day I dropped in on a retail dealer in the outskirts of a large Canadian city, and found him just concluding a window display on summer drinks. He claimed he was tired, as he had been working on the window all morning and it was then pretty well on to mid-day. I looked at the results of his morning's labor and I had the greatest difficulty in suppressing a hearty laugh. As it was I certainly must have smiled pretty broadly in the man's face.

Let me describe this trim. From the ceiling there hung a string with a lemon tied to the end of it and which was some two or three feet above the floor of the window. Underneath it was a bottle or two of ginger-ale, with a lemon poised on each bottle.

That was the extent of the display—and it took him all morning to arrange it—and also the extent of the campaign. No doubt it was the labor in aying that string to the ceiling or of doing the acrobatic stunt with the lemons that had caused him to complain of the tired feeling.

## A Real Summer Drink Campaign.

Contrasted to this selling campaign, there stands out prominently in my mind another which I had the privilege of discussing with the proprietor of a fine grocery store in Western Canada not long ago. This man went in strongly for summer drinks and he certainly got the business. The reason was that he put up a campaign that could not be resisted by his customers and a great many others who became interested in it through the advertisements in the paper and the display in the window.

The proprietor arranged with each of his clerks to concentrate on one particular line of summer drink. When a customer purchased her regular order it was up to each clerk to

carefully and judiciously suggest that she take home a supply of the particular drink that had been assigned to him. One, for instance, concentrated on grape juice. Another on ginger-ale, a third on lime juice, a fourth on lemonade powders and juice, a fifth on aerated waters, etc. Each man was urged to fortify himself with all the interesting facts about the line which he was given to push, and it was surprising the amount of information the clerks had stored up in preparation for this campaign.

## Selling Points Brought Out.

The young man who looked after grape juice found that there was no more healthy and wholesome drink than this particular line. He discovered that grape pickers during the fall season always gained five or ten pounds in weight simply by eating an occasional grape.

Grape juice was a line that would appeal to every member of the family; it was a most pleasant drink for guests and required very little preparation.

Another found that lime juice had many splendid medicinal characteristics. It was a most cooling beverage and splendid for hot weather, as it tended to cool the blood. It was also discovered that the pure lime juice was of a pale straw color, while if it tended towards red it was not first-class. This dealer made it a point to get one of the best articles on the market, and this was a splendid talking point, particularly whenever the price of the lime juice was brought up by the customer.

A third found out the beneficial qualities of lemon juice and lemon powders. The chief acid of the lemon is citric acid, and, as everyone knows, this is the most advantageous natural medicine that one can take into his system. As citric acid is the chief acid of the lime, lemon juice possesses equally splendid characteristics to the lime.

It was found by still another clerk that mineral waters were splendid for anyone affected with stomach trouble. Wealthy people pay a great deal of money to visit mineral springs every year, but here was high-grade water from these springs in air tight bottles all ready for use. The good points of ginger ale were also looked up and the clerk whose duty it was to sell this article found that it was a most refreshing beverage, was used by many people at the table, and that for taking the taste off medicine there was nothing better. He discovered that olive oil became absolutely tasteless in ginger ale, and by associating the two, created widespread interest among those customers upon whom he waited, and which resulted in a great many sales, not only then, but later on.

## Summer Drinks Without the Germs

There is always danger in summer of water becoming polluted with disease germs. You take no chances when you lay in a supply of healthy, cooling Summer Beverages such as Grape Juice, Lime and Lemon Juice, Mineral Waters, Ginger Ale, etc., particularly when you can get guaranteed quality in every line at our store. These beverages should be in every household during the hot weather—handy when guests drop in as well as for every day use.

**GRAPE JUICE**—By adding a little water you have a most healthful and appetizing drink. Per bottle....c, ....c, ...., and ....c.

**GINGER ALE**—a sparkling and exhilarating beverage; always keeps a bottle or two on ice. Per bottle ...c, or if you would like it by the dozen or case, a better price could be quoted.

**MINERAL WATERS** — You may have your choice of several lines ..... all put up by reputable firms at the original springs. These run from ... a dozen up to ...c.

**LIME JUICE**—There is no better drink for cooling the blood than the juice of the lime. Its medicinal qualities are world-wide. Per bottle ... and ...c. By the dozen, ...c.

**LEMON JUICE** — A splendid summer tonic. Per bottle ....c, and ...c; also lemon powder done up in attractive packages and ready to use with addition of water and sugar.

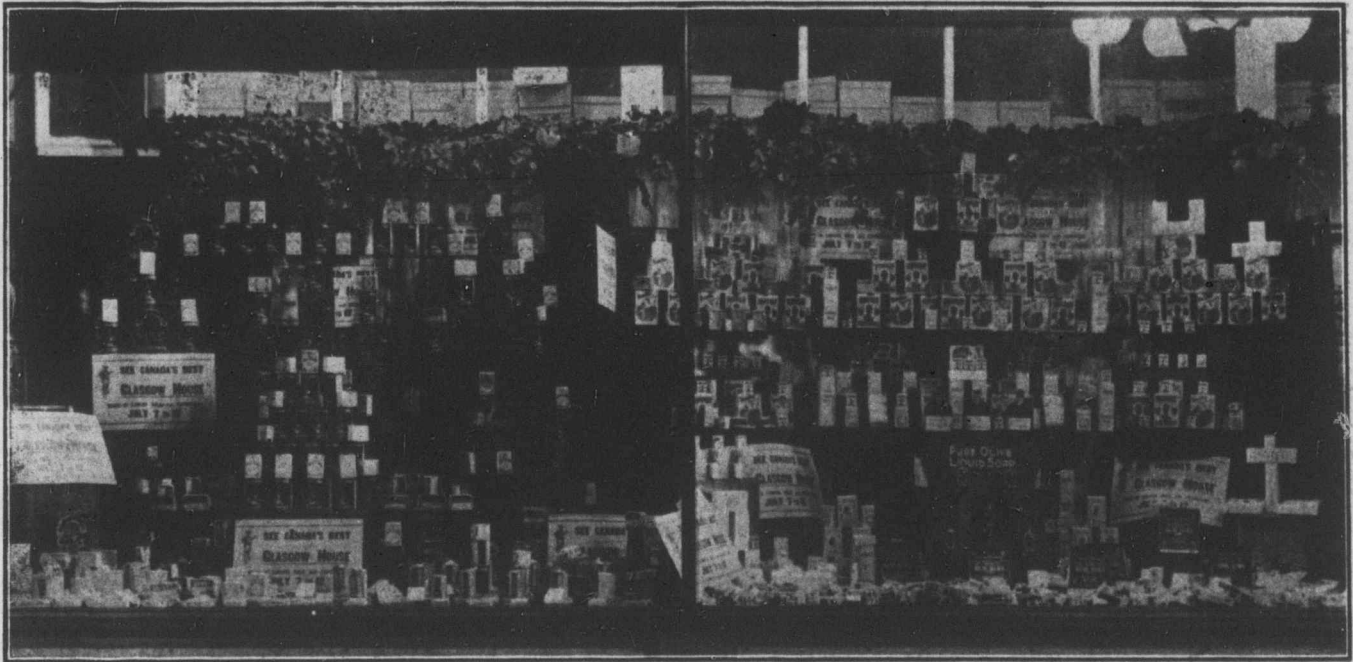
ALL THESE BEVERAGES KEEP WELL IN COOL CELLAR

J. K. BROWN

17 Main St.

Phone 77

Suggestion for a newspaper ad. on summer drinks that will be appropriate just now. Try it with your own prices.



A summer goods window trim containing many lines. Every grocer should show as many of these displays as possible this year.

**How the Window Looked.**

The window display of summer drinks was much above the average. A couple of shelves were erected to the rear of the window in the form of steps. These were covered with green tissue paper, so that the boards could not be seen. On the top shelf was a row of bottles of sparkling ginger ale, and on the second step a line of mineral waters. On the floor of the window, one in the centre and one on either side, were three sets of steps built on the square plan, the top platform in each case being some three feet above the floor of the window. These were also covered with green tissue paper to hide the boards. The central of the three partitions contained various sized bottles of grape juice with a square of bottles on the top centre platform, and on the steps below were bottles of grape juice standing side by side all the way around the steps. This gave the impression of a solid pyramid of bottles of grape juice, and looked particularly nice from the street.

On one of the other steps were bottles of lime juice and on a third was lemon juice similarly arranged to the grape juice. In front of the plate glass were packages of lemon powder, an upright and flat package being arranged alternately. There were a couple of convincing show-cards arranged in the display, on reading—"The Tap Water May Contain Deadly Germs—These Drinks Do Not." Another read—"Refreshing Summer Beverages."

Inside the store a table was devoted to summer drinks to connect up the window display with the interior. A show-card read, "Buy Them By the Case and Save Money." On the counter, of course,

there were samples of each line, so that they would be handy for the clerks to show their customers.

It is not necessary to state that this campaign got results.

"Why," the proprietor said to me, "we never thought there were so many people interested in summer drinks. The occasion was rare indeed when we did not introduce one of the lines of summer drinks to each customer who purchased other goods. With so many talks up our sleeve and with the talking points down so fine, it required little conversation to persuade customers that they should have a case or a dozen or so of one or more lines of these beverages. The campaign not only assisted us that week, but it meant business during the entire summer, and so the advertising we did was permanent publicity.

"At the end of each day it was good to see the boys compare notes on how they had succeeded with their special line. The campaign became a friendly contest among them—although no prizes were offered—and all that helped to stimulate the keenness of their interest."

**THE SAVING OF DAYLIGHT.**

**T**HAT the daylight saving scheme is getting much attention throughout Canada is readily seen from newspapers in various towns and cities. A great many places have this year discussed the plan, some adopting it and others leaving the matter in abeyance. The probabilities are that in a couple of years' time, we may see the daylight saving plan quite general.

The Smith's Falls, Ont., Board of Trade went into the matter thoroughly

some time ago, and passed a resolution which was sent to every Board of Trade in Canada from the Atlantic to the Pacific. This resolution was moved by A. B. Scott, a merchant in Smith's Falls, and read as follows:

"Resolved that it is desirable to adopt standard time in advance of the standard time now in use, with the object of promoting a more extended use and enjoyment of daylight during the summer months.

"That from and after two o'clock in the morning of the first Sunday in April until two o'clock in the morning of the first Sunday of November in each year, the standard time shall be one hour in advance of the standard time now in use. The time hereby established shall be known as standard time and when any period of time is mentioned in any Act of Parliament, deed or other legal instrument, the time mentioned or referred to shall, unless it is otherwise stated, be held to be standard time.

"That Greenwich mean time as used for the purpose of astronomy and navigation shall not be affected.

"That this time shall apply to the whole of the Dominion of Canada except the Yukon Territory."

Mr. Scott reports that the general feeling all over the country is in favor of an extra hour of daylight. There was only one reply in which the idea was not approved of, and that came from a city in Alberta. The reason this city gave for its objection was the fact that it is quite light there at 10.30 p.m. at the present time. Public sentiment, however, seems to be rapidly growing in favor of this daylight saving plan.



# Tea Prices Now and Afterwards

The Influences Tending to Boost Prices Are Many — Highest Prices in 36 Years — Increased Costs Come From Many Sources—What Temperance Agitations Mean—A Look Into the Future.

Written by E. A. HUGHES for Canadian Grocer.

**I**N the Spring Sales Number of Canadian Grocer I ventured to predict that prices of tea, instead of being lower, would be higher. Several reasons were advanced for this deduction, and statistics and facts put forward in support of my theory. Still more concrete support of that theory has been found in the market conditions for the last few weeks, consequent upon which prices to the retailer in Canada have been advanced in the cases of two or three tea concerns.

## Highest in 36 Years.

In the accompanying chart, which was put out by the Brooke Bond Co., Ltd., of London, England, one of the big tea concerns in Great Britain—and which has reference to all kinds of Indian teas, and even dust is included in the average—it will be seen that from the second week in January to the second week in May of this year—that is four months—teas have advanced from 9¼d to 1/1d.; i.e., from 18½c to 26c. This represents the average price of Indian tea, and may be taken as an index to both Indian and Ceylon markets for the past four months. The readers of this paper have had the opportunity of studying the remarks of the market editor in his reports of the tea market at both Montreal and Toronto, and will have seen week by week the gradual trend—not always so gradual—towards higher prices. Nearly every week since the beginning of the year there has been an advance of some sort; when it hasn't been a farthing it has been a halfpenny, and very occasionally it has been a penny—two cents. The London "Standard," in a recent

article, declared that the price of tea was higher now than at any time in 36 years. This statement is borne out by men whom I have interviewed, who have been in the tea business for as long or longer than that. They are unable to go back to a time when the rises were so rapid and so prolonged and, above all, so frequent. The very commonest teas in London—and they are teas such as the trade in this country would not use—are now selling for 1/- per lb., that is 25c. This is unheard of. It is something new. The increased cost—as the "Standard" points out—is at the gardens in India and Ceylon. That is not all of the

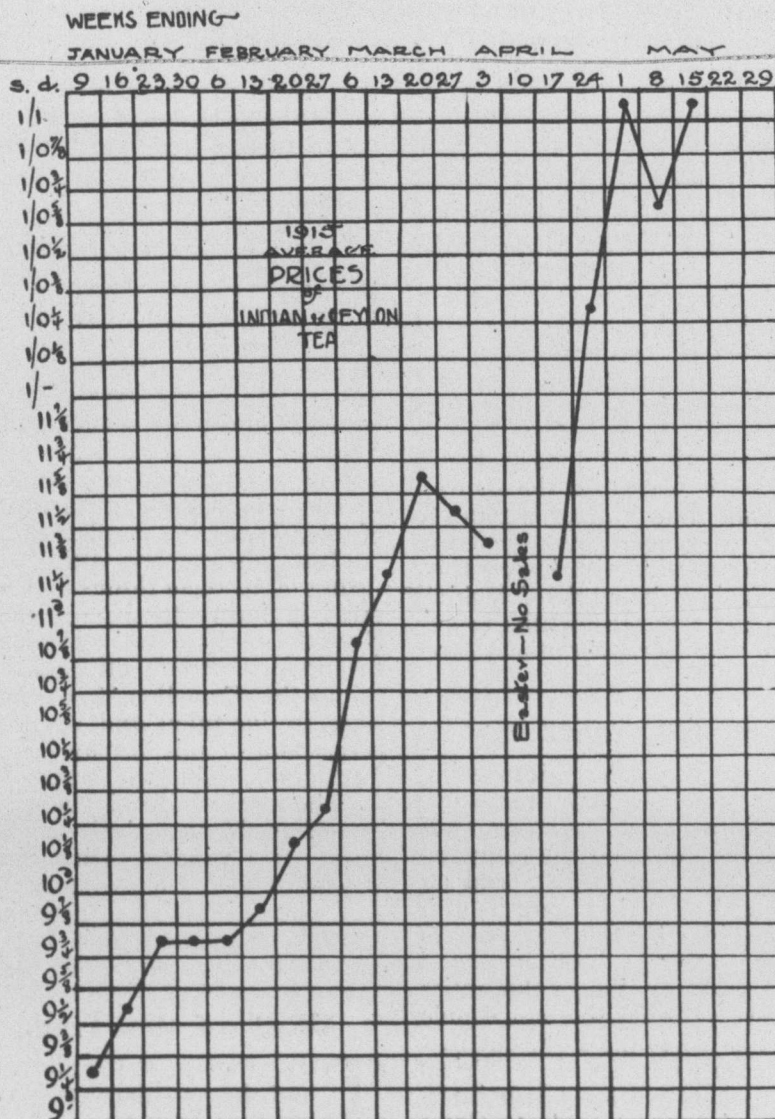
increased cost; war risks, expenses incurred by trans-shipment and lack of freight, of course, add to this cost materially. But the increase in the main is at the gardens. A great big reason—a reason that you can't get away from—for this increase in the cost price of tea is the extraordinarily large consumption.

## Tea for all Nations.

It is not time wasted to go once more into the reasons for the enhanced cost of tea. The retailer in his store wants to know why the manufacturer put up his price to him and naturally inquires into the cause and effect. First and foremost of these causes for the uplift in the price of tea is the abnormal demand from Russia. The Russian bear has started tea drinking, and is now going in for it with a vengeance. Russia always was, to a limited extent, a tea drinking nation, and the cutting off, at one fell swoop, of alcoholic drinks has increased the public consumption of tea to an enormous extent. That is one reason.

Consonant with that was the temperance agitation which swept over England and other tea drinking nations, and, indeed, over the whole world. This, in some sort, is dying down for the moment, but only I think, personally, to be resuscitated at some future time, and the short period that the temperance agitation had full play was time enough to get more and more people drinking tea. That is reason number two.

The third reason is the prohibition of absinthe in France and the corollary of the Frenchman drinking tea in its place. Not only was this the case with the general public in France, but more particularly with the soldier



This is a valuable chart showing trend of average prices of Indian and Ceylon tea, dust included, on the London market since first of the year.

(Con. on page 33.)

# CANADIAN GROCER

ESTABLISHED 1886

*The Only Weekly Grocery Paper Published in Canada.*

THE MACLEAN PUBLISHING COMPANY  
LIMITED.

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H. T. HUNTER, General Manager.

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## Watch Cereals in Summer.

**N**OW that summer is at hand the retailer should look to the care of cereals. It should be remembered that all cereals, whether in bulk or packages, should be kept in as cool a place as possible. A great many feel that the only place for cereals is on the top shelf. This is one place where they should not be found, particularly during the hot weather. Heat always ascends and the closer to the ceiling a retailer keeps his cereals the greater is the danger of the goods deteriorating.

Another important thing is that new goods should not be placed close to old stock, as the insects travel very quickly and will soon contaminate the new stock. Attention, too, should always be paid to cereals to see that they are moved out before there is any chance of them deteriorating. Old stock should be sold off before the new is placed on the shelves, otherwise the grocer at some time or other is going to have complaints from his customers. Stale goods are not appreciated, neither are cereals with insects travelling through them. Assign the work of looking after the cereals during the summer months to one particular clerk, and see that he watches them carefully to prevent losses.

## The Advancing Hog Market

**T**HE hog situation is a particularly interesting one at the present time. A few weeks ago Canadian Grocer pointed out that on account of the high prices of grain last fall, and the comparatively low prices of hogs, Western farmers sold off their hogs early, and long before they were in a fit condition to kill for packing, so as to be able to market their grain direct.

This has had much to do to change the entire situation in pork products. During the past couple of years the West has exported to the East, but now the West is again purchasing Eastern hogs. Prices have gone up. Large packers too are much interested at the present time in export trade to Great Britain in view of the splendid demand there and

this is still another factor in considering the strength of the market. Just how long this latter condition will exist is difficult to say, but the probabilities are that it will continue for the duration of the war.

In the meantime a great many farmers have gone out of raising hogs and it will be some few months at least before they will again be a factor in the market.

## A Gastronomic Indignity

**G**OING along the street of a certain Canadian town the other day, the writer noticed a somewhat peculiar window display. It was peculiar because of the variety of goods shown in it. It was certainly one "great mixture." There were bottles of ginger ale, some laundry soap, green onions, a side of bacon, some bottles of pickles, a few packages of washing soda, tins of pork and beans, three or four lemons, a bottle of furniture polish and a couple of tins of sweeping powder, etc., etc.

Imagine someone sitting down to a meal consisting of all these things! It would be considered a great indignity to the chief organ of digestion. Nevertheless here was a window display, containing this motley throng of goods. This is one of the things that Canadian Grocer has talked against ever since its inception and we are quite sure that the perpetrator of this display has not yet had the good fortune of joining the ranks of our subscribers.

The ideal window is the one made up of a single line of goods, attractively displayed, or of associated lines. If a window trim contains housecleaning articles, it should not contain foodstuffs. It is, however, one satisfaction to note that the variety of display above referred to is fast disappearing. Only occasionally it is run across.

## Work of the Trade Newspapers.

**T**HE work of the trade newspapers of Canada, and the part they are playing in the matter of boosting business—and particularly the trade newspapers published by the MacLean Publishing



Co—is emphasized in the following extract taken from an address by Lorne A. Eedy, proprietor and editor of the St. Marys Journal, St. Marys, Ont., given before a recent convention of weekly newspaper men:—

“The trade newspapers of Canada are doing a very great deal to encourage the local retailers to advertise and to advertise intelligently in the country weekly. Their departments on retail advertising have many good practical ideas both for the country merchant and the country publisher. For the more progressive weeklies which “sell copy” the sample Ads. published in the excellent MacLean papers are most valuable.”

This is just another evidence of the important advertisement services Canadian Grocer is giving its readers.

### Firmer Prices on Canned Goods

**T**HE canned goods market is one that the retailer should study pretty closely at the present time. Just exactly what is going to happen in canned goods may not altogether appear on the surface, but one can draw his own conclusions by studying the general situation carefully. It was announced in Canadian Grocer some time ago, that the canners are not going to pack nearly as much fruit and vegetables as a year ago. The reason for this is plain, when one considers the financial conditions confronting a great many canners. There is not likely to be the same over-stock that visited the market during the past season. Then again from all accounts the Holding Company which is to include all canners of fruits and vegetables is going through, and many say it is almost in operation at the present time.

Looking ahead therefore, there appears little else on the canned goods horizon but firmer prices. Indeed the frost of a couple weeks ago was considered a sufficient reason for several canned goods holders to firm their prices. It would therefore appear that when the new crops come in, in mid-summer and the fall, the trade will not likely be able to purchase at the same exceedingly low prices that have been existing all along. If this reasoning is sound, there is no reason why the trade should continue cutting prices. It isn't likely canners are going to pack at a loss another year.

### Creative Salesmanship.

**S**OME retail merchants have an idea that they are up against a stone wall, that is, as far as increasing their business to any great extent is concerned. They believe that they are getting pretty near all the business that is available in the community, and they long for a wider field, where they can cultivate more trade—when as a matter of fact they are neglecting opportunities at home. There are many merchants who realize that in order to make money—more than a bare living—they must increase their volume of business but they feel that it is a difficult problem; especially in these days when competition is keen and competitors are wide awake.

But there is a powerful weapon lying near at hand; right under their nose, if they could only see it. It is not a panacea for all the ills of the retail dealer's business. Nor an “open sesame” to fortune's gilded doors. But it is mighty near to being both, and it is called “Creative Salesmanship.”

With it you can deal sledge-hammer blows to non-

success and convert a sickly, anaemic, run-down trade into a healthy, robust, money-making business—and a scarcely-make-profits-meet-expenses sort of business into one that will show a nice fat surplus at the end of the year. To illustrate this an experiment by one retailer will prove interesting. In one day he succeeded in selling, in addition to the regular trade, nine lamp burners of a new style, simply by calling the attention of customers to their superior illuminating qualities and giving a little demonstration with a couple of lamps equipped with the different burners. That was creative salesmanship. None of these customers had the slightest intention of purchasing a lamp burner when they entered the store, yet through the simple power of suggestion coupled with a tactful little display, they had purchased an article which would advertise the store and pay the owner thereof a particular profit.

Right in this lies the psychology of creative salesmanship; the raising of the gross profit without any increase in the expense ratio.

Did it never occur to you that there are many lines of goods upon your shelves (and perhaps many more that you do not carry) that would pay you a splendid profit if you could only sell them? Well, you can if you only think so. Call up your latent powers of salesmanship and go after these lines good and hard. And in addition to the above take a look through this paper and see how many lines of goods are advertised—lines which you may not stock at present but which you could handle to advantage and with considerable profit.

### Editorial Notes

**THERE ARE** a lot of people who think more of a cheerful manner than they do of a 5 per cent. discount. Cordiality is the cheapest thing you can dispense in your store.

. . .

**BAD HABITS** are the little threads with which the weak Lilliputians bound the strong Gulliver in helplessness. Good habits are like a well-made harness, enabling us to do our work with less friction and waste of energy.

. . .

**MANY PEOPLE** forget that the big city mail order houses cannot give goods away below cost any more than can the local merchant, and that with a big salary list, a high rental, a high tax bill and other city expenses it is not likely that goods can be sold at less than cost.

. . .

**THE MAJORITY** of retail advertisers of to-day must direct their copy to the women of the community. They are the purchasing agents. Convince the women, and you'll sell to the rest of the family. The women studies where and what to buy; the man works to pay the bills.

. . .

**IT'S A GOOD** thing to be discontented when it spurs a man on to greater endeavor. Keeping up to last year in sales is standing still, so the merchant should not be content unless his business increases. You cannot measure the value of inspiration that comes from constantly increasing sales. And the way to bring that about is application. Dig in and do it—then keep at it.



# The Flour and Wheat Situation

Montreal Milling Man Gives His Views on the General Situation and Points Out Why Market is Declining and Why There is Now So Little Export Trade—The Early Stampede for Flour Analyzed.

Based on interview with W. A. Black, vice-president and managing director Ogilvie Milling Co.

**T**HE war has produced many instances to prove that first impressions are not necessarily lasting; firmly held ideas of the effects of war conditions upon business have been entirely wrong in many instances. Depression has followed early activity predicted to last for the full term of the campaign and activity has followed repression where indefinite dullness was anticipated. In the milling industry Canada to-day faces a very slack domestic demand and an almost entire absence of export inquiries; in the steel industry plants all over the country are working to capacity to meet the calls of the war office—and the same change in conditions applies to some other lines.

When the declaration of war came there was a stampede for flour. Prices rose and there was demand for supplies that the mills could not meet. Cases were even known where Canadians bought supplies in the United States and paid the duty rather than face a shortage which they thought would lead to starvation. The people could only see one course for the future—the war was on and there would be a world demand for flour. Some even saw this demand taking from Canada the supplies required to make the very bread of her own people.

What has been the result. To-day we have passed through over ten months of war; through conditions which have been as bad and worse than were foreseen during the fateful early days of August last. And instead of there being a shortage of flour there is little demand either at home or abroad; in fact there has been little call for Canadian flour abroad since the war commenced. Mills are working only half capacity and the future is very unsettled.

## Decreased Consumption.

The situation to-day is that Europe has practically stopped buying flour. France is taking a little, but the British Government has gathered supplies of wheat and products from the four corners of the Empire and for the time being has sufficient for all needs. Dealers have been told that they can buy what they like, but they are reluctant to do so in view of the attitude of the government. England to-day is taking deliveries of wheat at as high as 30c above the market as the result of the re-

cent decline, but the policy was to protect future supplies, and this has been done despite the cost.

Altogether it would appear that the factor which was not taken into full consideration was the effect of the war in reducing consumption. This has been noted in Canada and no doubt applies to a similar extent in Europe where many people are living as cheaply as possible. People who rushed to put in a supply to "prevent starvation," forgot that the war actually destroyed very little wheat and that demand has a direct relation to supply.

## Profits On Wheat.

Practically the only advantage that the war has created for the Canadian milling industry has been the profits made on the stocks of wheat held before the advance in prices. These profits would be in proportion to the supplies held. Otherwise, as stated before, the domestic demand, after the first rush, has fallen much below the normal while there has been little demand from Europe. And now the prospects are that the millers will lose a goodly margin of their profits in practically the same manner as they made them, the fluctuations of the market. The recent down movement has resulted in a loss from the high point of about 35c. Again, the extent of the losses will bear a direct relation to the stocks on hand when the change came.

Now with a falling market there is little disposition on the part of the trade to buy—there seldom is on a declining price schedule. Dealers, noting the spread of 20c in the prices between spot and September deliveries, are looking for further declines, and are naturally reluctant about stocking up.

The export future is obscured by the difficulties in securing transportation facilities and Canada is further handicapped by the fact that the American market is in a better position to cater to what business is passing than the millers in this country. The spread between Canadian and American wheat markets is an illustration of this.

## The Wheat Market.

The immediate situation depends much upon the supply of wheat in the country. Reports would still indicate, despite the recent slump in prices, that there is reason to doubt whether European deliveries would not run the supply pretty low

before the new crop comes. However, even at the present market there is a spread of 20c between the old and the new figures. The question remains to be answered as to just how much wheat will be called for foreign delivery before harvest.

Always erratic in a certain degree, the wheat market has developed more uncertain tendencies than ever. The slightest influence recently has started a selling movement and however slight it has been, it has usually been carried several points in the day's trading, while the longs endeavored to unload and curb their losses. Recently the prospect of opening the Dardanelles has evidently given rise to the idea that Russian stores of wheat would be released, while it seems to be overlooked that Russia will probably have little energy to devote to the movement of wheat while dealing with transportation problems in serving the army facing Germany.

However, there is a question to be answered as to whether present values are not still high in view of good crop prospects, the quietness of European demand and the curtailment of ordinary consumption at home and abroad. For a "bull" market war demand and the curtailment of output owing to the number of men engaged in the war are the arguments.

## WASH THE WINDOWS.

With some stores it seems to be the custom to have the show windows washed whenever the porter gets around to the job. While most people believe in a certain amount of exercise, most of them are averse to hurdling mop handles. Window washing should be done in the early hours of the morning.

H. P. Pennock & Co., Ltd., wholesale grocery brokers and manufacturers' agents, Winnipeg, have opened a branch office in Regina, Sask., in the Downing Building. Richard Lewis, formerly representing Sutton's Pickles and Jams of England, throughout Canada, is in charge of the Regina branch.

Don't criticize a fellow because he doesn't agree with you. You may be wrong.



# Holding Company Almost Assured

At Meeting on Tuesday Plan Was Advanced But Not Quite Consummated — Canned Goods Market Firming Up—Some Heavy Buying Reported During May—Much Smaller Packs Expected This Fall—Canning at a Loss to be Eliminated.

IT was expected that at the meeting of the canned goods men in Toronto on Tuesday afternoon, the endeavor to form a Holding Company to take charge of all the sales would have been consummated. The Holding Company, however, is not quite an absolute fact, but from all information that can be secured on the matter, it is most likely to go through.

Some weeks ago Canadian Grocer gave pretty much in detail the basis of the formation of this company, which was to take over stocks in canners' hands, to market them. The idea was to maintain prices, as far as possible, so that everybody would be in a position to make some profit. As it has been all along, canners have been actually selling goods at a loss, and this has tended to the cutting of prices from wholesaler to retailer and retailer to consumer. This meant that those members of the trade, who had any considerable stocks of canned goods were finding little sale for them at a profit, and they either had to hold them or lose money. The proposed Holding Company was to overcome this adverse condition of affairs. It was to be in operation for three years, the actual selling of the canned goods to be left in the hands of a committee. The Holding Company was to pay the canners actual factory price for their goods, and later on, when these stocks were turned over, if any better figures were secured, these canners whose stocks were marketed, would receive the difference. Prominent members of the trade who are closely in touch with the situation have every confidence that the Holding Company will go through in the near future.

As to the present canned goods situation, the market is certainly firmer. The trade feel sure that with the experience of the past season in their minds, and therefore the fact that there will be less canned goods packed this year, present prices are exceptionally good buys. One canned goods broker told Canadian Grocer that the month of May was the best he had ever experienced in his business career—that is, so far as the earlier months of the year are concerned. He sold goods to practically every wholesale house in Ontario, to wholesalers in Winnipeg, Edmonton, Regina, Saskatoon, etc. Vegetables were, of course, more particularly in demand, but his sales included considerable quantities of fruits as well.

There are two reasons for this renewed interest in canned goods. One is due to the fact that last fall, wholesale grocers did purchase their usual supplies. Things were uncertain then and they simply refused to stock up as was their custom. While they had, in many cases, some splendid orders from retailers, they were more anxious to sell the retail trade on a hand-to-mouth basis, to be sure of their money. Therefore, it was not necessary for them to carry extensive stocks. Now, when the big demand is setting in these large stocks are required, and therefore the wholesale, as well as the retail trade, is in the market for them. The broker above referred to sold between ten and fifteen cars during May to one particular wholesale house in a city in Western Canada.

The other reason is that canned goods are particularly cheap at present prices. It is questionable if they will be as cheap within the next few years. As the canners are not going to put up the same quantity this season as last, it stands to reason that future prices are going to be stiffer.

## Situation Must Be Cleared Up.

One reason, of course, why many of the independent canners sold their products at such a low price, was that they were anxious to obtain sufficient money to satisfy the demands of the banks who were carrying them. No doubt the banks are still following up some of these canners who are waiting to see the Holding Company go through, when they will be in a pretty fair position to liquidate at least a percentage of their indebtedness.

Should the Holding Company not go through, it would appear that some of them would be in straightened financial circumstances.

In the meantime, apart from construction work which is a small quantity this year—canned goods are going into consumption rapidly. The canned foods industry is an immense one, particularly when every phase of it, from the growing of the fruits and vegetables to the retail selling, is taken into consideration. Present conditions certainly cannot last forever. The canned goods industry will always be a factor in this country, and sooner or later it will have to be on a paying basis. Canned foods are staple foods in Canadian homes. There are few things cheaper or more nourishing at the price. Therefore they will always be in demand and it is simply a matter of time before the situation is cleared up.

## ORGANIZATION IN SMITH'S FALLS

At a meeting of merchants in Smith's Falls, Ont., recently, Eric C. Jamieson, of Ottawa, district organizer of the Retail Merchants' Association, Eastern Ontario, had an informal talk with the business men. He told of the work the association was doing, mentioning the abolition of the trading stamp nuisance, the exemption of retailers from the Workmen's Compensation Act which meant a saving to every retailer, enforcement of the law regarding pedlars and transient traders and of the law governing false advertising. A petition was presented for signatures to change the present business tax from 35 per cent. of the assessed value of the property occupied, to 10 per cent. The matter of the wholesalers selling direct to the consumer was discussed and voted as unfair. A change in the Garnishee Act, the removal of the scale testing fee and the taxing of mail order houses were other vital matters dealt with. Last but not least a special system of collecting bad debts was explained and shown to be of great benefit to members of the association.

## GOOD IDEAS SECURED.

MacLean Publishing Co.,  
Dear Sirs:—Find enclosed postal note for \$4.00 in payment for subscription to Canadian Grocer and MacLean's Magazine.

Please excuse delay in remitting. We are very much pleased with the Canadian Grocer and get some very good ideas from it. We are very much interested in the write up of How to Collect Accounts, and articles on credit system.

Elmira, Ont.

RUPPEL & CO.,

## READERS' SERVICE DEPARTMENT.

*Canadian Grocer conducts a Service Department open to all our readers. Special investigations will be made for retailers and advertisers upon request and free of charge. If you are in search of the source of a new foodstuff, or you want to know the agents or manufacturers of any line—foodstuff or equipment—'phone us or drop us a line. The "Readers' Service Department" is at YOUR service.*



# Weekly Half Holiday in Ontario

Towns and Cities Where it is Being Observed—Annual Feature of This Paper Published for Benefit of Travelers of Wholesale Houses and Manufacturers—The List a Lengthy One and Growing From Year to Year.

**T**HE following is a list of a number of the towns and cities in Ontario where a weekly half holiday is being or will be observed this year. It shows that the merchants in Ontario are more and more interested in their personal welfare and that of their clerks. This half holiday gives them all an opportunity to get away from the store once a week and out into the pure, fresh air. Canadian Grocer would like to hear from merchants of any town which is not represented here, and where the half holiday is observed:

ARNPRIOR—No half holiday.  
 AYLMEER—Every Wednesday afternoon during June, July and August.  
 BARRIE—Wednesday, June, July and August.  
 BEAMSVILLE — Wednesday afternoons during June, July and August.  
 BELLEVILLE—Wednesday afternoon during July and August; not general among the grocers.  
 BOWMANVILLE—Wednesday afternoons during June, July and August.  
 BLENHEIM—Wednesday afternoon, June, July and August.  
 BRACEBRIDGE—No movement yet for half holiday.  
 BRADFORD—Thursdays during June, July and August.  
 BRANTFORD—Wednesday afternoon June, July and August.  
 CHATHAM — Thursday afternoons June, July and August.  
 CHELMSFORD—No half holiday this year so far.  
 COBOURG — Wednesday afternoon during summer months.  
 COCHRANE—No half holiday.  
 DESERONTO—One p.m. Wednesday during July and August.  
 DUNDAS—Wednesday June to September inclusive, with grocery stores closing in April.  
 DUNNVILLE—No decision yet. Petition asking for half holiday Wednesday June to September.  
 ESSEX—Thursday afternoon at 2.30 o'clock during June, July, August and September.  
 GALT—Thursday afternoon during July and August.

*This list of towns and cities where half-holidays are being observed this year is published chiefly for the travelers. This will give them an opportunity to see where the half-holiday is observed and the day of the week. This paper will be pleased to forward to any wholesale house or manufacturing firm a number of reprints of this article upon request, for distribution among their travelers. Please advise immediately how many are required.*

GUELPH — Thursday, June, July, August and September.  
 HAMILTON — Every Wednesday afternoon during summer months.  
 HANOVER—No arrangements yet.  
 HAVELOCK—Wednesday, June 16th to August 25th.  
 HAWKESBURY—No weekly half holiday decided.  
 HESPELER—Wednesday afternoons during June, July and August.  
 JARVIS—Thursday afternoon during June, July and August.  
 KEEWATIN—Wednesday afternoon during June, July and August.  
 KENORA—Wednesday afternoon at 1 o'clock during June, July and August.  
 LATCHFORD—No holiday.  
 LEAMINGTON—Every Friday at 12.30 p.m. from May 1st to Sept. 30th.  
 LONDON — Wednesday afternoons from May to September, inclusive.  
 MADOC—Thursday afternoon from June 17 to August 19.  
 NEWMARKET — Wednesday afternoon during June, July and August.  
 NIAGARA - ON - THE - LAKE—No weekly half-holiday.  
 NORTH BAY—Stores close at 1 p.m. every Wednesday during June, July and August.  
 NORWICH — Wednesday afternoon during June, July and August.  
 OAKVILLE—Wednesday at 1 p.m. for May, June, July, August and September.

ORANGEVILLE — Wednesday half holiday during July and August.

OSHAWA — Wednesday afternoon during summer months.

OTTAWA—Thursday afternoons during June, July and August, and first week of September. Movement among some to close Saturdays at 1 p.m.

OWEN SOUND—Wednesdays during July and August.

PALMERSTON—No weekly half holiday.

PARRY SOUND — No arrangement yet.

PETERBOROUGH—Thursday in July and August.

PORT HOPE—Wednesday afternoon during June, July and August.

PRESTON—Thursday afternoons until end of August.

RENFREW—No half holiday.

RIDGETOWN — Wednesday, during June, July and August.

ROCKLAND—No afternoon holiday.

ST. MARY'S — Wednesday, during June, July and August, at 12.30.

ST. THOMAS—Wednesdays, during July and August.

SANDWICH — Thursday afternoon during summer months.

SARNIA—No decision yet.

SAULT STE. MARIE—Thursday afternoon during May, June, July and August.

SIMCOE—Thursday afternoon during June, July and August.

SMITH'S FALLS—Wednesday afternoon during June, July and August.

SOUTHAMPTON—No half holiday decided on but matter is being discussed by local paper.

STAYNER—No movement yet.

TILLSONBURG—Wednesday afternoon during June, July and August.

WELLAND — Wednesday afternoon during June, July and August.

WHITBY—Wednesday afternoon during summer months.

WINDSOR—Thursday afternoon during May, June, July and August.



# Westerners' Views on "Co-operative" Trading

Finance Man Talks to Credit Men's Association in Winnipeg on Mid-West's Business Problems and Goes Into the Problem of Farmers Uniting to Buy Direct—The Retail Merchants' Side of the Problem.

By S. R. TARR, M.A.

PERHAPS this is as fitting a stage as any in the course of these rambling remarks to touch upon the place co-operative trading may have in the Mid-West's business outlook. Co-operation in selling and buying is undoubtedly a factor to be reckoned with. But, while there is a tendency in some quarters to underestimate the extent of its probable development, there are those, on the other hand, who exaggerate its probable effect upon the course of general trade—in the near future, at any rate. The development of co-operative trading in Western Canada has from the first been practically a part of the provincial farmers' organizations. These organizations have to-day at least 40,000 members in the three prairie provinces. Co-operation among Western farmers has developed chiefly along two lines: the marketing of grain and the purchasing of agricultural and other supplies in wholesale quantities. The Grain Growers' Grain Co., the Saskatchewan Co-operative Elevator Co., and the Alberta Farmers' Co-operative Elevator Co. last year handled well over 50,000,000 bushels of grain. It is claimed for all of these farmers' grain companies that, besides returning to the farmers in the form of dividends a portion of the profit which is made on the handling of their grain, they have, through the competition created with the line companies, raised the price received by the farmers for their crops.

Live-stock men are also practising co-operation. Pure-bred sires are being bought by groups of farmers and are improving the class of horses, cattle and hogs of whole districts. Small farmers are also bringing their fat cattle and hogs together so as to make up a carload for shipment to the Winnipeg or Calgary market, instead of selling individually to local dealers. In both Saskatchewan and Alberta there is a strong agitation for the establishment of co-operative abattoirs, cold storage and pork packing plants. The Alberta Government some years ago offered to establish a packing plant, provided the farmers would guarantee under penalty to supply 50,000 hogs a year. This offer is still open, and it is expected that the necessary guarantees will be given before very long. The co-operative wool sales organized by the Saskatchewan Government proved so successful last

*A few weeks ago, S. R. Tarr, managing editor of Canadian Finance, gave an address before the members of the Canadian Credit Mens' Association, Limited, Winnipeg, on the Mid-West's Business Outlook. In the course of his talk he touched upon the co-operative method of farmers writing to buy direct in quantities, giving his views on this important subject. As this is a question that occupies a prominent part in association work in Canada, a portion of his address is reprinted herewith for the consideration of our readers.*

year that they are planned on an extended scale for the coming season.

## Purchasing of Staple Supplies.

Some time ago the local branches of the Grain Growers' Associations decided to club their orders and purchase their binder twine in carloads from the manufacturer, thus saving two or three cents a pound. This experiment was followed by the purchasing of other staple commodities which could not be handled direct from the car by the purchasers. Flour and feed, apples, fence wire and posts, coal, cordwood, seed grain, sugar and lumber are among the goods which the farmers are buying in car lots, while such things as formalin, coal oil, gasoline, fish and groceries are brought in in less than carload quantities.

The modus operandi was described as follows recently in an article in Canadian Finance by John W. Ward, associate editor of The Grain Growers' Guide:

"Purchases are usually made either for cash or with draft attached to bill of lading. On the arrival of the shipment, the secretary of the Association, or some other member, meets the draft out of his personal funds or arranges a loan from the bank. He then collects from the purchasers as they take their portion from the car, or as soon afterwards as possible. This usually works out successfully, but occasionally there is trouble through some member not being able to pay at once, through a shortage in the shipment, or some other unforeseen accident. Then, of course, the member who has undertaken the financial responsibility has trouble. It is felt on this account, as well as for other reasons, that if the movement is to be

come permanently successful, it must be carried on through legally constituted co-operative societies with capital at their disposal and with proper by-laws and officials — and, where necessary, warehouses in which to store goods."

## Defeated by R. M. A.

Mr. Ward said further: "Although attempts to secure Federal co-operative legislation have been defeated by the Retail Merchants' Association, provincial legislation has within the past two years been passed in both Saskatchewan and Alberta, while a co-operative act, which was passed and forgotten over twenty years ago, has been discovered on the statute books of Manitoba. Both the Alberta and Manitoba acts provide convenient machinery for the establishment of local stores with what is known as the Rochdale system of dividing profits, according to patronage, after payment of a fixed rate of interest on capital; but the Saskatchewan Co-operative Act limits the societies registered under its provisions to dealing in commodities which may be handled in carload lots, and expressly forbids the establishment of retail stores. The number of retail co-operative stores established in Manitoba and Alberta, however, is at present very small and these have not met with uniform success."

The Winnipeg store is apparently having a hard time to make headway—the reason advanced by some close observers being that insufficient salary has been paid to secure capable management. A store at Oakville, however, is said to have had a much more successful experience. A considerable number of societies have been registered under the Manitoba Co-operative Act, but most of these have been organized merely for the better carrying out of the bulk purchasing activities.

## Co-operative Trading in Saskatchewan.

It is in Saskatchewan, apparently, that the co-operative movement is making the most rapid strides. The Saskatchewan Grain Growers' Association secured from the Legislature in the spring of 1914 power to become the purchasing agent of its own local branches and of the co-operative associations formed under the Co-operative Act of the province, of which there are now in all over 135. Business was opened about the 1st



of July, and in the remaining six months of the year no less than \$300,000 worth of goods were sold to the local organizations by the central office. Mr. Ward quotes J. B. Muselman, secretary of the Saskatchewan Grain Growers' Association, and manager of the trading department, as saying that the purchasers of these goods saved \$75,000 by co-operating, and that the saving to the people of Saskatchewan in lower prices as a result of competition from the Grain Growers was not less than \$300,000. The business of the central association by no means represents the whole of the co-operative purchases of the farmers, as numerous lumber companies, mine operators, millers and manufacturers of implements and other farm supplies are taking their share in the business of supplying the local associations.

The central association acted as a jobber, selling to the locals at regular wholesale prices—not, it is asserted, at cut prices. Practically no capital was employed in the business, which was on a cash basis, and a profit of over \$10,000 was shown by the accounts presented by Mr. Muselman to the annual convention of the Association at Regina in February.

#### Opposition From Retail Merchants' Association.

This year apparently is to see a further branching out of the farmers' associations along co-operative lines. In Alberta and Manitoba the executives are considering forward steps they shall take, while the Saskatchewan Association is getting charter amendments authorizing it to "Manufacture, produce and deal in" anything and everything. The Grain Growers' Co. also obtained a widening of its trading powers through amendment to its charter at the last session of Parliament.

As Mr. Ward frankly admits, and as might naturally be supposed, the introduction of co-operation has aroused opposition in some quarters. The Retail Merchants' Association of Canada, and its provincial branches have openly fought it, and members have been urged both in public meetings and in "private and confidential" letters not to purchase from any wholesaler who sells to Grain Growers' Associations or to co-operative societies. At first there were a number of lines of goods which could not be obtained by the Grain Growers from wholesalers and manufacturers, who apparently hesitated to depart from established channels of trade for the sake of securing orders from what might prove only temporary agencies.

#### Claim to be Getting Groceries.

The attitude of those favoring co-operation may be summed up by the convincing paragraph from Mr. Ward's

article: "It is evident," he says, "that the co-operative movement has come to stay, and the purchasing power of the organized farmers is too big a factor to be disregarded. At any rate, there are to-day a great many manufacturers and wholesalers who are catering for the co-operative trade. The one thing that the grain growers and co-operators cannot readily obtain is groceries. Mr. Muselman made the statement at the Regina convention that there was not a wholesale grocer in Canada that dared to fill the \$400 and \$500 orders that he was able to place. 'We are getting groceries,' he added, 'but I cannot tell you where or how.' At present the law does not provide for the establishment of co-operative retail stores in Saskatchewan, and the Grain Growers are not asking for legislation along this line. It is realized, however, that with the progress of co-operation the storekeeper cannot continue in his present position. On the other hand, it must be recognized that the elimination of local stores would mean the community's losing a convenience it can ill afford to be without. In many places it is believed that the ultimate solution will be through taking over the business of local merchants and employing them as managers. There are many successful precedents for this in Minnesota, and it is a solution of the problem that has many advocates among the co-operative farmers."

#### Slow Growth of Co-operative Stores.

In passing, it may be said with regard to Mr. Ward's last mentioned point, that until co-operators are willing to make an arrangement more remunerative to their store managers than they yet seem inclined to allow, they are not likely to get this plan on a successful working basis in very many centres.

Taking Canada as a whole, there are as yet not quite a score of co-operative retail stores reporting to the secretary of the Co-operative Union of Canada, who has his headquarters in Brantford, Ont. The volume of sales reported has increased gradually, though steadily, from about \$350,000 in 1909 to \$1,425,000 in 1913—figures for last year not being yet available. The three societies with the largest yearly business were the Nova Scotia mining centres of Glace Bay, Sydney Mines and Dominion—each of which had a turnover around the two hundred thousand-dollar mark. There were only three societies reporting from the Prairie Provinces in 1913, with trade as follows: Winnipeg Co-operative Society, sales of under \$23,000; Western Canadian Co-operating Trading Co. of Coleman, Alta., with sales of \$96,500; and the Eckville & Gilby Co-operative Co. of Eckville, Alta., with sales of \$15,000. The some-

what chequered career of the Winnipeg society has already been mentioned; the Coleman store, I am informed, is in a position that may be considered in mercantile phrase as "fair"; while the Gilby concern, in its small way, appears to be really making good. Efficient management is as essential, perhaps more, to the success of a co-operative enterprise as it is to that of an individually-owned business.

#### Many Attempts Were Failures.

Evidently the co-operative store business in the West is still in its infancy. A number of attempts have turned out failures—but those who conclude from this that there will not be larger future development may be reminded that it was forty-five years after Roger Owen introduced the plan in Great Britain at the beginning of the 19th century before a really successful beginning was made at Rochdale in 1844. Here in the Middle West it may be anticipated that, as co-operative effort in marketing becomes more and more successful, there will be an increasing tendency to enter upon co-operative buying as well. Whether or not, for the next few years, this will confine itself chiefly to the present somewhat informal plan of ordering staples in bulk through local association secretaries, remains to be seen. The outcome will depend largely, it seems to me, upon whether alert retailers blindly combat the co-operative trend of the day or reckon with it intelligently—and get in to the circle themselves.

#### Will This Continue for Long?

Those of us who had the interesting experience of journeying through North Dakota as members of your association's Better Farming Committee, were much struck with the movement towards local co-operation there. We were further struck with the fact that the merchants of North Dakota's towns and villages are determined to ride on the co-operative hand wagon. By money contributions to the better farming movement, by arranging local fairs and prize contests, and in other ways, they are proving their interest in the development of their surrounding districts. Instead of bucking against co-operative buying, the more wideawake of them are making close cash quotations or carload or other bulk lots of staples, ordered through them by local farmers' clubs. The margin of profit is small, but sure—for it is a cash transaction. And the long-headed merchant figures out that he has gained the goodwill of his constituency; also, that what he has saved for them through lower prices on staples is very likely to be spent later upon various other lines that he carries in stock.

The farmers' clubs, for their part, are apparently willing to give local deal-



ers a first chance in quoting upon bulk orders. Further, they seem to realize that the merchants are entitled to some remuneration for attending to such business. Of course, in some instances, as on this side of the line, orders are sent direct by club secretaries who, if they look after all details for nothing, may be able to make an additional saving for members on the particular transaction. But such saving is in a sense artificial—being a straight contribution of services which have economic right to remuneration—and such volunteer management cannot be looked for permanently. Generally speaking, however, the members of farmers' clubs met by us throughout North Dakota believed in giving the local merchant a chance to be part of their co-operating circle.

Is there not here a hint for the alert Western Canadian retailer? Can he not in some cases forestall competition by taking the initiative as his community's co-operator-in-chief, so far as cash purchasing of certain generally used commodities is concerned? Better still, could he not sometimes create a general demand for some article as yet but sparingly used? I don't know how generally the buying of carload lots of apples, for instance, has been already adopted through local farmers' associations. But what a chance there would seem to be for an enterprising merchant in a district where this plan had not already been introduced, to boldly take the lead—whether entirely "off his own bat," or by arranging distribution through the local farmers' association. By adopting such a course voluntarily, he would surely stand a better chance of becoming the recognized medium through which the community would make bulk purchases of various staples. Let him keep his margin on such purchases so small that it can be shown clearly as a mere payment for service. Above all, let cash, not time, be the essence of the contract. He would look to other lines which did not lend themselves to joint ordering by his customers, for his ordinary commercial profits. (I may explain, parenthetically, that I am pre-eminently qualified to theorize upon trading matters, my own experience in merchandizing having consisted of no less than six weeks' efforts, nearly a quarter of a century ago, in a direction vividly portrayed by the stage version of "Potash and Perlmutter." I refer to the book agency game—not that of selling "saquereens.")

#### Preserving Local Trade Channels.

But to return to our hypothetical country merchant. I may be all wrong, but it appears to me that a man taking the course outlined would be in a position to impress upon his country customers the incidental advantages to

them of dealing through local trade channels, and building up a local business centre. Any intelligent farmer will surely come to recognize—if the point is emphasized often enough—that, other things being equal, a quarter section near a thriving village would be worth more (if he ever came to sell) than the same number of acres adjacent to only a loading platform and a metal-clad grain elevator. Then, to mention only one other consideration, the farmer near a thriving centre has a decided advantage in getting banking accommodation. Also, there are various less tangible ways (though real enough to the average man—and woman) in which the proximity of a live village or town contributes to the convenience and social enjoyment of farm life.

The farmer undoubtedly can stand some educating in the realization of all this. But the man who will generally have to start the educating is the merchant himself—aided and abetted, of course, by the editor of the local paper which incidentally carries the merchant's advertising. And it is up to Mr. Storekeeper to see that the editor does not go to sleep on his job in this particular.

#### Wholesalers' Support for Efficient Retailers.

I won't venture to suggest in what particular ways the wholesale trade can best help worthy retailers to adjust themselves to changing conditions. But I am confident that good counsel and a united effort toward influencing the retail merchant to sell for cash and take his discounts would be of invaluable aid during what promises to be somewhat of a transition period in retail merchandising throughout the West. Where cash selling is not entirely feasible, why should not the retailer charge more on credit sales running beyond a specified time?

General business will have to take into account the new movement—and individuals and concerns readjust their methods and activities as time goes on. But they are under the necessity of doing that whenever any new trade competitor comes within their respective fields. Established and efficiently managed business—retail or wholesale—has little need to fear co-operation. The movement's growth will mean competition from one quarter, but it will correspondingly tend to keep out new competitors who would otherwise enter the field as the West's requirements expand during the coming years. Undoubtedly some retailers have been ousted from the British field by co-operative development. But there are constantly occurring instances, in every community, of old businesses dropping out because newcomers are better fitted for the en-

durance race of current trade. And this has always to be remembered, that whatever particular interests may or may not be affected by it, any movement that aims at bringing producer and consumer more economically together is in the line of real progress. Interesting in this connection is the reported comment made by "Pat" Burns, when asked the prospect of the United Farmers starting a co-operative packing plant in Alberta. "Let them go ahead," he said, "the more the merrier. It is all good for the country."



#### TEA PRICES NOW AND AFTERWARDS.

(Continued from page 25.)

in the trenches. This is necessarily so for two reasons: First of all, the need of some beverage was distinctly felt; and secondly, the fact of Tommy Atkins drinking tea in the trenches set the Frenchman tea drinking too. That is the third reason.

Fourthly, the tendency towards states "going dry" in the United States and the predilection towards tea-dances over there is another reason for higher prices on tea.

Fifthly, there has been so much tea lost by reason of the fact of the German submarine warfare that in a season when consumption is so large and supplies are no bigger than usual it is bound to be felt. Over eight million pounds of tea have been sent to the bottom since war began.

#### What of the Future?

We do not think that for some time after the war prices will be any easier than they are now. It would seem that all this increased consumption has not been met and cannot be met by increased production. Tea men who know are frankly uneasy. The gardens are not producing any more than usual, but they have to supply more than usual, or, to put it another way, there is a greater demand than usual. A householder in London and in Canada and in the States too is learning that he has got to pay more for his tea. Prices in Canada have already been advanced, and the opinion has been recorded in Canadian Grocer that they will be advanced still further because they are now below the market. Tea men are not by any means lining their pockets at this present. I think a further advance is in the offing and may materialize at any moment, and the chart which is reproduced here would appear to be corroboration of such an opinion.





**War and the Current of Trade**

Wall Street Journal.

War is the great teacher of geography. It also impresses in a forceful and lucid way lessons in international exchange, a subject theoretical or nebulous to the average citizen, in times of peace. The movement of gold from Japan to the United States has been suspended. The reasons are interesting, and it may surprise the careless thinker to know that this Trans-Pacific trade has an intimate relation to the attempt to force the Dardanelles at all costs.

Japan, in fact, has been acting as broker for Russia. War supplies have been trans-shipped there for Vladivostock, to take the long journey over the Trans-Siberian Railroad. But the port of Archangel in the Arctic Sea is now free from ice. Russian supplies are moving that way, and Japan can afford to suspend the export of gold in payment for them.

But Archangel is only a port five months of the year. Here is where the vital importance of access to the Black Sea comes in. This is why the Allies are not afraid of sacrificing a battleship or two, if they can once win their way into the Sea of Marmora. What the German navy, lacking experience and tradition, has failed to see, the British have recognized in all times since navies existed at all.

British commanders know that you cannot have omelettes without breaking eggs. Of course, all sunk battleships look alike in the German provincial papers. But the shrewd observer here will notice that, with one exception, the British and even the French war vessels torpedoed have been of antiquated class. The last of the British vessels sunk in the Dardanelles was more than twenty years old.

Well might sailors say: "We that are about to die, salute you." Vessels of semi-obsolete class torpedoed in the North Sea must have been, to the knowledge of their officers at least, used somewhat in the capacity of bait. A Triumph or a Majestic sunk in the Dardanelles is a small matter where the British navy is being strengthened by vessels like the Queen Elizabeth and her five consorts.

Rudyard Kipling once said that if the British army had always waited for supports the British Empire would have ended at Brighton Beach. No doubt the

warships at the gates of the Black Sea are taking risks which would horrify that eminently safe tactician, Von Tirpitz. If they can force the passage, a dozen obsolete battleships would be a trifling price to pay for the enormous advantages involved.

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**The Cheapest Food**

From the American Miller.

Millers have just grounds of complaint over the attitude adopted by many newspapers and magazines and even by the Government in recent months, towards wheat flour as an economical food. The false logic has been followed that because wheat flour had advanced in price it could not be as economical as those foods which had not advanced in price. The reason why wheat and flour advanced in price was because the people of Europe, both belligerents and neutrals, recognized that at even twice the price prevailing before the war, wheat flour was still the cheapest food that could be purchased. It was the demand created by the war that advanced the price of wheat and flour, and this demand came because Europeans knew that at almost any probable price wheat flour was the cheapest food they could buy.

The authorities of the Millers' National Federation have urged all millers to use in their advertising and as reading matter in their local papers, the facts in regard to wheat flour as an economical food. In this way the effect of the articles that have appeared in the press suggesting substitutes for wheat flour can be counteracted. Millers need use no sophistry. The plain facts already presented by the Government itself, prove that there is no substitute for wheat flour at anything like the price of wheat flour.

A pound of flour which costs from 3 to 4 cents will provide as much nourishment as two pounds of meat costing from 30 to 50 cents. Wheat flour contains from 10 to 13 per cent. of water. Meat is 60 per cent. water, potatoes 75 per cent. and milk over 80 per cent. Most vegetables are nearly all simply organized water. Wheat flour is from two to ten times cheaper than ordinary foods, comparing price and nutriment. These are telling facts which millers should use in their advertising to disprove to the public the fallacies which have been spread broadcast by the press.

**Anglo-Russian Trade**

Russo-British Journal of Chamber of Commerce.

What will be the result of the war on Anglo-Russian trade is a question to which there should be but one answer. Of the outcome of the war, it is unnecessary to speak, for all considerations are based on the inevitable victory of the united forces of the Allies. The outstanding feature in the commercial situation is the dominant position hitherto occupied by Germany. No less than 50 per cent. of Russian foreign trade has been with Germany, largely as a result of the Commercial Treaty of 1904, so favorable to German interests. With the assistance of a conventional tariff, which permitted German goods to enter Russia under a reduced Customs duty, and backed by the push of a network of agents who are instructed to give long credit terms, Germany has secured more than a lion's share of Russian trade, and in some branches almost a monopoly. The question before us is, how, after the conclusion of peace, will Russo-German trade be changed? There is no doubt that Germany will put forward super-human efforts to re-establish her connections. Her merchants will but increase their proverbial pushfulness to overcome the temporary aversion to German goods. It is for the British merchant to take advantage of the opportunity to wrest the Russian market from Germany, and while it is possible that he will be assisted by facilities from the Russian Government in the shape of preferential Customs treatment, yet this preferential treatment will hardly be sufficient in itself to assure the sale of British manufactures in Russia to the extent which is warranted by the relative capabilities of England and Germany to supply the Russian market. British merchants and manufacturers will have to become less conservative in their business methods and profit by the lessons of Germany's progress, a progress largely based on credit terms which the Russian buyers expect and obtain, and a free use of commercial travellers who speak Russian. There is no need to overlook the fact that a great incentive to Anglo-Russian trade would be given by an alteration in the Russian commercial law according greater security for industrial enterprises and capital investments.





## THE CLERKS' PAGE



### TOOK BACK THE RETURNED SALMON.

Editor Clerks' Page,—In reading the clerks' page in your last week's issue, I noticed a question concerning a woman who sends to a store for a can of salmon. She opens it and finds—as she thinks—that it is not good or not nice looking and so returns it. As this has happened to me I was much interested in it, and so will tell you what I did in a similar case. Before the woman bought the can of salmon, I told her I had four grades, of which she chose the cheapest. Of course the salmon was good enough for the price—13c a can. I had bought a little quantity of it for some of my customers who wanted that sort. I looked at the salmon and found it to be in good order. I told her it seemed to be alright to me but that of course it was not like the salmon which sells at 25c or 30c a tin. Anyhow I took back the salmon and to my great surprise the woman after I gave her back her money, bought from me \$1.50 worth of goods. Also since that time she has been in three times and always bought quite a lot from me for which she paid the cash. Otherwise I would certainly have lost these sales and more of them, and now she always buys the best which is really the cheapest. I would like to know what others would have done in similar instances. I think I was in the right, was I?

H. L. \_\_\_\_\_

Carleton Place, Ont.

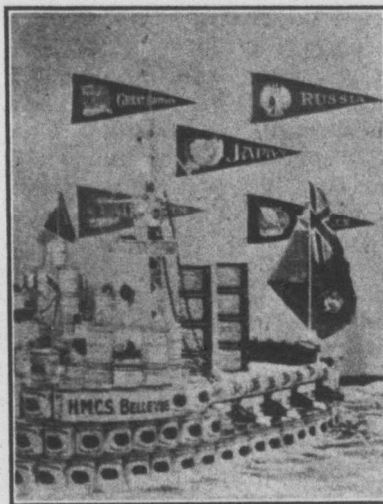
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### FINE BATTLESHIP TRIM.

THE accompanying illustration shows another conception of a battleship made out of grocery articles. This man-of-war window was shown some time ago in the store of T. Burnett, of Bellevue, Alta. It will be noted that the hull of the vessel is made chiefly out of canned tomatoes. Canned fruit is used for the railing and fruit in jars stands around the stern to represent the sailors. The towers on the foredeck are made of coffee in tins, jams in tins and canned fruits. There is an exceedingly tall mast with a Union Jack on it, but which does not show up distinctly on the reproduction made of canned fruits also. Bottles of wine and catsup represent the guns sticking out from the port-holes. There are also one or two toy

guns sitting on top of the tins of coffee. There is a British flag on the stern and pasted or nailed on the background are the flags of Great Britain, Russia, Japan, France and Belgium. At the time the display was made, Italy had not yet entered the war. A more minute description of how the battleship was made will be seen from the following:

- Hull was made of canned goods.
- The funnels are five-pound tins of jam.
- The deck is made of sago.
- The mast of small tins of spices.
- Ladder to the mast is cranberries



Battleship trim shown recently in the store of T. M. Burnett, Bellevue, Alta.

strung on string, with cross pieces of tooth-picks.

Man in the crows-nest is a tar soap doll.

The guns are bottled goods.

This boat was equipped with miniature electric lights for night advertising. On the floor was cheese cloth, soaked in water and sprinkled with green sweeping powder. The display was made by Fred Chapple. It is to be regretted that the photograph of this trim was not larger as it certainly is a very clever design and one that would have showed up well in a large cut.

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### "REPLACE EVERYTHING NOT SATISFACTORY."

Editor, Clerks' Page, Canadian Grocer:  
Dear Sir,—Re question, "What would you do?"

Cases of this kind have occurred with me before, and I have found by experimenting on such complaints, that it is

far better to replace the can without argument, as when a woman thinks a can of goods is bad, it is almost impossible to convince her that it is not, although she may be entirely in the wrong. If you refuse to replace the goods, she will, nine times out of ten, stop trading with you, and you will lose many times the price of the canned goods in the long run. My belief is "Replace all goods that are not entirely satisfactory." If they are bad, throw them out, if they are good, empty into a glass container and you can use them at your own home.

Ford Small.

Maple Creek, Sask.

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### WELL REPRESENTED AT THE FRONT.

There are many firms in the foodstuff industry whose ranks are depleted by members going to the front. Gunns, Limited, Montreal and Toronto, is well represented.

The following officers and employees of the staff of Gunns Limited, twenty-three in all, are now with the colors:

The president of the company, Lt.-Col. J. A. Gunn, commanding the 24th Battalion Victoria Rifles, Montreal.

Major Dr. J. N. Dunn, in charge of the specialists' department of the Canadian hospital at Shorncliffe, England.

Sgt. Chas. Ball, Lance-Corp. Muir, Privates Chambers, Sedden, Imlach, Harrower and Clackett, 48th Highlanders.

Sgt. Cleverley and Private Fields, Queen's Own Rifles.

Signaller Sgt. Earnshaw, Royal Canadian Dragoons.

Privates Wm. Montgomery and Geo. Grice, Princess Patricia's L. I.

Privates Nelson Martin and S. F. Flavell, Mississauga Horse.

Privates Stephenson and Cotton, 36th Regiment.

Private J. B. Ironside, 36th Battalion, Hamilton.

Privates J. Green, R. Green and R. Adams, Eaton Machine Gun Battalion.

Driver Frank Ball, 9th Field Battery.

Of the above, Private Grice was killed in action some time ago and Sgt. Ball, Lance-Corp. Muir and Private Imlach have been wounded, but from latest reports are apparently all well on the way to recovery.



## CURRENT NEWS OF WEEK



### Quebec and Maritime Provinces.

Lieut. C. A. R. Tennant, formerly a Montreal merchant, has been killed at the front.

Savage & Blaufrim, general merchants, South Roxton, Que., have registered.

The Westminster Provision Stores, grocers and butchers, Montreal W., have registered.

Ingraham, McLeod & McDonald have registered as general merchants at New Victoria, N.S.

Chas. McCormick, general dealer, Sydney Mines, N.S., sustained a fire loss recently.

Merchants of New Glasgow, N.S., close Wednesday afternoon from June 16 to August 25, both inclusive.

R. Boily, Les Eboulements, Que., has purchased the general merchandise and store fixtures of John Connelly, Les Eboulements.

The bakery of James Strachan, Ltd., on City Hall Avenue, Montreal, was burned on June 1, the loss amounting to \$100,000.

J. H. Kelley, formerly manager of the Civil Service Co-operative Store, in Ottawa, has opened a store at the corner of Albert and O'Connor Streets, Montreal, under the name of the New Method Grocery.

William Mulock, Jr., of Toronto, son of Sir William Mulock, and one of the shareholders of the Atlantic Sugar Refineries, Limited, St. John, N.B., was made a director of the company at a recent meeting. He fills the vacancy caused by the resignation of Henry J. Fuller, formerly of Montreal, who recently moved to New York.

Allison Ltd. is the name of a new grocery firm in Halifax, N.S. The store will be situated near the centre of the shopping district on Barrington St. and is headed by Mr. Allison, a former Halifax man who has had a long experience in the grocery business, both wholesale and retail. He was a traveling salesman for years for a couple of Halifax wholesale grocery houses, and retired from the road to manage the Miles & Co. retail business of Glace Bay from where he came to Halifax.

### Ontario.

J. R. Harrison, grocer, Toronto, has sold to M. Cronan.

James Sexsmith, grocer, Toronto, passed away recently.

R. Barker, grocer, Toronto, is succeeded by H. L. Mole.

L. H. Clarke, grocer, Keewatin, Ont., is succeeded by H. Turley.

Edward Clements, grocer, Toronto, has sold to the Lynn Grocery Co.

Hugh Malcolmson, a Chatham, Ont., grocer, sustained a fire loss recently.

The Welland Co-operative Society, of Welland, Ont., has made an assignment.

J. S. Richardson, a general merchant in Tilbury, Ont., passed away last week.

The general store of H. Phillips, Lambton Mills, Ont., was destroyed by fire last week.

J. U. Tyson, grocer, flour and feed merchant, Warton, Ont., sustained a fire loss recently.

R. M. Lindsay, of St. Thomas, Ont., has purchased a general store in Wingham, Ont., and has taken possession.

Edward McGinty, of Lynch & McGinty, grocers, Belleville, Ont., was killed by falling under a train at Nananee.

The Retail Grocers' Association of London, Ont., have now joined in with the Retail Merchants' Association as the London Grocers' Section.

E. F. Mason, a Peterborough, Ont., grocer, has disposed of horses and delivery wagons and purchased an automobile to take their place.

The Hamilton, Ont., Board of Trade, which includes many merchants and foodstuff manufacturers, will visit the Buffalo Chamber of Commerce June 15-17.

The Dominion Canners, Limited, have purchased the Mongolia property on William Street, Chatham, Ont., near the G.T.R., where they intend to erect a factory.

### Western Canada.

Fred Dibden, grocer, Saskatoon, Sask., sustained a fire loss recently; insured.

Merchants of Nokomis, Sask., close Wednesday afternoon during June and July.

J. B. Muter, general merchant, Hewarden, Sask., has opened a branch at Broderick.

Porter & Co., Ltd., general merchants, Broadview, Sask., have been incorporated.

Cousins & Cummings, general merchants, Highland, Alta., have dissolved, J. Cousins continuing.

J. W. Lambert, general merchant, Prince George, B.C., has disposed of the dry goods department.

W. G. Hicks, who has been in the employ of the W. W. Cooper Company, of Swift Current, Sask., has severed his connection with them and has accepted a similar position with H. Snell, Ltd., of Moose Jaw, Sask.

The grand council of the United Commercial Travellers' Association was held last week in Saskatoon. Grand officers were there from Winnipeg, Brandon, Regina, Moose Jaw, Medicine Hat, Calgary, Edmonton and Lethbridge.

At a meeting of the Retail Merchants' Association, Winnipeg, it was decided to support in every way the National Patriotic carnival to be held there July 1 to 10. It was agreed to decorate a float and also to be represented in the procession itself. The merchants will also decorate their stores during the time the carnival is in progress. A committee was formed to make further arrangements regarding the matter.

At a meeting of the executive of the Retail Merchants' Association, Cranbrook, B.C., F. A. Riches was chosen as secretary to succeed G. S. Hougham, resigned. Mr. and Mrs. Hougham are leaving soon for their new location at Nanaimo where Mr. Hougham has taken the secretaryship of a newly formed association.

The annual convention of the Manitoba and Saskatchewan Wholesale Grocers' Guild closed recently. The most important items discussed were freight rates and the adjustment of prices of competitive lines of groceries. Matters affecting the financial standing of firms during this year which has been a particularly hard one for the retail and wholesale grocers, were given a thorough sifting at the meeting.

### WILL OF JOHN CUDAHY.

The will of John Cudahy, the millionaire meat packer, whose death was reported some time ago, was filed in Chicago May 3rd. The estate is estimated by his attorneys at \$1,500,000. It is left to his widow and four children.



# An Interesting Tea Situation Again

Religious Trouble in India—Canned Goods Selling Splendidly to Retail Trade—Sugar Continues Firm—Firmer Situation in Several Dried Fruits—Bean Market Fairly Well Cleaned Up.

Office of Publication, Toronto, June 10, 1915.

**T**HE wheat situation both in Chicago and Winnipeg is particularly interesting in view of the crumbling which has attended prices for the last couple of weeks. July wheat in Winnipeg is quoted now at \$1.28; a week ago it was \$1.44. A month ago it was \$1.62. There is therefore a break in the Western wheat market of thirty-four cents in one month. Only less spectacular in proportion is the break in Chicago. At time of writing July wheat is quoted at \$1.16; one month ago it was \$1.31; so that here too there is a break of fifteen cents. Prices are down of course, chiefly in sympathy with the excellent crop prospects for both United States and Canada.

The large winter wheat crop now practically assured in the States has done much to reassure people on the score of how it would turn out. It is practically harvested in the Southern States, and is in process of harvesting in Kansas, and consequently any damage now done by adverse weather conditions cannot materially affect it. As for the September crop this is estimated now at 675,000,000 bushels in the States, and in Canada at 200,000,000 bushels. Adding to this the winter wheat crop in both countries it should give a total of 950,000,000 bushels for the States and 220,000,000 bushels for Canada. It has been ascertained that the damage done by recent frost was only slight and really will not cut much ice.

There is, however, the other side of the medal to look at. It is true that prices are considerably lower now than they were one month ago, but they have got to go a long way yet until they reach the level at which wheat was sold in Winnipeg and Chicago on this date last year. On June 7th, 1914, July wheat was selling in Winnipeg for 96¼ cents; in Chicago for 86¾ cents. These contrast oddly with \$1.28 and \$1.16, the figures respectively for this year. So that wheat is still very high.

In most of the European countries fairly good crops are going to be harvested, but of course the total acreage must be considerably below that of last year. And while this crumble in wheat prices has been spectacular now for a couple of weeks, it is only really a little thing compared with the big disparity between wheat prices this year and wheat prices last year.

These are days when oatmeal is giving place to seasonable and lighter breakfast food, and in that connection prices on oats are down this week. This is part of a general downward movement in which all the cereals without exception are sharing and they of course are following the phase of the wheat market which we have just discussed to some extent.

So far as produce and provisions are concerned, bacon shows a tendency to be firmer and prices are about ¼c higher this week. Butter on the other hand is coming in more easily and more plentifully and the quality is exceptionally fine. This is because the grass throughout the country is in such excellent shape and has not so far—owing to the dry and perfectly cool weather—attained that rank state which becomes its part and parcel later on in the year.

Cheese is still abnormally high, but this is chiefly due now to the fact of the intense dearth of new make in England. The cheese factories over there are not making anything like the amount of cheese they were at this time last year and every possible cheese that can be snapped up here or in the States is bought at whatever the figure. Nevertheless there is a slightly easier tone to the market and sometime within the next few weeks we think we may possibly see prices somewhat lower. It is not to be hoped, however, that they will get as low as during most years.

There is little change in the situation of new-laid eggs, except to note that the demand for storage has more or less ceased. Public consumption is as large as ever and deliveries are correspondingly heavy.

## Markets in Brief

### QUEBEC MARKETS.

#### FLOUR AND FEEDS—

Manitoba up 50c per bag.  
Several lines of feeds up.  
Ontario flour market firmer.  
Easier feeling in rolled oats.  
Fair demand for shorts and bran.

#### FISH AND OYSTERS—

Gaspe salmon reduced to 15c.  
Large mackerel scarce this run.  
Lower prices on Western salmon.  
Dressed bullheads up to 12c lb.  
Frogs' legs down slightly.  
Slight advance in lobster prices.

#### FRUIT AND VEGETABLES—

New beets cheaper.  
Wax and green beans down to \$2.75.  
Cucumbers plentiful, \$2.50.  
Florida celery nearly off market.  
Shallots replace Bermuda onions.  
Spinach down to 50c per box.  
Old turnips up to \$1 bag.  
Apricots and peaches arrive.  
Strawberries slightly firmer.

#### PROVISIONS AND PRODUCE—

Meat market continues firm.  
Butter prices decline again.  
Decline in cheese almost sure.  
Eggs affected by hot weather.  
Lots of old crop honey in stock.  
Ducklings arrive at 23-28c.

#### GENERAL GROCERIES—

Big jump in China Congous.  
Dried beans getting firmer.  
No advance occurred in sugar.  
Shelled walnuts slightly easier.  
Tapioca and sago held firmly.  
Valencia raisin stocks low.

### ONTARIO MARKETS.

#### FLOUR AND CEREALS—

Manitoba flour lower.  
Reduction in winter wheat.  
All cereals lower.  
Mill feeds down.

#### PRODUCE AND PROVISIONS—

Lard levels higher.  
Breakfast bacon up.  
Lots of butter coming.  
Cheese slightly easier.  
New lards unchanged.

#### FISH AND OYSTERS—

Lobster getting scarcer.  
Whitefish slightly lower.  
Frogs' legs big seller.  
Flounders stiffen in price.  
Eastern salmon in.

#### FRUIT AND VEGETABLES—

Strawberries higher.  
Late Valencias advance.  
Grape fruit scarce.  
Canadian lettuce selling.  
Spinach much lower.

#### GENERAL GROCERIES—

Tea up again.  
Sugar market firm.  
No change in coffees.  
Canned goods selling.  
Rice in good demand.  
Spices unchanged.  
All fruits slow. g

### QUEBEC MARKETS.

Montreal, June 10.—Business has not been so bad during past week, and the whole of May showed up well. This was true of the wholesale trade and in the primary market as well. Stocks are mov-



CANADIAN GROCER

ing out well, and sorting business is good.

Interest is centered this week in decision arrived at by the trade on the subject of canned goods. The threat was made at the end of the month that prices would be slaughtered, that being the date on which contracts with the canners expired. It begins to look as if the long-talked-of holding company will be formed, and that prices will be maintained. At the time of writing, apart from a few details, it was stated that the formation of this holding company had been completed.

Anxious eyes are being turned towards the tea market. China Congous have reached a new level, and are going higher. Ceylon and India blacks remain very high.

SUGAR.—No change was made in Montreal quotations when the market was so strong last week, and in the meantime raws have eased off slightly—from 4 to around 3 15-16c. Trade here has resumed its former dullness after a short period of business. Refiners are looking towards a big improvement in the near future on account of the arrival of cheap fruits.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lumps—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEAS.—Cables received here from Hankow state that price on cheapest Congous is 23c, which is higher than prices being quoted here to-day. China Congous were offered at 18 and 19c here last week. This condition is brought about by Russia, whose buyers are clearing the market daily. China greens have not opened up yet, and the general impression is that China will make more black tea than usual to meet the Russian demand. Thus, the supply of China greens is liable to be smaller than usual. Scarcity of freight space is telling more and more on the tea market, and it is difficult to make shipments on account of the impossibility of securing freight room. Freights from Calcutta are three times as much as they were before the war. Grocers in Montreal have accepted the advance, and in the past ten days have placed orders at the higher figures. They say that, of course, the public will have to pay the difference as usual. A New York importer writing to their agents here, state that if their customers want their orders executed, they must

disregard all limits, and leave their principals to do the best possible under the circumstances. They are speaking principally of China Congous. The market for Japans is strong, and on about the same basis as a year ago. Montreal importers are reported to have been in New York buying heavily in anything they can lay their hands on in the shape of Ceylon and Indias. From Formosa arrivals are reported to be coming in sparingly, and the market is strong.

DRIED FRUITS.—Valencia raisins stocks seem to have run rather low, and importers are receiving inquiries from widely distributed points. Prices are a cent higher than those in May, but Valencias are not an important factor in the market just now, and they are being replaced by California muscatels. Prices on new pack prunes for fall are easier, but spot goods are held firm, and stocks are limited. The easiness in California is probably due to the fact that an end to the war cannot be seen, and little exporting will be done this year.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 50-lb. boxes	0 06
Apples, choice winter, 25-lb. boxes	0 08 1/2
Apricots	0 11 1/2
Nectarines, choice	0 11 1/2
Peaches, choice	0 07 1/2
Pears, choice	0 13 1/2

DRIED FRUITS		
Candied Peels—		
Lemon	0 20	0 21
Lemon	0 13 1/2	0 14
Orange	0 13 1/2	0 14
Currants—		
Amalias, loose	0 07 1/2	
Amalias, 1-lb. pkgs.	0 08	
Filiatras, fine, loose, new	0 07	
Filiatras, packages, new	0 08	
Vostizzas, loose	0 09	

Dates—		
Dromedary, package stock, per pkg.	0 09	
Figs, choicest	0 12 1/2	
Hallowee, loose	0 08	
Hallowee, 1-lb. pkgs.	0 07 1/2	
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	0 14	
7 crown, 12 lb. boxes, fancy, layer, lb.	0 14	
6 crown, 12 lb. boxes, fancy, layer, lb.	0 13 1/2	
1 lb. glove boxes, each	0 12	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14	
40 to 50, in 25-lb. boxes, faced	0 13	
50 to 60, in 25-lb. boxes, faced	0 12	
60 to 70, in 25-lb. boxes, faced	0 11	
70 to 80, in 25-lb. boxes, faced	0 10	
80 to 90, in 25-lb. boxes, faced	0 09 1/2	
90 to 100, in 25-lb. boxes, faced	0 09	

Raisins—		
Málaga, table box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster	3 60	
Muscatsels, loose, 3 crown, lb.	0 09	
Sultana, loose	0 10	0 11
Sultana, 1-lb. packages	0 11 1/2	0 14
Valencia, selected	0 09	
Valencia, 4-cr. layer	0 09 1/2	
Cal. seedless, 16 oz.	0 11	
Seedless, 12 oz.	0 09	
Fancy seeded, 16 oz.	0 10	
Choice seeded, 16 oz.	0 09 1/2	

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

RICE.—A local house has just got in a large consignment of Siam of good value at 4 1/2c. Patnas are firm, and are quoted higher in London than prices here on old crop, of which the supply in Canada is large. There is no change in Rangoons. Tapioca and sago are held firm. Shippers are asking 6 1/4 to 6 1/2c per lb., which is little less than quotations to the retail trade here.

Rangoon Rices—	Per cwt.
Rangoon, "B"	3 70
"C.C."	3 80
India bright	3 85
Lustre	3 95
Fancy Rices—	
Imperial Glace	5 50
Sparkle	5 70
Crystal	5 45
Ice drips	5 85
Snow	5 70
Polished	4 85

Pearl	5 05	
Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.)		
Imported Patna.	Per lb.	
Bags, 22 1/2 lbs.	0 06	0 06 1/2
Half bags, 11 1/2 lbs.	0 05 1/2	0 06
Quarter bags, 5 1/2 lbs.	0 05 1/2	0 06 1/2
Velvet head Carolina	0 09 1/2	0 10 1/2
Sago, brown	0 06 1/2	0 07
Tapioca—		
Pearl, lb.	0 06 1/2	0 07
Seed, lb.	0 06 1/2	0 07

MOLASSES.—The tone of this market is firm in Barbadoes for fancy and choice. A local wholesaler has placed order for 500 puncheons delivered June, where for May and June his orders usually aggregate 5,000 puncheons. It will be seen that the trade is buying for immediate needs only, and not for stock. No crop molasses is selling for 42c per gal. per puncheon for fancy—the same price as was asked for old crop. The planters do not seem to have come down any in their quotations, 39 1/2c and 40c being asked, all charges paid in Montreal.

Barbadoes Molasses—	Fancy.	Choice.
Puncheons	.45	.41
Barrels	.45	.44
Half barrels	.50	.46
For outside territories prices range about 3c lower for fancy; nothing for choice.		
Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2	
Pails, 3 1/2 lbs., \$1.95; 25 lbs.	1 46	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, 1/2 doz. in case	2 80	
Cases, 20 lb. tins, 1/4 doz. in case	2 85	
Maple Syrups—		
New, pure, per 8 1/2 lb. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	1 15	
Maple sugar, pure, per lb.	0 10	0 12

NUTS.—The market on shelled walnuts is a little easier, local houses asking 33c by the box, and 32c for 5 to 10 boxes. There is a good demand for peanuts, prices ranging from 7 1/2c to 12 1/2c. Nuts in shell are very quiet.

Almonds, Tara	0 16	0 18
Grenobles, new	0 14	0 16
Marbots, new	0 12	0 12
Shelled walnuts, new, per lb.	0 32	0 33
Shelled almonds, 28-lb. boxes, per lb.	0 37	
Sicily filberts	0 13	0 14
Filberts, shelled	0 28	
Pecans, large	0 18	
Brazils, new	0 12 1/2	
Peanuts, No. 1, 12 1/2c; No. 2	0 09 1/2	
Peanuts, No. 3	0 08 1/2	

COFFEES.—Market firm, and fair demand. June for coffees and spices is quiet. Business should be better in July.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 21	0 22
Java	0 31	0 36
Maricao	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 15	0 17
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

SPICES.—There are no features of unusual interest in this market, and local trade is quiet. June is an intermediate month, and business will not brighten up until July. There is a demand for concentrate needs in the States for ginger, peppers, nutmegs, cassias, herbs and seeds. Higher prices are looked for on red peppers on top of the enormous advances which have already taken place

	5 and 10-lb. boxes	1/2-lb. pkgs. dozen	1/4-lb. tins lb.
Allspice	—0 17	0 70—0 80	—0 24
Cassia	—0 23	0 75—1 05	—0 31
Cayenne pepper	—0 30	1 08—1 31	—0 38
Cloves	—0 41	1 21—1 31	—0 48



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Cream tartar—40-lbs.			
Ginger, Cochin	—0 19		
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	1 00—1 15	—1 00
Nutmegs	—0 40	1 08—1 26	—0 75
Pepper, black	—0 20	0 90—1 00	—0 31
Pepper, white	—0 31	1 15—1 20	—0 40
Pastry spice	—0 23	0 95—1 20	—0 31
Pickling spice	—0 20	0 85—1 00	0 80—0 95
Turmeric	0 21—0 23		

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

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian		0 13
Dutch		0 16
Cinnamon, China, lb.	0 22	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies		0 35
Shredded cocconut, in pails		0 19½
Pimento, pure		0 17

**DRIED VEGETABLES.**—Beans are firmly held for 3 lb. pickers at \$3.10 and \$3.25 to the wholesalers, and there seems more of an inclination in the trade of sitting up and take notice speculatively. There has been quite a little speculating going on by those who believe that the market will work higher before fall.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 30
Yellow, per bushel		3 50
Yellow eyes, per bushel		3 50
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 99 lbs.		5 25
Barley, pot, per bag		2 85
Barley, pearl		4 50

**CANNED GOODS.**—The statement is made here that, apart from a few details, the formation of a holding company for the independent canners has been completed. "If it goes through," says one wholesaler, "the prices will be better maintained. Of course, there have been certain quantities of canned goods from outside canners sold at less than a profit limit, but these were small compared with the large quantities in the hands of the large canners, which really determine market prices. With the limited pack this year, prices are not high according to the cost of packing."

In the canned salmon market, chums have a tendency to be cheaper.

### ONTARIO MARKETS.

Toronto, June 10.—The outstanding feature of the markets this week has been the continued drop of wheat prices. The wheat markets just at present are in undisputed control of the bears, and a bull voice is but a still, small voice. In the market summary Canadian Grocer goes into figures showing the decline during this last month, and also a comparison of wheat prices now and twelve months ago. It is not necessary to reprint those figures here. Some more and some facts may, however, be complementary. First of all, no let-up to the downward trend of the Winnipeg and Chicago markets is in immediate sight, and it looks as if lower levels will be registered, and pretty soon at that. There are those who say the decline has gone too far, but they talk as bulls without acting as bulls, for they won't buy in any quantity yet to stand on it for a profit. It is true that the supply of old wheat is not adequate, but that is more than offset by the exceptionally

fine crop prospects, consequent upon which would-be buyers are offering only low prices. An official crop estimate to hand as we go to press promises an increase in the American wheat yield of 60,000,000 bushels, and in the Canadian yield of 50,000,000 bushels. Therefore, this continent will have 110,000,000 more bushels to offer Europe this year, and, while crops over there are bound to be less—and, therefore, our extra hundred thousand bushels will be useful—still there will be some wheat of Europe's own growing and would-be sellers would be foolish to suggest that Europe is crying out for wheat because she hasn't a bit of her own. Nevertheless, farmers on this continent will to a certain extent be able to sell when and for what they want, and the big question for the farmer is, "When shall I sell?"

Consonant with and consequent upon the market crumble in wheat all cereals and some feeds have suffered a decline. At that, business is but poor.

It is good to be able to report that the first week of June has shown considerable improvement over the month of May, which, readers will remember, was an unfortunate one for most wholesalers and retailers alike. Trade has looked up and grocers are confident, if last week be any augury, of a good month now and better to come.

Apropos the high prices on tea—there is another advance in London of a farthing—a prominent tea man here had a letter from a friend in London, which reads in part: "Looking at the tea position all round, I cannot possibly find any weakness in the position. We will be getting large quantities of Ceylons of very inferior quality during the next two months, but every pound of it will be needed; and if it were not for this little extra weight of Ceylon tea coming along, grades would be somewhere nearer 1/6 per pound than one shilling. My reading of the position is that nothing can happen to bring the price down, but that sheer force of circumstances and whatever may happen, politically or owing to possible submarine successes, can do nothing else but send up the price of tea." In this connection we would point out the article dealing with this question which appears on another page in this issue.

**SUGAR.**—The statistical position is still strong in New York, although there has been some weakness incidentally. Weather in Cuba is unsettled. Buyers of raws are holding off to some extent just now, but this seems only a temporary condition. Fruit preserving season will soon be here, and then refiners will have to sell to a considerably larger extent than right now. They have been holding off as long as they could,

but they will have to buy shortly. This is the case too in Toronto, and an advance is looked for. The market is strong, and any weakness is put down as a vagary; 4c raws in New York ought to mean a seven dollar basis here, and an advance would not surprise anybody. Keen competition may prevent it. The strength of the situation still is a big lot of foreign buying. Then, too, a cargo of sugar went to the bottom two or three days ago, and doubtless that will have a bull effect, even if it is only slight.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 29
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
50 lb. boxes	7 11
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 56
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominos, cartons	8 11
Paris Lump—	
100 lb. boxes	7 46
50 lb. boxes	7 56
25 lb. boxes	7 76
Yellow Sugars—	
No. 1	6 31
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**TEA.**—There is nothing of importance in the local market. The situation abroad continues awkward, and, as we have suggested already, the view taken in London is frankly serious, as is evidenced by the letter reproduced.

Tuesday was auction day in Colombo, and one large company has received a cable from their correspondents there reading as follows:

"Civil disturbances here. All business suspended." This firm thinks it is very serious news indeed. No cables came through since last Wednesday, and all ships sailing from Calcutta to London, that usually stop at Colombo, have not been stopping there on account of the local disturbances. Consequently, there has been great shortage of freights. It was fully expected that the London auction yesterday would jump from two to five cents per lb, on the news, but it only advanced another farthing. This, however means an advance of a cent in the last two weeks. It is at this rate at least that the market has been steadily advancing for months past—about a farthing a week. Tea men these days are thankful that a farthing advance is all.

**DRIED FRUITS.**—Currants continue firm because of rumors that the situation in the primary market is so strong; the crop has been pretty well cleaned up, and supplies are difficult to get forward even when bought. Raisins are firmer all round, and Valencias in particular are very strong. They are scarce on this market and while we quote 10 to 10½c we hear of sales at half a cent higher.



# CANADIAN GROCER

Evaporated apples are dull. Prunes show little activity and sales are few and far between. Dates and peaches have their average sale. The dried fruit market is more or less dull. These are the dog-days; fresh fruit is with us.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 08	0 08½
Amalass, choicest, per lb.	0 08½	0 09½
Patras, per lb.	0 08½	0 09
Vostizzas, choice	0 10	0 10½
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 50-lb. boxes	0 09	0 09½
Package dates	0 06	0 06½
Hallowees	0 07½	0 07¾
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ¼ cent more.		
Peaches—		
Choice, 50 lb. boxes	0 07	0 07½
25 lb. boxes, ¼ cent more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 10	0 10½
Seeded, fancy, 1 lb. packets	0 10½	0 10¾
Seeded, choice, 1 lb. packets	0 09½	0 10¼
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	0 10	0 10

**NUTS.**—The only activity displayed in this market is in shelled walnuts and almonds. There is some buying of these, chiefly for storage. Other lines are only hand-to-mouth. There are no price changes.

In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 18	0 19
Walnuts, Bordeaux	0 13	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 36	0 37
Filberts	0 35	0 36
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 37	0 38

**COFFEE.**—Situation is easy and demand is light. Prices are unchanged all through the list. There is a steady demand for cheaper grades. On others, though it is said stocks are low, there is little disposition to buy, buyers purchasing in as small quantities as possible. Situation in the primary markets is unchanged and easy. The summer season is a poor one for coffees, comparatively, anyway.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 30	0 30
Bucaramanga	0 30	0 32
Mexican	0 30	0 32
Maricao	0 26	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Chicory	0 14	0 14

**SPICES.**—Peppers, both black and white, remain the strong spot on the market. There is considerable call for them and the old difficulty of getting freightage still remains a worry. Market is therefore very firm on these. Cream of tartar is strong and in good demand; spot stocks are low. Ginger has firmed

up somewhat, though our quotations are unaltered. Demand for most spices is remarkably good.

Spices—		
Allspices, ground	Compound, per lb.	Pure, per lb.
Allspices, whole	0 10	0 15
Cassia, whole	0 21	0 23
Cassia, ground	0 14	0 16
Ginsanion, Batavia	0 27	0 29
Cloves, whole	0 28	0 33
Cloves, ground	0 18	0 22
Cream of tartar	0 25	0 35
Curry powder	—	0 26
Ginger, Cochon	0 15	0 17
Ginger, Jamaica, ground	0 18	0 21
Ginger, Jamaica, whole	—	0 25
Ginger, African, ground	—	0 14
Mace	—	0 30
Nutmegs, brown, 64s, 52s; 30s, 42s; 100s	—	0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	—	0 50
Pastry spice	—	0 22
Peppers, black, ground	0 14	0 18
Peppers, black, whole	—	0 20
Peppers, white, ground	0 19	0 24
Peppers, white, whole	—	0 30
Pickling spice	—	0 15
Turmeric	—	0 18

**RICE AND TAPIOCA.**—All rices are firm, and there is a steady demand. Patnas are firm, and we quote 7½ to 9c, the latter being low for fancy. Tapiocas show no change. The situation is quite strong and buying, though it is the summer season, is keeping up well.

Rice—		
Rangoon "B," per cwt.	3 48	
Rangoon, per cwt.	3 50	
Rangoon, fancy, per cwt.	5 00	
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	—	0 05½

## MANITOBA MARKETS.

Winnipeg, June 10.—Heavy rains all over the West occurred Saturday and greatly improved the crop prospects, which are now particularly excellent. This rain has done millions of dollars worth of benefit to the West, and, with another good rain or two, a splendid harvest and in all probability the best in the history of this country is practically assured. Apart from changes in fruits and vegetables and butter and eggs, there are few alterations in quotations this week.

**SUGAR.**—The raw sugar market is strong and the refined situation in New York in view of the purchases by Britain and France is also quite firm. In discussing the refined sugar market in New York, Willett & Gray say that, while the domestic trade is well protected on refined sugar, the fact that Great Britain and France will undoubtedly have to secure granulated from America, indicates that at present prices the market looks safe with a fair chance of higher prices later on. They further point out, however, that in September the sugar market is generally influenced by offerings of domestic beet sugar from the middle Western States for shipments in October. Granulated and United States refineries cut prices last week below the regular prices, but none of the others followed. After securing considerable business, prices were put back to the same level as the others, tone. Locally sugar is up 5c from last week.

Sugar, Eastern—	Per cwt.
Standard granulated	7 05
Extra ground or icing, boxes	7 90
Extra ground or icing, bbls.	7 70
Powdered, boxes	7 70
Powdered, bbls.	7 50
Hard lump (100-lb. cases)	8 00
Montreal, yellow, bags	6 66
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 05
Hayes, 50 lbs., per cwt.	7 15
Bales, 20 lbs., per cwt.	7 20
Powdered, 50s	7 45
Powdered, 25s	7 80
Icing, barrels	7 75
Icing, 50s	8 00
Icing, 25s	8 05
Cut loaf, barrels	7 85
Cut loaf, 50s	8 10
Cut loaf, 25s	8 35
Sugar, British Columbia—	
Extra standard granulated	7 00
Bar sugar, bbls.	7 15
Bar sugar, boxes	7 40
Icing sugar, bbls.	7 35
Icing sugar, boxes	7 60
H. P. lumps, 100-lb. cases	7 85
H. P. lumps, 25-lb. boxes	8 10
Yellow, in bags	8 10

Corn Syrup—	
2s, per case 2 doz.	2 73
5s, per case 1 doz.	3 13
10s, per case ½ doz.	3 01
20s, per case ¼ doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 60
10-lb. tins, ½ doz. to case, per case	3 50
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial, quarts, case, 2 doz.	5 40
Imperial, ½ gal., 1 doz.	5 50
New, pure, ½ gal. case	9 00
New, pure, ¼ gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

**DRIED FRUITS.**—There is little new in this market from a week ago. Local dealers here look for an easing off in prunes, and it is probable that apricots will also drop somewhat when the new crop comes in. These changes are, however, not expected for some little time.

Apples, evaporated, new, 50's	0 08½
Apricots, choice, 25's	0 36½
Apricots, choice, 10's	0 14½
Apricots, standard, 25's	0 12
Currants—	
Dry clean	0 07½
Washed	0 08½
1 lb. package	0 08½
2 lb. package	0 17½
Vostizzas, bulk	0 10
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1 lb. pkgs.	0 07½
Fard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 07½
Choice, 25-lb. boxes	0 07½
Choice, 10-lb. boxes	0 08½
Raisins, Muscatels—	
3 crown, loose, 25's	0 09
3 crown, loose, 50's	0 08½
Raisins, Valencia—	
Fine selected	2 60
Four crown layers, F.O.S.	2 35
Choice, seeded, lb.	0 11½
Fancy seeded, lb.	0 11
12-oz. packages, fancy	0 08½
12-oz. packages, choice	0 08½
Raisins, Sultanas—	
Corinthian Giants	0 13½
Superfine	0 12½
Finest	0 10½
Fine	0 16½
Prunes, in 25-lb. boxes—	
90 to 100	0 08½
80 to 90	0 08½
70 to 80	0 09½
60 to 70	0 10
50 to 60	0 11
40 to 50	0 11½
Table Layer Figs—	
1-crown, 3-lb. boxes, per lb.	0 15½
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13½
4-crown, 10-lb. boxes, per lb.	0 13
3-crown, 10-lb. boxes, per lb.	0 12½
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07½
Cooking figs, choice naturals, 25-lb. bags	0 07 0 07½

**RICE AND TAPIOCA.**—The tapioca market still displays strength, and dealers are expecting an advance of a cent or so a pound in the near future. Apart from that, there is little of interest in this market.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 04½
No. 2 Japan, per lb.	0 04½
Siam, per lb. lb.	0 03½ 0 04



# CANADIAN GROCER

Patna, per lb. ....	0 07	0 07 1/4
Carolina, per lb. ....	0 08	0 08 1/2
Sago pearl, per lb. ....	0 04	0 04 1/4
Tapioca, pearl, per lb. ....	0 05 1/4	0 06

**NUTS.**—There is some little activity in shelled walnuts and almonds. Buying is going along fairly steadily, and the situation has considerable strength. With regard to other lines there is not much doing, with the exception of peanuts.

<b>Nuts—</b>		
Brazil, new stock .....	0 15	
Tarragona almonds .....	0 19	
Peanuts, roasted Jumbos .....	0 12 1/2	0 14
Peanuts, choice .....	0 10	
Pecans .....	0 22	
Marbot walnuts .....	0 14 1/4	
Sicily almonds .....	0 14 1/4	
Shelled almonds .....	0 14	
Shelled walnuts .....	0 41	

## BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, June 10.—This is strawberry week, home-grown produce selling well, with the American product practically nil. Flour is down another 20c. The steamer Monteagle brought 700 tons of tea from Formosa, this being the first 1915 crop and the first ship to call there. Fine weather is helping business.

### PRODUCE AND PROVISIONS.

Butter, creamery, per lb. ....	0 35
New Zealand, cubes .....	0 36 1/2
New Zealand brick .....	0 37
Cheese, per lb., large .....	0 21
<b>EGGS—</b>	
Local fresh .....	25 c
Extra selected .....	21 c
Vancouver Island .....	25 c
Lard, 3's, per case .....	8 75
Lard, 5's, per case .....	8 67
Lard, 10's, per case .....	8 66
Lard, 20's, each .....	3 06

### GENERAL.

Almonds, shelled, lb. ....	0 45
Beans, Ontario, per lb. ....	0 6 1/4 c
Beans, Lyton .....	0 6 1/4 c
Cream of tartar, lb. ....	50 c
Cocconut, lb. ....	1 8 1/2 c
Commmeal, ball .....	53 00
Evap. Apples, 50's .....	0 8 1/2 c
Flour, 49's, bbl. ....	7 95
Lemons, box .....	3 75
Potatoes, per ton .....	20 00
Rollod oats, ball of 80 lbs. ....	3 85
Onions, lb. ....	0 2 1/4 c
Oranges, box .....	3 00
Rice, 50's, sack .....	1 90
Sugar, standard, gran., per cwt. ....	7 44
Sugar, yellow, per cwt. ....	6 70
Walnuts, shelled, lb., 40c; Almonds .....	42 c
<b>CANNED GOODS.</b>	
Apples, gals. 6/case .....	\$1 62
Beans, 2's .....	2 05
Corn, standard, per 2 dozen case .....	2 10
Peas, standard, per 2 dozen case .....	2 05
Plums, Lombard, 2's, case .....	1 90
Peaches, 2 1/2's, case .....	4 50
Strawberries and raspberries, 2's, case .....	4 80
Tomatoes, standard, per dozen, case .....	2 20

### SALMON.

Sockeye, 1's, 4 doz. case .....	\$9 00
Sockeye, 1/2's, 8 doz. case .....	10 75
Cohoos, 1's, 4 doz. case .....	4 75
Humpbacks, 1's, 4 doz. case .....	4 00

### DRIED FRUITS.

Apricots, per lb., 13 1/4c; Apples, lb. ....	0 8 1/4 c
Currants, per lb., 0 8 1/4c; Raisins, seeded, lb. ....	10 c
Prunes, 70-80, 25's, lb. ....	0 8 1/4 c
Peaches, per lb. ....	0 7 c
White Figs, per lb. ....	0 6 c

## CALGARY MARKETS.

Calgary, June 9.—Cheese and lard are firm, with a probable early advance in the latter. White beans are scarce, and Soyas have appeared on this market. A slow demand for flour is reported. A local packing house has received large contracts from the French Government for salt pork and smoked meats, and is working at full pressure to fill same. Creamery and dairy butter have declined rapidly, and new-laid eggs are not so plentiful. Copious rains have fallen, and with warm weather, crop conditions should be excellent.

<b>Fruits—</b>		
Strawberries, crate, 24 pints .....	3 00	
Cherries, 8-lb. box .....	2 25	
Oranges, case .....	3 75	4 00
Lemons, case .....	4 00	4 25

<b>General—</b>		
Beans, small white Japan, lb. ....	0 06 1/2	
Beans, Soya, per lb. ....	0 04 1/2	
Flour, No. 1 patent, 98's .....	3 75	
Rollod oats, ball .....	4 00	
Rollod oats, 80s .....	3 60	
Rice, Siam, cwt. ....	4 00	
Potatoes, No. 1 white, B.C., bushel. ....	0 75	
Sugar, pure cane, granulated, cwt. ....	7 55	
Shelled walnuts, finest halves, lb. ....	0 40	
Shelled walnuts, broken, lb. ....	0 30	

<b>Produce and Provisions—</b>		
Cheese, new Ontario, large, per lb. ....	0 21 1/2	
Butter, No. 1 creamery, lb. ....	0 26	
Butter, No. 1 dairy, lb. ....	0 20	
Eggs, new laid, doz. ....	0 20	
Lard, pure, 3s, per case .....	9 00	
Lard, pure, 5s, per case .....	8 93	
Bacon, smoked backs, per lb. ....	0 18	
Bacon, smoked bellies, per lb. ....	0 21 1/2	

<b>Canned Goods—</b>		
Tomatoes, 2s, standard, case .....	2 55	
Corn, 2s, standard, case .....	2 10	
Peas, 2s, standard, case .....	2 10	
Tomatoes, gals., case .....	2 00	
Apples, gals., Ontario, case .....	1 65	1 80
Strawberries, 2s, Ontario, case .....	4 90	
Raspberries, 2s, Ontario, case .....	4 50	
Salmon, finest sockeye, talls, 48x1s, per case .....	16 00	
Salmon, pink, talls, 48x1s, per case .....	12 25	

<b>Dried Fruits—</b>		
Evaporated apples, 50s, per lb. ....	0 09 1/4	
Peaches, choice, 25s, per lb. ....	0 08	
Apricots, choice, 25s, per lb. ....	0 15	
Pears, choice, 25s, per lb. ....	0 14	

## ALBERTA MARKETS.

By Wire.

Edmonton, June 10.—Trade continues brisk. Recent rains had curtailed Northern trade somewhat by delaying freights. Prospects are splendid for big harvest. Flour is coming down rapidly, reports showing United States harvest in good condition. Flour is now \$3.65 to \$3.75. Butter is down to 30c, with prospects for further decrease. There is no old cheese offered. Dairy butter, No. 1, is 18c, and No. 2, 16c. Cheese, new, is 21c to 22c.

<b>Produce and Provisions—</b>		
Cheese, new, lb. ....	0 21	0 22
Butter, creamery, per lb. ....	0 30	
Butter, dairy, No. 1, 18c; No. 2 .....	0 16	
Lard, pure, 3's, per case .....	9 00	
Lard, pure, 5's, per case .....	8 95	
Lard, 10's, per case .....	8 90	
Lard, pure, 20's, each .....	2 93	

<b>General—</b>		
Beans, Ontario, per bushel .....	3 75	3 90
Beans, Japan, per bush. ....	3 90	4 15
Coffee, whole roasted, Rio .....	0 16	
Evaporated apples, 50's .....	0 09	0 09 1/2
Potatoes, per bush. ....	0 65	0 70
Rollod oats, 20's, 90c; 40's .....	1 83	
Rollod oats, ball, 81; 80's .....	3 60	
Flour, 98's .....	3 65	3 75
Rice, per cwt. ....	3 85	
Sugar, standard gran., per cwt. ....	7 55	7 65
Sugar, yellow, per cwt. ....	7 15	

<b>Canned Goods—</b>		
Apples, gals., case .....	1 50	
Corn, standard, per two dozen .....	2 00	2 10
Peas, standard, 2 dozen .....	2 20	
Plums, Lombard .....	3 25	
Peaches .....	4 00	
Strawberries, \$1.45; raspberries .....	4 00	
Tomatoes, standard, per dozen .....	2 50	
Salmon, sockeye, 4 doz. talls, case, 1s .....	7 50	
Cohoos, 1's, \$5.75; humpbacks, 1's .....	4 35	

<b>Fruits—</b>		
Lemons .....	4 50	

## SASKATCHEWAN MARKETS.

(By Wire.)

Regina, June 10.—A slight frost occurred Monday night and garden stuff was damaged, but crops have not been injured seriously. Most grain was hardy enough to withstand the shock. Frost will set it back slightly. Flour is down 20 cents; ball rolled oats are also down 40 cents a sack. Prunes have advanced in California. Creamery butter is 26c and dairy 19c. No. 2 is 14c. Cheese is easier at 21 1/4, and Valencia oranges are from \$4 to \$4.50. Tomatoes are going

well. Pineapples are \$4.75. Watermelons per dozen are \$12, and potatoes 80c.

<b>Produce and Provisions—</b>		
Butter, creamery, per lb. ....	0 26	
Butter, dairy, No. 1 .....	0 19	
Cheese, per lb., large .....	0 21 1/4	
Eggs, new laid .....	0 19	
Lard, 3's, per case .....	8 90	
Lard, 5's, per case .....	8 85	
Lard, 10's, per case .....	8 80	
Lard, 20's, each .....	2 90	

<b>General—</b>		
Beans, Ontario, per bushel .....	3 75	
Coffee, whole roasted, Rio .....	0 17	0 17 1/2
Cream of tartar, lb. ....	0 45	
Cocconut, lb. ....	0 19	
Commmeal, ball .....	2 20	
Apricots, per lb. ....	0 12	
Evap. apples, 50's .....	0 08 1/4	
Flour, 98's .....	3 75	
Potatoes, Ont., bush. ....	0 85	
Rollod oats, ball of 80 lbs. ....	3 10	
Rice, per cwt. ....	3 90	
Sugar, standard, gran., per cwt. ....	7 44	
Sugar, yellow, per cwt. ....	7 04	
Walnuts, shelled, 41c; almonds .....	0 41	

<b>Canned Goods—</b>		
Apples, gals., case .....	1 39	
Broken beans, 2's .....	2 55	
Beans .....	2 28	
Corn, standard, per 2 dozen .....	2 28	
Peas, standard, per 2 dozen .....	2 28	
Plums, Lombard .....	2 15	2 28
Peaches .....	3 21	
Strawberries, \$1.33; Strawberries .....	4 73	
Tomatoes, standard, per case .....	2 25	2 60

<b>Salmon—</b>		
Sockeye, 1's, 4 doz. case .....	9 85	
Sockeye, 1/2's .....	12 35	
Cohoos, 1's .....	6 00	
Humpbacks, 1's .....	4 60	

<b>Fruits and Vegetables—</b>		
Apples, fancy, box .....	2 25	
Grapefruit, per crate .....	4 50	
Sweet potatoes, per crate .....	4 60	
Lemons .....	5 25	
Oranges, Valencia .....	4 00	4 50
Pineapples, case .....	4 75	
Potatoes .....	0 80	
Celery .....	0 11	

<b>Dried Fruits—</b>		
Currants, per lb. ....	0 09 1/4	
Prunes, 70-80, 25's, lb. ....	0 10 1/4	

## NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, June 10.—The flour market is of chief interest this week, very little else being changed. The drop in Manitoba wheat has forced down the price to \$8.55. Ontario is \$7.85. Dealers would not be surprised at further lowering in view of market conditions. Buying is light in expectation of further decline. Pure lard is up to 13 3/4 to 14c. The rise was looked for following strength in hog market and prices may be higher. There is another slight decline in new cheese to 18 and 18 1/2c, because of better supplies. There is a certain slackening in militia orders. Butter is easier, dairy being 26 to 28c. Eggs are plentiful. Business is fair.

<b>Produce and Provisions—</b>		
Bacon, breakfast, per lb. ....	0 20	0 23
Bacon, roll, per lb. ....	0 17	
Beef, barrel .....	25 00	26 00
Beef, corned, 1's .....	2 75	3 35
Pork, American clear, per bbl. ....	25 00	28 75
Pork, domestic, per bbl. ....	25 00	27 50
Butter, dairy, per lb. ....	0 26	0 28
Butter, creamery, per lb. ....	0 29	0 31
Eggs .....	0 18 1/2	0 19
Lard, compound, per lb. ....	0 11 1/4	0 11 1/2
Lard, pure, per lb. ....	0 13 1/4	0 14
Cheese, new .....	0 18	0 18 1/2

<b>Flour and Cereals—</b>		
Commmeal, gran. ....	5 75	
Commmeal, ordinary .....	1 85	
Flour, Manitoba, per bbl. ....	8 55	
Flour, Ontario .....	7 85	
Rollod oats, per bbl. ....	7 75	
Oatmeal, standard, per bbl. ....	8 25	

<b>Fresh Fruits and Vegetables—</b>		
Lemons, Messina, box .....	7 60	
Oranges, Val., case .....	4 00	5 50
Potatoes, bbl. ....	1 35	1 45

<b>Sugar—</b>		
Standard granulated .....	6 80	
United Empire .....	6 50	
Bright yellow .....	6 60	
No. 1 yellow .....	6 30	
Paris lump .....	7 60	
Lemons, Messina, box .....	7 50	
Beans, hand-picked, bush. ....	3 45	3 50
Beans, yellow eyes, per bush. ....	3 50	3 60
Canned pork and beans, per case .....	2 60	2 90
Molasses, Barbadoes, gal. ....	0 39 1/2	0 40
Cream of tartar, per lb., bulk .....	0 40	0 41
Currants .....	0 08 1/4	0 09
Rice, per cwt. ....	4 00	4 25





# FRUIT AND VEGETABLES



## Lemons Firmer; Strawberries Higher

Little Change in Vegetable Situation—Tomatoes Easier in Montreal—Fruit Very Fine—Messina Lemons Show Considerable Advance — Peaches Arriving in Montreal — Cherries Firmer—Box Apples Almost the Only Ones.

### MONTREAL.

**FRUIT.**—The only apples being offered in this market are Ben Davis and Spies, which are being offered in boxes at \$2.50 per box. Barrels of Spies are quoted at \$7. Cocoanuts are scarce, but the price remains at \$4 per sack. Lemons are reported to be advancing, but little change can be seen yet in quotations, which are 3.25-3.50 here. Higher prices are expected. Strawberries took a jump early in the week, probably because of the dropping off in supply. Dealers were paying 18c per quart, but quotations will likely be lower later in the week. Apricots are coming in from California, and are commanding high prices at first. Peaches which have been arriving for some time, are now arriving at more reasonable figures. Cherries will not be so plentiful this week on account of the hot spell, which makes shipping risky.

<b>Apples—</b>	
Ben Davis, No. 1, bbl. ....	5 50
Spies, No. 1, bbl. ....	7 00
Bananas, crate ....	2 25
Cocoanuts, sack ....	4 00
Grapefruits, case ....	4 00
Grapes, Belgium hothouse, lb. ....	1 00
<b>Lemons—</b>	
Messina, Verdelli, extra fancy, 300 size	3 25
Limes, box ....	1 50
<b>Oranges—</b>	
Valencias, Cal., late, 125-250 ....	4 00
Cal. Seedlings, 95-125-150-175-200-215-250-285-324	
Sorrento, 200-300 size box ....	3 50
Mexican, 125-150-175 ....	3 25
Pineapples, 18-24 and 30-36 ....	2 25
Strawberries, per qt. cup ....	0 18
Cherries, California, box ....	2 00

**VEGETABLES.** — Asparagus, (Canadian), was quoted at \$3 on Monday, but there were lower prices than this. American was quoted at \$5. New beets came on the market cheaper this week, being quoted at 1.00 per doz. bunches. Wax and green beans are down to 2.75. Cauliflowers are cheaper, good ones bringing 2.50, whereas cheaper ones can be got for a dollar. Cucumbers are getting fairly plentiful, but the quality is not good. They are down to 2.50 per basket of 6 doz. Washed celery is up, there being very little celery on the market. There is little Florida celery available, only the washed stuff. It will be a month yet before Canadian celery is here. Bermuda onions are down to 2.00 per crate, which is the price being

charged for white Texas onions. A difference has been made by the arrival on this market of shallots, Canadian, at 50c per doz. bunches. New potatoes jumped this week, but went down again, so that price is about the same. Spinach is down to 50c box, and is coming in plentifully. Old turnips jumped to \$1 per bag, and new ones will be here soon. Choice Florida tomatoes are offered at 2.50 per crate, and fancy ones at \$3. The demand is mostly for the latter.

Asparagus, Canadian, doz. bunches ....	2 50	3 00
Beets, new, doz. bunches ....	1 00	1 00
Beets, bag ....	0 25	0 25
Beans, wax, basket ....	2 75	2 75
Beans, green, basket ....	2 75	2 75
Cabbage, new, bbl. ....	2 25	2 25
Carrots, bag ....	1 00	1 00
Carrots, new, doz. ....	0 90	0 90
Cauliflower, Canadian, doz. ....	1 00	2 50
Cucumbers, fancy, basket, 6 doz. ....	2 50	2 50
Celery, Florida, crate ....	2 50	2 75
Celery, washed, doz. ....	1 50	1 50
Homeradish, Canadian, lb. ....	0 10	0 15
Head lettuce, per box, 2 doz. ....	0 75	1 50
Curly lettuce, per box, 3 to 4 doz. ....	1 50	1 75
Mushrooms, 4 lbs., basket ....	2 50	2 50
<b>Onions—</b>		
Bermuda, 50-lb. crate ....	2 00	2 00
White, Texas, crate ....	2 00	2 00
Parsnips, new, doz. bunches ....	2 50	2 50
Parsley, Canadian, doz. bunches ....	0 35	0 35
Peppers, green, 3/4-qt. basket ....	0 75	0 75
<b>Potatoes—</b>		
Montreal, bag ....	0 65	0 65
Green Mountain ....	0 65	0 65
New, bbl. ....	7 00	7 00
Potatoes, sweet, Jersey, hpr. ....	2 75	2 75
Radishes, doz. ....	0 05	0 15
Rhubarb, hothouse, doz. ....	0 15	0 20
Spinach, Canadian, box ....	0 50	1 00
Turnips, bag ....	1 00	1 00
Tomatoes, Florida, crate ....	2 50	3 00
Watercress, Canadian, doz. ....	0 30	0 30

### TORONTO.

**FRUIT.**—Apples, that is spies, are about done and few remain. There is some business to be got on boxed apples at \$2 to \$2.50. These are grown in Washington State. Messina lemons are considerably firmer and we raise our quotations a dollar at least. These are November cut, and doubtless the entrance of Italy into the war has helped to firm and advance the price. California lemons have not appreciated, however, and they are getting good business because they are cheaper. Navels and late Valencias, chiefly the latter, are getting good business. Navels are being saved and Valencias served to the trade so as to keep a supply of navels. The Valencias are in unusually good shape this year. There is very little Florida grape fruit around. A couple of ears came in this week, and it is selling at

\$5 a case. Cuban stuff is worth \$4, and is firm at that. Some dealers are getting fifty cents more. Pineapples are up half a dollar with \$3.50 as outside margin. Bananas and cocoanuts are firm at recent quotations. Business all round is good. Strawberries are higher by three cents to a nickel and are still the big seller.

<b>Apples—</b>	
Spies, box ....	4 50
Spies, box ....	5 50
Bananas, per bunch ....	1 75
Cocoanuts, sack ....	1 50
California cherries, box ....	4 00
<b>Oranges—</b>	
California navels ....	2 75
Lemons, Messina ....	3 00
Lemons, California ....	4 00
Limes, per 100 ....	3 25
<b>Peaches—</b>	
California, box ....	3 25
Pineapples, Porto Rico, case ....	3 00
Strawberries, qt. box ....	2 50
	0 15

**VEGETABLES.**—Asparagus is having a good sale; there is not a heavy demand for it and our quotations are easy. Canadian beets are firmer, and in good requisition. Our prices are higher by ten to twenty cents. Beans show no change and at time of writing green beans are slow. Carrots are moving a little better now. In common with other root vegetables they have been dull for some time but they are brisker this week. American stuff is off the market and Canadian is getting the business. Cucumbers, both slicing hothouse and Canadian in hampers are firm at prices which obtained last week. There is a good call for them. Californian celery is a competitor with Florida and gets good business at \$1.25 a dozen. Watercress is slow this week. All onions are slow. There is no price change. Spanish onions showed some little activity but it flickered out, and there is little doing. American parsley is off the market; Canadian is getting what business there is to be had. The last two weeks or so were good fish weeks and a lot of parsley was sold but that is not so much the case as we write. Potatoes are easy. Prices which tend downwards have no strength and demand is inconsiderable for such a staple. New potatoes are in good shape and cheap. Spinach is down to 25 cents—a big drop, and there is a lot being sold. Canadian head lettuce at 50c to (Continued on page 45.)





# FISH AND OYSTERS



## Arrival of Eastern Salmon

Both Markets Have Lots of It—Price Moderate, and Will Go Lower — Western Salmon Sales May Be Prejudged—Soft Shell Crabs in Toronto — Whitefish Easier and More Plentiful—Lobster and Flounders Getting Scarcer—Good Business in Frogs' Legs.

### MONTREAL.

FISH AND OYSTERS.—Feature of the market is a good-sized arrival of Gaspé salmon from the North Coast. The North Shore salmon is considered to be the best that thrives in our waters, and is always the favorite. Prices will be reduced to 15c this week, and the outlook is for lower prices unless the demand absorbs the supply. Mackerel is more plentiful, but it is noticed that run of mackerel so far, has showed up a small percentage of large or bloater mackerel. As a result, the price on large fish is high, and easier on small ones. Western halibut is maintaining the shortness of supply which has been noticed ever since the opening of the fishing season. It is claimed that, up to this date, the amount put into storage for winter use, is very small, the market having absorbed readily all the fresh fish available. However, it is reported that on the Seattle side, the production has been higher proportionately, than it was last year, and this state of things has relieved the situation on this side. Western salmon is also offered more freely, and at much lower prices. Lake and river fish are showing signs of scarcity, and it is more than probable that prices will advance from now on. There is a noticeable scarcity of dressed bullheads. Of late years this fish, which had been a negligible quantity in the fish trade, has taken on such prominence that a shortage is now taken notice of. The price of bullheads is up to 12c. Frogs legs are coming in better, and prices have dropped to 45c for large and 25c for medium. Lobsters also advanced a little on account of the close season, which will be enforced in some districts from June 15. Other lines of fresh fish are plentiful, such as haddock and codfish, and prices are down. In oysters, both bulk and shell, clams, scollops, the trade is limited, and prices are steady.

### TORONTO.

FISH AND OYSTERS. — Flounders are getting scarcer and higher. They are running rather too big to sell and the smaller sizes are in big demand. We quote 9 cents, and that is a firm price. It is the end of the season for little necks and they get fewer daily. For that reason price has advanced a quarter to \$1.50. The catch of lobsters is getting less and they are dearer in price. 35 cents is the average price, which is a nickel up from our last quotation. Frogs' legs at 50 cents are in big demand. Hotel trade continues to be the feature in these and also there is a good high class public trade. Baltimore soft shell crabs are in now and proving a big seller. They are worth \$2 to \$2.50, but if they continue as plentiful as they are now price will probably ease off some. Here again the hotel trade is the big feature. As for lake fish, whitefish is down from 15 cents to 13 cents. It is coming now from the Upper Lakes and not so much from Lake Erie, hence the decline. Lake Erie stuff is dearer. Lake trout gets a big sale at 10 cents, bigger than for some seasons. Eastern salmon—Restigouche—is coming in right along now and selling for 22 cents. This is prejudicing the Western trade to some extent, though at present latter is two cents cheaper. But if the stuff from the Maritimes comes along as plentifully as is expected it will get down below the 20-cent level. In smoked fish ciscoes are worth 12 cents, a firmer and higher price than for some time. Kippered herrings are getting scarcer and scarcer; in fact they are about done: Trade has been a little easier this week. Lake fish are getting the most business, which is natural since this is salad time.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.08½	..
Herring, Ciscoes, per lb.	.10	.12
St. John bloaters, 100 in box	1.10	1.30

Yarmouth bloaters, 60 in box	1.20	1.37
Smoked herrings, medium, box	.30	..
Smoked boneless herrings, 10-lb. box	1.10	..
Kippered herrings, selected, 60 in box	1.50	1.25-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut	..	.20

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspé, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-13
Red, sockeyes, per lb.	.12	.10
Red, Cohoes or silvers, per lb.	.06-.08½	.10
Pale qualla, dressed, per lb.	.07-.07½	.07½-.08
Pale, qualla, dressed, per lb.	.08-.08½	.10
Halibut, white western, large and medium, per lb.	.08½-.09	.09
Halibut eastern, chicken, per lb.	.09-.09½	.09
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.10-12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	..
Blue fish, per lb.	.15-16	..
Smelts	.09	.18-20
Herrings, per 100 count	.30	..
Round pike	.05-.05½	..
Grass pike	.06	.06½

### DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	..
Dried pollock, medium and large, 100 lb.	6 00	..
Dressed or skinless codfish, 100-lb. case.	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

### BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 80	..
Standard, bulk, gal.	1 50	1 40
Selects, per gal., solid meat	2 00	2 50
Best clams, imp. gallon	1 50	..
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	..
Best shrimps, imp. gallon	2 25	..
Sealed, best standards, qt. cans, each.	0 40	..
Sealed, best select, quart cans, each	0 50	..

### CLAMS, MUSSELS AND SHELL FISH, CRUST.

Cape Cod shell oysters, per bbl.	11 00	..
Canadian cultivated oysters, bbl.	8 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small	0 14	0 35
Live lobsters, medium and large, lb.	0 17	0 35
Little necks, per 100	1 25	1 50
Soft shell crabs	..	2 25

### FRESH SEA FISH.

	Montreal	Toronto
Halibut	11-12	0 12
Haddock, fancy, express, lb.	4-4½	7-8
Mackerel, each	18-23	0 12
Steak, cod, fancy express, lb.	5½-6	7-9
Herrings, Gaspereaux	2	..
Flounders	5	0 09
Salmon, Western	0 18	0 20
Salmon, Eastern	0 25	0 22

### FRESH LAKE FISH.

Carp, lb.	0 06	..
Pike, lb.	0 07	0 10
Brook Trout	0 24	0 28
Perch, lb.	0 06	0 10
Suckers, lb.	0 05	0 07
White'sh, lb.	0 12	0 13
Herrings, lb.	0 04	0 08
Lake trout, lb.	0 12	0 10
Dressed bullheads	0 12	..
Eels, lb.	0 10	0 08
Frogs, medium, lb.	..	0 20
Frogs, large, lb.	..	0 45

### FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.08
White fish, small tubbees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	..	.12
Dore, dress or round, lb.	..	.08-13
Pike, dressed and headless, lb.	.06-.06½	.07

(Continued on page 45.)



# PRODUCE AND PROVISIONS



## Lard Advances: Butter Easier

Backs and Breakfast Bacon Stiffer in Toronto—Lard Prices Slightly Higher—Butter Easier and Coming in Well—Quality is First-Class—Big Export Demand for Cheese Still—Storage Demand for Eggs Lets Up.

### MONTREAL.

PROVISIONS.—The only change in this market is an advance of a cent per lb. in boiled hams, which are now quoted at 28c. Reports reached here last week that the Chicago market was down, though there seems to be no good reason for this. There is little evidence of easiness in this market.

<b>Hams—</b>		
Small, per lb.	.....	0 19
Medium, per lb.	.....	0 18½
Large, per lb.	.....	0 17
<b>Backs—</b>		
Plain, bone in	.....	0 23
Boneless	.....	0 25
Peameal	.....	0 25
<b>Bacon—</b>		
Breakfast, per lb.	.....	0 22
Roll	.....	0 17
Shoulders, bone in	.....	0 15
Shoulders, boneless	.....	0 16
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	.....	0 28
Hams, roast, per lb.	.....	0 25
Shoulders, boiled	.....	0 25
Shoulders, roasted	.....	0 25
<b>Dry Salt Meats—</b>		
Long clear bacon, 50-70 lbs.	.....	0 15½
Long clear bacon, 80-100 lbs.	.....	0 14½
Flanks, bone in, not smoked	.....	0 15½
<b>Barrelled Pork—</b>		
Heavy short cut mess	.....	26 00
Heavy short cut clear	.....	26 00
Clear fat backs	.....	29 00
Clear pork	.....	27 00
<b>Lard, Pure—</b>		
Tierces, 350 lbs. net	.....	0 12½
Tubs, 60 lbs., net	.....	0 13½
Boxes, 50 lbs., net	.....	13
Pails, wood, 20 lbs., gross	.....	0 13½
Pails, tin, 20 lbs., gross	.....	0 13½
Cases, 10 lbs., tins, 60 in case	.....	0 13½
Cases, 3 and 5-lb. tins, 60 in case	.....	0 14½
Bricks, 1 lb., each	.....	0 15½
<b>Lard, Compound—</b>		
Tierces, 375 lbs., net	.....	0 09½
Tubs, 50 lbs., net	.....	0 10½
Boxes, 50 lbs., net	.....	0 10½
Pails, wood, 20 lbs., net	.....	0 10½
Pails, tin, 20 lbs., gross	.....	0 10½
Cases, 10-lb. tins, 60 in case	.....	0 11½
Cases, 3 and 5-lb. tins, 60 in case	.....	0 11½
Bricks, 1 lb., each	.....	0 12½
<b>Hogs—</b>		
Dressed, abattoir killed	.....	13 75 14 25

BUTTER.—Market, as far as selling is concerned, is lower. Receipts last week were not as large as those of year ago. The principal reason for this is that a large number of factories are busy making cheese. The flush season came two weeks earlier this year on account of starting earlier. The pastures could not be better. It is difficult to say at this date whether the market will go up or down. It depends on the receipts, and on the anxiety of men to store it. The price of butter is almost too high to store. In the West they are buying creamery at 25c, and sales are reported to Vancouver from the Prairie Provinces at 25c.

<b>Butter—</b>		
Finest creamery	.....	0 28
Dairy prints	.....	0 23
Dairy, solids	.....	0 22
Separator prints	.....	0 22
Bakers'	.....	0 19

CHEESE.—The market is off—down about a cent per lb. There is no change in our quotations, although there should be one towards the end of the week, depending on the buying price. If this is down a cent, our quotations will be down a cent. There is a big export demand still.

<b>Cheese—</b>		
Old make	.....	0 22
New make	.....	0 20
Old specials, per lb.	.....	0 22
Stilton	.....	0 21

EGGS.—Hot weather is on, and the quality of eggs shows the effect of heat. Dealers are buying eggs on "loss off" basis, and prices are the same as last week.

<b>Eggs, case lots—</b>		
Stamped	.....	0 24
Selects	.....	0 23
No. 1's	.....	0 22
No. 2's	.....	0 17 0 18

HONEY.—There is no change in this market. Inquiries are few and far between. There is quite a lot of old crop left. If the production is big this year, prices should be down.

<b>Honey—</b>		
Buckwheat, in bbls.	.....	0 08½
Buckwheat, 60 lb. tins	.....	0 09
Buckwheat, 10 lb. tins	.....	0 10
White clover, bbl.	.....	0 11½
White clover, large tins	.....	0 12
White clover, small tins	.....	0 12

POULTRY.—Ducklings, live, arrived on the market this week, being offered at 23-28c per lb., weighing about 3 lbs. apiece. There is little demand for them, except among the Jewish trade. Few ducklings are arriving dressed. They opened at about the same price as a year ago. There is a very light demand for fowl, and prices are lower. There is nothing in the shape of 5-lb. birds frozen stock, only 4 lbs., which are offered at 17-18c. There is not a big demand for anything, business being on the quiet side.

<b>Poultry—</b>		
<b>Frozen stock—</b>		
Fowl, 5 lbs. and over	.....	0 17 0 18
Fowl, small	.....	0 13 0 16
Turkeys, fancy	.....	0 20 0 25
Ducks	.....	0 16 0 18
Geese	.....	0 13 0 15
Pigeons, pair	.....	0 30 0 35
<b>Fresh stock—</b>		
Fowl, dressed	.....	0 18 0 20
Spring broilers, dressed, pair	.....	1 00 1 25
Squabs, pair	.....	0 50 0 60
<b>Live stock—</b>		

Fowl, 5 lbs. and over	.....	0 15 0 17
Fowl, small	.....	0 14 0 16
Turkeys	.....	0 16 0 17
Ducks, old	.....	0 16 0 18
Geese	.....	0 09 0 10
Ducklings, 3 lbs.	.....	0 25 0 28

### TORONTO.

PROVISIONS.—Backs show a slight firming, and we quote them nearly a cent higher. This appears to be consequential upon the firmness in the hog market again. Breakfast bacon is in like case, and we lengthen our range and put a limit at 23 cents, which is a couple of cents up. Lard, in pure, is firmer again by a cent. Demand is ample and business brisk.

<b>Hams—</b>		
Light, per lb.	.....	0 18 0 18½
Medium, per lb.	.....	0 17 0 17½
Large, per lb.	.....	0 14½ 0 15
<b>Backs—</b>		
Plain, per lb.	.....	0 22 0 23
Boneless, per lb.	.....	0 24 0 25
Pea meal, per lb.	.....	0 25 0 25
<b>Bacon—</b>		
Breakfast, per lb.	.....	0 20 0 23
Roll, per lb.	.....	0 14 0 15
Shoulders, per lb.	.....	0 14 0 14½
<b>Pickled meats—lc less than smoked.</b>		
<b>Dry Salt Meats—</b>		
Long clear bacon, light	.....	0 13½ 0 14
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	.....	0 24 0 25
Hams, roast, per lb.	.....	0 25 0 28
Shoulders, boiled, per lb.	.....	0 22 0 23
Shoulders, roast, per lb.	.....	0 22 0 23
<b>Barrelled Pork—</b>		
Heavy mess pork, per bbl.	.....	25 00 26 00
Short cut, per bbl.	.....	26 00 27 00
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb.	.....	0 12 0 12½
Tubs, 60 lbs.	.....	0 12½ 0 13
Pails	.....	0 12½ 0 13½
Tins, 3 and 5 lbs., per lb.	.....	0 13½ 0 13½
Bricks, 1 lb., per lb.	.....	0 14½ 0 14½
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb.	.....	0 09 0 09½
Tubs, 50 lbs., per lb.	.....	0 10½ 0 10½
Pails, 20 lbs., per lb.	.....	0 10½ 0 11
<b>Hogs—</b>		
Dressed, per cwt.	.....	13 00 13 50

BUTTER.—We quote no price changes this week, though the slightly bearish feeling upon which we commented last week seems to have more or less disappeared, and the stock on hand, which is none too good for storing, is moving nicely. Full grass goods are now coming in and the quality seems to be first class. Grass is in good shape, and the stuff coming in is free from any rankness which would accrue to the grass from too hot weather. Demand is good, and market, while not firm, is in good shape. We think butter will get easier yet, although against the good supply is the storage demand, which may now proceed apace again. Receipts for the week in Toronto were 7,512 packages.



# CANADIAN GROCER

Butter—		
Creamery prints, fresh made	0 29	0 30
Creamery prints, storage	0 27	0 29
Dairy prints, choice, lb.	0 22	0 24
Dairy solids, lb.	0 21	0 23
Bakers', lb.	0 20	0 24

**CHEESE.**—It was reported that the market had a slightly easier undertone a day or two ago, but no actual reduction in levels is shown, and we hear of sales at figures which obtained last week. New make is coming along, and lots of it now, but the export demand hardly seems to let up. The English cheese situation is in such bad shape that all supplies that can be had from either Canada or the States are snapped up.

<b>Cheese—</b>		
Old large, per lb.	0 21	0 22
Old twins, per lb.	0 21½	0 22½
New large, per lb.	0 20	0 20½
New twins, per lb.	0 20½	0 20½

**EGGS.**—We have got into the price rut—to coin a word—on eggs a couple of weeks early this year. Prices are remarkably steady and market tone does not make for much change either one way or the other. Storage buying is not so pronounced now, but public consumption is as great as ever, and there is no pronounced easiness at all as yet. Deliveries have been a trifle lighter recently, but this is apparently only a market vagary. Receipts in Toronto, as compiled by Board of Trade, were 6,817 crates for the week.

<b>Eggs—</b>		
New laid, in cartons, per doz.	0 23	0 24
New laid, per doz.	0 21	0 22
Cracked eggs, per doz.	0 18	0 19

**POULTRY.**—There is still some demand for chickens—broilers—but everything else is dull. Ducklings straggle into the market now and then, and are promptly snapped up by the Jewish fraternity. That is about all the news. There are no price changes.

<b>Poultry—</b>		
Chickens	Live.	Dressed.
Fowl	0 12-0 14	0 17-0 20
Ducks	0 10-0 12	0 14-0 16
Turkeys	0 15-0 16	0 20-0 22

**HONEY.**—Demand is only average. Stocks seem to be fairly high, and we have no change in prices to report.

<b>Honey—</b>		
Buckwheat, in bbls.	0 07	0 07½
Buckwheat, in tins	0 07½	0 08
Strained clover	0 12½	0 00
Comb honey, No. 1, doz.	3 00	0 00
Comb honey, No. 2, doz.	2 40	0 00

## WINNIPEG.

**PROVISIONS.**—The situation in cured and cooked meats continues fairly fine. The reason of this is the shortage in hogs, which has been somewhat evident since Western farmers disposed of their hogs last fall, when grain prices went so high. As cooked meat is a surmer line particularly, business in this is good.

<b>Hams—</b>		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 15	0 15½
Backs, clear, per lb.	0 20	0 23
<b>Bacon—</b>		
Breakfast, per lb.	0 18½	0 19
Shoulders, per lb.	0 13½	0 14½
<b>Dry Salt Meats—</b>		
Long clear bacon, light	0 13½	0 14
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 26	0 27

Shoulders, boiled, per lb.	0 22	0 23
<b>Barrelled Pork—</b>		
Heavy pork, per bbl.	25 00	26 00
Short cut, per lb.	26 00	—
<b>Lard—</b>		
Tierces	0 13½	—
Tubs	6 88	—
Pails	2 77	—
Cases, 5s	8 47	—
Cases	8 70	—

**BUTTER.**—This market is again still weaker, with 2c to 3c off the creamery prices prevailing last week. The reason of course is plain. The cattle are now out on the grass, and there are more cows giving milk.

<b>Butter—</b>		
Creamery, per lb.	0 25	0 28
Dairy	0 18	0 22

**EGGS.**—Local dealers are paying about a cent less for eggs this week than last, the prices now ruling at about 17c and 18c. The market is weak, with the increase of arrivals.

Eggs, per doz.	0 17	0 18
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**CHEESE.**—The strength in the cheese market is still maintained, but some think it is slightly easier than it has been. No price changes.

<b>Cheese—</b>		
New, large	0 20	0 21
New, twins	0 20½	0 21

**POULTRY.**—There are plenty of supplies coming in to meet the demand for poultry, which is not as large as usual at this time of the year. There are no changes in prices.

<b>Fresh Stock—</b>		
Turkeys, per lb.	0 13	0 15
Chickens, per lb.	0 11	0 15
Fowls	0 10	0 12

## FRUIT FIRMER; STRAWBERRIES HIGHER.

(Continued from page 42.)

75c a dozen gets most of the lettuce trade.

Asparagus, Canadian	1 50	2 00
Beets, Canadian, bag	0 50	0 60
Beets, hamper	1 25	1 50
Beans, green, hamper	2 25	3 00
Beans, wax, hamper	2 50	3 00
Cabbage, new, crate	2 25	2 50
Carrots, bag	0 50	0 75
Carrots, new, hamper	1 50	1 75
<b>Cucumbers—</b>		
Slicing, hothouse, dozen	1 25	—
Hamper	2 25	3 25
Celery, Florida	2 25	3 25
Celery, California, doz.	—	1 25
Mushrooms, per lb.	0 60	0 90
Water cross, 11-qt. basket	0 50	0 75

<b>Onions—</b>		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	2 50	2 75
Egyptian, crate	4 75	5 00
Bermudas, crate	1 50	1 75
<b>Green peppers, basket</b>	—	0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Potatoes, Florida, new, hamper	2 25	2 50
Potatoes, new, Bermudas, bbl.	7 75	8 25
Parsley, basket, 11-qt.	0 30	0 35
Tomatoes, hothouse, lb.	0 15	0 20
Tomatoes, Florida, crate	2 75	3 25
Turnips, bag	0 35	0 50
Lettuce, leaf	0 30	0 30
Lettuce, Boston, head, small	3 00	4 00
Lettuce, Canadian, doz.	0 50	0 75
Parmisn, Canadian, bag	0 50	0 65
Rhubarb, outside	0 25	0 30
Spinach, bushel	—	0 25

## WINNIPEG.

**FRUITS.**—Sales of fruits are showing up well with the arrival of the warm weather. Navel oranges are now off the market, and Valencia are selling well at from \$4.50 to \$4.75 per case. California lemons are selling at \$5 to \$5.50 per case, and Washington box apples at

\$3 per case. Grape fruit is now off the market. Hood River strawberries are coming in at \$3.25, with the Missouri at \$4. Cuban pineapples are selling at \$4 a case and Floridan tomatoes at \$4.50.

<b>Apples—</b>		
Washington	2 25	3 25
Bananas, lb.	—	0 05
Cranberries, case	—	2 75
Cocoanuts, doz.	—	1 00
Cherries, per box (10 lbs.)	—	3 50
Lemons, Cal., case	5 00	5 50
Oranges, Valencias	4 50	4 75
Med. Sweets	4 25	4 50
Pineapples, per case	—	4 50
<b>Strawberries—</b>		
Hood River, crate	—	3 25
Missouri, crate	—	4 00
Tomatoes, Florida	—	4 50

**VEGETABLES.**—Imported lines of vegetables have the platform just now. Asparagus, parsley, onions, cabbage, spinach, etc., are selling pretty well. Potatoes in ten-bushel lots are going at 70c, and in ear lots at 60c.

Asparagus, doz.	1 50
Celery, Florida (about 4 doz. to case)	4 00
Texas cabbages	0 04½
Head lettuce, per doz.	1 25
Leaf lettuce, doz.	0 46

<b>Onions—</b>		
Bermudas, Texas, per lb.	—	0 04
Oregon, 100-lb. sacks	3 50	4 00
Potatoes, old, bush.	—	0 70
Potatoes, new, Louisiana, per lb.	—	0 08
Parsley, per doz. bunches	—	0 40
Rhubarb, Minnesota, per lb.	—	0 02
Sweet potatoes, per lb.	—	0 06
Spinach, local, per lb.	—	0 06
Tomatoes, Florida, per case	—	4 50
Honey, comb, per case (24 sections)	—	5 90
Green peas, California, per lb.	—	0 15
Carrots and beets, Mississippi, doz. bchs.	—	1 00

## FISH AND OYSTERS.

(Continued from page 43.)

Pike, round, per lb.	05½-06	06-07
<b>PICKLED FISH.</b>		
Salmon, Labrador, tierces, 300 lb.	20 00	—
Salmon, Labrador, bbls., 200 lbs.	14 00	—
Salmon, Labrador, half bbls., 100 lbs.	7 50	—
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00	—
Sea trout, Labrador, bbls., 200 lbs.	12 00	—
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	15 00	—
Mackerel, N.S., half bbls., 100 lbs.	7 00	—
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half, bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	—
Quebec sardines, half bbls.	3 50	—
Tongues and sounds, per lb.	0 07½	—
Scotch herrings, imported, half bbls.	8 00	—
Holland herrings, imp'd milkers, hf bbls.	8 00	—
Holland herrings, mixed, half bbls.	0 95	0 75-1 00
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochfyne herrings, box	1 35	—
Turbot, bbl	14 00	—
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 50	8 50

Willis—Won't you dine with me?

Gillis—Thank you, I just dined. I was home and had my regular meal of apples, apricots and asparagus.

Willis—Isn't that a rather odd combination?

Gillis—Well, you see, my wife went to a domestic science school and had to leave after the first week.

## NECESSARY FOR SUCCESSFUL BUSINESS.

MacLean Publishing Co.,

Dear Sirs.—Enclosed find money order for \$4, one year's payment for Hardware and Metal and The Canadian Grocer.

We find these not only necessary for successful business, but also very interesting from general news standpoint.

Very truly yours,

D. E. MILLS,

The Mills Grocery & Hardware Co. Grimsby, Ont., June 2nd, 1913.





# FLOUR AND CEREALS



## Flour, Cereals and Feeds Lower

Both Manitoba and Winter Wheat Flour Down in Toronto—Sympathetic Movement to Crumbling Wheat Prices—Big Crop in Prospect—Nearly All Cereals Are Lower—Declines Registered in Prices of Bran and Shorts.

### MONTREAL.

FLOUR.—Late on afternoon of Wednesday last week the big millers of Montreal lowered their prices on all grades of Manitoba wheat flour, and on a large number of feeds. This was briefly announced last week, and became necessary on account of falling off in price of wheat. The decline in flour amounted to 50c per bbl., and occurred too late to permit us to give definite information regarding it. The reduction had no good effect on business, indicating that jobbers and retailers are fairly well stocked up. There was also a drop in price of winter wheat flour, but as Canadian Grocer has been gradually dropping prices with continued weakness, there is practically no change to make. The way wheat has been acting lately has frightened off all buyers of flour. Only where stocks have run out is there any buying going on now. Even grocers who want to buy, are now holding off to see what the market will do.

Manitoba Wheat Flour—	Per bbl. of 2 bags
Fancy patents	7 70
Second patents	7 20
Strong bakers	7 00
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car Small lots.
Fancy patents	7 50 7 70
90 per cent. in wood	7 00 7 25
90 per cent. in bags	3 10 3 25

CEREALS.—On account of an easier feeling in oat market, a lower market for rolled oats has developed. Prices to the retailer, however, remain about the same here—3.40 for 90 lb. bags, and the old price for packages.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50 2 55
Unbolted	2 25
Rolled Oats—	90's in jute.
Small lots	3 45
25 bags or more	3 40
Packages, case	4 75
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	100-lb. bbls.
Small lots	3 91
Hominy, per 98-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 00 3 31
Barley, pot	2 70 2 75

FEEDS.—There is a fairly good demand from the country for all kinds of feeds, indicating that farmers are feeding their stock liberally because of high prices prevailing compared with previous years. Little change is seen in price of

bran, shorts, or middlings. At a late hour last week certain changes were made in other lines of feeds as given in our quotations.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	30 00
Wheat moulee	37 00
Feed flour, bag	2 50
Mixed chops, ton	28 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleared, Manitoba, bush.	0 73
Feed wheat, bag	2 30

### TORONTO.

FLOUR.—As predicted last week prices on both Manitoba and winter wheat flour have been reduced. The first have been lowered fifty cents in most cases; in one case we hear that first patents are quoting at only \$7.10 which is down one dollar from our last week's quoting, but this is peculiar, and not—so far as we can ascertain—yet general. At that business is slow both at home and abroad. Export is quiet; there is a little moving in winter wheat but nothing to write home about. British buyers seem to like the low prices as little as they like the high ones. The market on which they seem to do any buying at all must necessarily be a medium one.

The prime reason, of course, for the decline in flours is the crumbling on the wheat markets further continued this week. At time of writing July wheat in Winnipeg is selling at \$1.28. In Chicago it is \$1.16. These prices compare with those of May 7—that is a month ago—show remarkable declines. Then Winnipeg sold for \$1.62 and Chicago \$1.31. The cause of such declines would seem to be the appearance on the market of new United States wheat and the prospect of a big crop in both the States and Canada. Nevertheless wheat in Winnipeg is still thirty-odd cents higher than it was this time last year.

Manitoba Wheat Flour—	Small lots.	Car lots.
	per bbl.	per bbl.
First patents	7 80	7 60
Second patents	7 30	7 13
Strong bakers	7 10	7 00
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots.	Car lots.
	per bbl.	per bbl.
Fancy patents	7 00	6 80
90 per cent.	6 80	6 60
Straight roller	6 60	6 40
Blended flour	6 60	6 60

CEREALS.—Several cereals show changes this week and in practically every case the price has declined. Rolled oats—now a very easy market—is worth anywhere from \$3.22½ to \$3.25, according to quantity and distance shipped. Rolled oats still have some sale, notwithstanding that the summer is coming along, but dealers are up against the lighter and more seasonable foods. Cornmeal is down ten cents. Peas, too, are easier, and demand which has been fairly active for some time is now almost nil. Whole wheat flour is down about twenty cents and is easy at that. Demand for most cereals is slower as summer approaches. Export is almost nil.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	4 25 4 50
Corn flour, 98 lbs.	3 00 3 22
Cornmeal, yellow, 98 lbs.	2 25 2 40
Graham flour, 98 lbs.	3 70 3 80
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 92½
Oatmeal, granulated, 98 lbs.	3 92½
Peas, Canadian, boiling, bush.	2 99 2 90
Peas, split, 98 lbs.	5 25
Rolled oats, 90-lb. bags	3 35 3 55
Rolled wheat, 100-lb. bbl.	3 85 4 00
Rye flour, 98 lbs.	3 10 3 25
Whole wheat flour, 98 lbs.	3 75 3 80
Wheatlets, 98 lbs.	4 00 4 15

MILL FEEDS.—Both bran and shorts suffer declines of a dollar a ton and at those reduced levels have picked up some good business. All round trade on feeds is slow though and there is comparatively no demand. Grass is now in such excellent shape and apparently farmers don't find it necessary to buy such quantities of feed, however, reduction in other feeding stuffs make the miller compete.

Mill Feeds—	Mixed cars, per ton
Bran	25 00 26 00
Shorts	27 00 28 00
Middlings	30 00 32 00
Wheat moulee	30 00
Feed flour, per bag	1 85 1 90
Oats—	
No. 3, Ontario, outside points	0 55 0 71
No. 3, C.W., bay ports	0 57

Compare the merchandising of to-day with the cross-road barter of yesterday.



**TILLSON'S**  
**"Scotch"**  
**Health**  
**Bran**



**ORDER**  
**Through**  
**Your**  
**Jobber**

We are now placing a stock of TILLSON'S "SCOTCH" HEALTH BRAN with all the Wholesale Grocers throughout the country.... Place your order.

There is a handsome profit in this line. The price to the retailer is \$2.00 a case of 20 packages. It sells for 15c. a package, or \$1.00 profit per case.

Tillson's "Scotch" Health Bran is as pure as science and skill can make it. It is unequalled for indigestion and constipation. Can be eaten as it is or made into Bread, Buns; Tea Biscuits or Rolls.

**Free Window Displays** sent prepaid upon request. Place a trial order at once. Reap your share of the profits.

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**TILLSON'S "Scotch" *Fine Cut* Oatmeal**  
**RAINBOW and GOLD SEAL Flour**  
are of the same **HIGH QUALITY**

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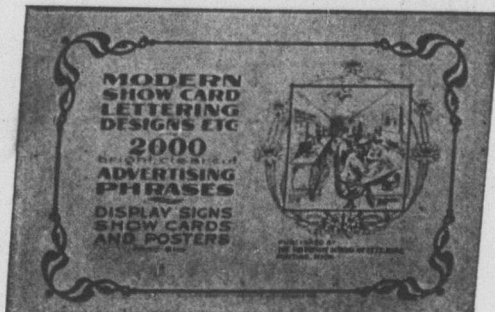
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**Canadian Cereals and Flour Mills, Limited**  
TORONTO - CANADA

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143-153 University Ave., Toronto

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

### BAKING POWDER.

#### WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs. ....	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs. ....	65
6 oz. Tins, 4 doz. to case, weight 25 lbs. ....	90
8 oz. Tins, 4 doz. to case, weight 35 lbs. ....	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs. ....	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs. ....	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs. ....	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs. ....	9 50

#### COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. ca.	\$ 2 25
No. 1 (25c size), 2 doz. ca.	2 30
No. 10 (20c size), 4 doz. ca.	1 80
No. 10 (20c size), 2 doz. ca.	1 85
No. 8 (15c size), 4 doz. ca.	1 50
No. 2 (10c size), 6 doz. ca.	0 80
No. 2 (10c size), 3 doz. ca.	0 85
No. 3 (5c size), 4 doz. ca.	0 45

Also in tins. Prices on application.

#### ROYAL BAKING POWDER.

Size	Less than 10 case lots and over	Bbl. lots
Dime	\$ .95	\$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

Barrels—when packed in barrels one per cent. discount will be allowed.

#### FOREST CITY BAKING POWDER.

6-oz. tins	\$0 75
12-oz. tins	1 25
16-oz. tins	1 75

#### BLUE.

Keen's Oxford, per lb.	\$0 17
In 10-lb. lots or case	0 16

#### COUPON BOOKS — ALLISON'S.

For sale in Canada by The Fby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

#### UN-NUMBERED.

100 books and over, each	0 03 1/2
500 books to 1,000 books	0 05
For numbering cover and each coupon, extra per book,	1/2 cent.

#### CEREALS.

WHITE SWAN	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs. ....	\$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00

	Per case
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs. ....	4 50
King's Food, 2 doz. to case, weight 95 lbs. ....	5 50
Wheat Kernels, 2 doz. to case, weight 65 lbs. ....	3 75
Barley Crisps, 3 doz. to case, weight 60 lbs. ....	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs. ....	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs. ....	3 00

#### DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.	Per doz.
Strawberry, 1914 pack	\$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

#### Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

#### Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

#### Aylmer Pure Preserves—Bulk

	5 lbs. 7 lbs.
Strawberry	0 72 1 00
Black currant	0 65 0 85
Raspberry	0 65 0 85

#### Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

#### COCOA AND CHOCOLATE.

##### THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 28
Special quotations for Cocoa in barrels, kegs, etc.	

##### (Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 41
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35



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VACUUM TIN**



**1/2 POUND TINS  
1 POUND TINS  
2 POUND TINS**

Did you ever hear a man or woman discuss a luncheon, meal or banquet who did not say that the coffee was good, bad or indifferent? If the coffee is good, each diner wants to know the source of supply and becomes a voluntary missionary in behalf of the blend.

Act promptly when you are asked for

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**"THE-CHAFFLESS-COFFEE"**

It signifies that the enquirer has tested the "Rich-Creamy-Flavor" and is determined to purchase "That Delicious Coffee." If you cannot supply her wants, some more enterprising merchant will.

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*How is it Affecting You?*

This idea is gathering momentum daily and the grocer who makes the best of it is the one who will win out with a full cash drawer and a growing business.

The five Made-in-Canada lines here shown represent the leaders in their respective fields—Condensed Milk and Coffee. Their value as sales-producers and repeat business-getters is thoroughly established in the trade. Don't be content to stock them, but get them in the limelight by displaying and pushing them as Canada's original products.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c per 100 lbs.

Note these prices:

St. George Brand Coffee, 2 doz. in case .....	\$4.80
St. George Evaporated Milk, 4 doz. in case ....	3.60
Banner Condensed Milk, 4 doz. in case .....	5.25
Princess Condensed Milk, 4 doz. in case .....	4.50
Premier Skimmed, 4 doz. in case .....	3.80

**ORDER NOW.**

**The Malcolm Condensing Co., Limited, St. George, Ont.**



# Baking Powder

has ensured Canadian housewives unparalleled results for over eighteen years

It's a healthful, efficient baking powder, second to none in satisfying results—a trade getter and holder.

WHITE SWAN is a pure Phosphate Baking Powder and contains the following ingredients only in their purest form, and they are plainly printed on the label: Phosphate, Bi-carbonate of Soda and Starch.

WHITE SWAN has been before the Canadian Housewife for over 18 years, and has always given satisfaction. It positively contains no Alum and no Cream Tartar. It can, therefore, be highly recommended, as in cakes and pastry in which it is used it leaves an absolutely healthful tissue-building residue.

*Order from your jobber or direct.*

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Limited

Toronto - - - Ontario

Diamond, 8's, 6 and 12-lb. boxes .....	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 26
Diamond, ¼'s, 6 and 12-lb. boxes .....	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.....	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes.....	0 32
Milk medallions, 5-lb. boxes	0 32
Chocolate wafers, No. 1, 5-lb. boxes .....	0 32
Chocolate wafers, No. 2, 5-lb. boxes .....	0 27
Nonparell wafers, No. 1, 5-lb. boxes .....	0 32
Nonparell wafers, No. 2, 5-lb. boxes .....	0 27
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes .....	0 38
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box .....	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box .....	0 90
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. ....	0 38
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. ....	0 38
Nut milk chocolate, 5c bars, 24 bars, per box .....	0 90
Almond nut bars, 24 bars, per box .....	0 90

**JOHN P. MOTT & CO.'S.**

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perasse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz. ....	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ....	0 85
Nut milk bars, 2 dozen in box .....	0 80
Breakfast cocoa, ¼'s and ½'s .....	0 36
No. 1 chocolate .....	0 30
Navy chocolate, ¼'s .....	0 26
Vanilla sticks, per gr.....	1 00
Diamond chocolate, ¼'s' ..	0 24
Plain choice chocolate liquors .....	20 30
Sweet chocolate coatings ..	0 20

**CONDENSED AND EVAPORATED MILK.**

**BORDEN MILK CO., LTD.**  
East of Fort William, Ont.

Preserved Per case	
Eagle Brand, each, 4 doz. ....	\$6 25
Reindeer Brand, each, 4 doz. ....	6 25
Silver Cow Brand, each 4 doz. ....	5 75
Gold Seal Brand, each, 4 doz. ....	5 60
Mayflower Brand, each 4 doz. ....	5 60
Purity Brand, each 4 doz. ....	5 60
Challenge Brand, each 4 doz. ....	4 85
Clover Brand, each 4 doz. ....	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz. ....	2 00
Peerless Brand, small, each 4 doz. ....	2 00
St. Charles Brand, Family, each 4 doz. ....	3 90
Peerless Brand, Family, each 4 doz. ....	3 90
Jersey Brand, Family, each, 4 doz. ....	3 90
St. Charles Brand, tall, each 4 doz. ....	4 50
Peerless Brand, tall, each, 4 doz. ....	4 50
Jersey Brand, tall, each, 4 doz. ....	4 50
St. Charles Brand, Hotel, each, 2 doz. ....	4 25

Peerless Brand, Hotel, each, 2 doz. ....	4 25
Jersey Brand, Hotel, each, 2 doz. ....	4 25
St. Charles Brand, gallons, each, ¼ doz. ....	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz. ....	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz. ....	5 50
"Regal" Coffee and Milk, each, 2 doz. ....	4 50
"Reindeer" Cocoa and Milk, each, 2 doz. ....	4 80

**COFFEE, WHITE SWAN SPICES AND CEREALS, LTD.**

**WHITE SWAN.**

1 lb. tins, 4 doz. to case, weight 80 lbs. ....	36
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	20

Add one-half cent per pound to the above.

**ENGLISH BREAKFAST COFFEE.**

½ lb. tins, 2 doz. to case, weight 22 lbs. ....	22
1 lb. tins, 2 doz. to case, weight 40 lbs. ....	20

**MOJA.**

½ lb. tins, 2 doz. to case, weight 22 lbs. ....	32
1 lb. tins, 2 doz. to case, weight 40 lbs. ....	30
2 lb. tins, 1 doz. to case, weight 40 lbs. ....	30

**PRESENTATION COFFEE.**

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb. ....	27
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Shipping weight, 50 lbs. per case.

**MINTO BROS. MELAGAMA COFFEE.**

Whol. Ret'l.	
1s, 1¼s, Grd. ....	25 30
1s, 1¼s, B. & G. ....	32 40
1s only, B. & G. ....	35 45
1s, ½s, B. & G. ....	38 50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

**MINTO COFFEE (Bulk).**

M. Bean or Gr. ....	38
1 Bean or Gr. ....	35
N Bean or Gr. ....	32
T Bean or Gr. ....	30
O Bean or Gr. ....	28
Spec. Grd. Compound .....	25

Packed in 25 and 50-lb. tins.

**FLAVORING EXTRACTS. WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.**

1 oz. bottles, per doz., weight 3 lbs. ....	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs. ....	2 00
2½ oz. bottles, per doz., weight 6 lbs. ....	2 30
4 oz. bottles, per doz., weight 7 lbs. ....	3 50
8 oz. bottles, per doz., weight 14 lbs. ....	6 50
16 oz. bottles, per doz., weight 23 lbs. ....	12 00
32 oz. bottles, per doz., weight 40 lbs. ....	22 00
Bulk, per gallon, weight 16 lbs. ....	10 00

**CRESCENT MFG. CO. CRESCENT MAPLEINE. Special Delivered Price for Canada.**

1½-oz. (4 doz. case), weight 9 lbs., retail each 15c. ....	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c. ....	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c. ....	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c. ....	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50. ....	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3. ....	26 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50. ....	47 75
Gallons, each, retail each \$20 .....	17 15

**GELATINE.**

Knox Plain Sparkling Gelatine (2-qt. size), per doz. ....	1 80
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. ....	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz. ....	1 10



# Books You Ought to Have

## Grocer's Encyclopedia

It is impossible in the small space at disposal to give anything but a vague idea of the tremendous field covered by the "Grocer's Encyclopedia," containing as it does full information on every article handled by the grocery and provision trade, and hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

1200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size; printed on fine calendered paper and strongly bound in heavy buckram.

Price only \$10.50, Delivery Prepaid.

"The color pages alone are worth the price. Words are unable to do the work justice."—New England Grocer.

## Grocery Advertising

By William Borsodi

To the merchant or clerk who wants to put "punch and personality" into his window display cards or advertising copy, he cannot do better than consult the pages of this excellent book.

It contains suggestions for special sales, bargain sales, cash sales, etc., which should be of inestimable value to the go-ahead grocer, also ideas for catch lines or window cards, and many hints for the preparation of real, live advertising copy. In addition there is a collection of short talks, advertising ideas, and selling phrases used by the most successful grocery advertisers.

Price \$2, Postpaid.

No progressive grocer or clerk should be without this book of unquestioned merit.

## How to Buy and Sell Canned Goods

By J. A. Lea

Written by a practical man for practical use and intended to help all distributors of canned foods.

### INDEX TO CONTENTS

Origin and History of Canned Foods.  
How to Regulate Stocks and Purchases.  
Apparent and Real Costs.  
How to Handle Swells, Leaks and Rusties.  
How to Prevent Business Leaks and Stealages.  
Buying and Selling Futures in Canned Foods.  
Use and Expense of Samples.  
Arrangement of Samples in Salesroom.  
Employment and Training of Salesmen.  
Selling Points Applied to Canned Foods.  
A Model Business Organization.  
Advantages and Disadvantages of Private Labels.  
Advantages and Disadvantages of Packers' Labels.  
Window and Counter Displays: Illustrated.  
Hard Work and Hard Play.  
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles.  
Also standard sizes and kinds of cans used.  
How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Pineapple, Pumps, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 300 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated.

Price \$2.15, Postpaid.

## Digest of the Mercantile Laws of Canada

Have you any outstanding accounts you wish you could collect? This book will show you HOW. It is a ready reference for merchants and their assistants in their daily business. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers, and recommended by the Ontario Institute of Chartered Accountants. "Digest of the Mercantile Laws of Canada" is used by more accountants, bankers and business firms than any other work on the subject.

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under the Land Titles System of Registration, and Appendix of 16 pages, containing a synopsis of the Land Titles Act, has been added to the regular edition, thus constituting a special "Western Edition."

Eastern Edition, Price	- - - - -	\$2.00
Special Western Edition	- - - - -	2.50

## An Asset to Your Business

Not until you have these books on your library shelf will their worth to your business be fully appreciated. Each book in its particular line supplies just the information you want. They have been chosen by the publishers of Canadian Grocer as being the best treatise of the respective subjects published at the price.

On receipt of remittance we will forward the book desired. Look over it and examine it carefully and if you are not fully satisfied with the purchase, return the book within five days and the amount sent will be refunded.

When remitting by cheque make same payable at par, Toronto.

All orders payable in advance.

## Store Management Complete

By Frank Farrington

Dealing in a thorough manner with all subjects relative to the capable management of the average store. It is a book that should be in the hands of every merchant and his clerk.

Thirteen Chapters, 252 pages brim full of sound business logic that can be put to practical use every working day of the year. The different subjects treated are as follows:—

The Man Himself—Where to Start—Store Arrangement—The Buying End—The Store Policy—Clerk Management—Leaks—The Store's Neighbors—Working Hours—Expenses—The Credit Business—What to Sell—Premium Giving.

Price \$1.00, Postpaid.

Contains information on every subject necessary to the efficient management of the store.

## Showcard Lettering, Designing, Etc.

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

Marking Pen Lettering  
Soennecken Pen Lettering  
Automatic Pen Lettering and  
Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

Price \$1.00, Postpaid.

The MacLean Publishing Company, Limited

BOOK DEPARTMENT

143-153 University Ave.,

Toronto, Ontario

# Eggs and Butter

If you have any to sell let us handle them for you, either cash, trade or on commission.

Established 1854

**F. W. Fearman Co., Limited**  
HAMILTON

# KING OSCAR BRAND SARDINES

The new pack of KING OSCAR sardines commences in July. In view of the increasing demand and the continued decreasing supply of fish we strongly advise the trade to place their orders NOW for shipment ex the new pack. Consult your jobber!

Canadian Agents:

**John W. Bickle & Greening**

(J. A. Henderson)

HAMILTON, Canada

<b>W. CLARK, LIMITED,</b> MONTREAL.		32 oz. bottle ..... 28 50
Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$18; 14s, \$37.		80 oz. bottle ..... 60 00
Roast Beef, 1/2s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$16.		Flour—Potato—"Anchor" Per doz.
Bolled Beef, 1s, \$2.75; 2s, \$5; 6s, \$16.		Cases, 2 doz. .... 1 20
Jellied Veal, 1/2s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.		1cings, Prepared "Anchor" .....
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.30; 2s, \$4.25.		10c pkgs., case 3 doz. .... 1 00
Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.75; 2s, \$5.		Mustard, D.S.F.—"Anchor" .....
Cambridge Sausage, 1s, \$2.40; 2s, \$4.		1s, boxes 4 doz. .... 0 50
Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.25; 2s, \$4.25.		10c tins, boxes 4 doz. .... 0 95
Lambs' Tongues, 1/2s, \$1.90.		Per lb.
Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65.		1/2s, tins, boxes 12 lbs. .... 0 40
Sliced Smoked Beef, glass, 1/2s, \$1.25; 1s, \$1.90; 1s, \$2.75.		1/2s, tins, boxes, 12 lbs. .... 0 39
Tongue, Ham and Veal Pate, 1/2s, \$1.20.		1s, tins, boxes 12 lbs. .... 0 38
Ham and Veal, 1/2s, \$1.		Rice, Special Grain—"Anchor" .....
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.		Per doz.
Potted Meats, Glass —Chicken, Ham, Tongue, 1/2s, \$1.25.		Cases 2 and 4 dozen ..... 0 90
Ox Tongues, tins, 1/2s, \$2.40; 1s, \$5.25; 1 1/2s, \$8; 2s, \$10.		"Anchor" Brand .....
Ox Tongues, Glass, 1 1/2s, \$9.75; 2s, \$12.		Shaker Table Salt, free running, cases 2 doz., case... 1 60
Mincemeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.		"GOLD MEDAL" COFFEE.
In Pails, 25 lbs., 8c lb.		Whole or Ground— Per lb.
In Tubs, 45 lbs., 7 1/2c lb.		1/2 lb tins, cases 30 lbs. .... 0 37
In Glass, 1s, \$2.25.		1 lb, tins, cases 30 lbs. .... 0 36
Plum Pudding, 1s, \$2.30; 2s, \$2.80.		2 lb, tins, cases 30 lbs. .... 0 35
Clark's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85.		"GOLD MEDAL" ROLLED WHITE OATS.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.		Per case
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.		25c pkgs., cases 12 pkgs. .... 2 50
Pork & Beans, Plain Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.		"KING" NAPHTHA BORAX WASHING COMPOUND.
*Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.		5c pkgs., cases 50c ..... 1 30
Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.		5c pkgs., cases 100c ..... 3 75
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.		10c pkgs., cases 3 doz. .... 3 50
Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.		"KOLONA" CEYLON TEA.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.		Per lb.
Clark's Chateau Concentrated Soups, 95c.		40c black, green or mixed, 1/2 and 1 lb. pkgs. .... 0 30
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.		50c black, green or mixed 0 35
		60c black, green or mixed 0 42
		80c black, green or mixed 0 55
		Per doz.
		"Meat of Wheat" Breakfast Food, cases 2 doz. .... 1 45
		"Wheat - O's" Breakfast Food, cases 2 doz. .... 1 45
		Per doz.
		"Piccaninny" pancake and buckwheat ..... 1 00
		LAPORTE, MARTIN, LIMITED Montreal. Agencies.
		BASIN DE VICHY WATERS.
		L'Admirable, 50 btles, litre, cs. .... 5 50
		Efficace ..... 6 00
		Neptune ..... 7 00
		San Rival ..... 8 00
		VICHY LEMONADE.
		La Savoureuse, 50 btles., cs. .... 8 00
		MINERVA PURE OLIVE OIL.
		Case—
		12 litres ..... 8 00
		12 quarts ..... 7 00
		NATURAL MINERAL WATER.
		Evian, Source Cachat, 50 btles., cs. .... \$9 00
		IMPORTED GINGER ALE AND SODA.
		Ginger Ale, Trayders, cs. 6 doz. pts., doz. .... 1 10
		Ginger Ale, Trayders, cs. 6 doz. splits, doz. .... 0 90
		Club Soda, Trayders, cs. 6 doz. pts., doz. .... 1 00
		Club Soda, Trayders, cs. 6 doz. splits, doz. .... 0 90
		BLACK TEAS.
		Victoria Blend, 50 and 30-lb. tins, lb. .... 0 37
		Princess Blend, 50 and 30-lb. tins, lb. .... 0 33
		JAPAN TEAS.
		H. L., ch. 90 lbs., lb. .... 0 35
		Victoria, ch. 90 lbs., lb. .... 0 30
		Princess, cad. 5 lbs., lb. .... 0 25
		COFFEES.
		Victoria, Java and Mocha Blend, 1-lb. tin, lb. .... 0 34 1/2
		Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. .... 0 82
		Princess, Java and Mocha Blend, 1-lb. tin, lb. .... 0 22
		MALT EXTRACT.
		Miller of Milwaukee, cs. 2 doz., cs. .... 4 40
		Miller of Milwaukee, brl. 8 doz., brl. .... 16 20



HERE ARE A FEW OF

## McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock:

<b>DIGESTIVE.</b>	"The Premier Biscuit of Britain." Finest wholemeal.
<b>SCOTTISH ABERNETHY.</b>	The Scottish favourite.
<b>ACADEMY CREAMS.</b>	Rich cream-filled short-bread biscuit.
<b>CREAMY CHOCOLATE.</b>	Chocolate biscuit filled with cream.
<b>OSBORNE.</b>	The standard Old Country biscuit, delightful flavour.
<b>RICH TEA.</b>	Popular Scottish tea biscuit.
<b>SMALL PETIT BEURRE.</b>	Fine butter flavour.
<b>CORONATION.</b>	Rich shortcake.
<b>BUNTY CREAMS.</b>	Butterfly shape, cream sandwich, almond flavour.
<b>BUTTERETTE.</b>	Light short-eating cracker.
<b>ROYAL SCOT.</b>	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—  
Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

## TOMATOES

Florida and Hothouse

We excel in fine Tomatoes.

**Strawberries**

Fresh cars every day.

**Cucumbers**

Market much lower.

Hampers 6 to 8 doz.

**Grape Fruit**

Our last car for season has arrived.

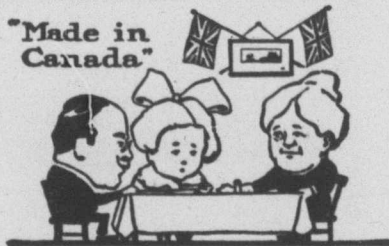
**Pineapples, New Carrots, New Beets,  
New Cabbage.**

Everything the best and the biggest  
assortment.

**White & Co., Limited**

Toronto and Hamilton

"Made in  
Canada"



### The One Price Line is The Square Price Line

Manufacturers, who try to deal direct with the retailers, don't always give special prices to one grocer only. You may be sure of that.

Rebates and discounts sound well—but a grocer who puts in a "cut price line" never knows whether his competitors are getting a little deeper cut.

### "WINDSOR" AND "REGAL" SALT

are sold through jobbers only, at fixed prices. All Retail Grocers are given the same terms and treatment, and the same high quality in every bag and package.

"WINDSOR" AND "REGAL" are so well known that to sell any other salt you must first overcome the strong preference for "WINDSOR" AND "REGAL." Is it worth the trial, and the risk of offending so many of your good customers?

**The Canadian Salt Co., Limited**  
Windsor, Ont.



Past experience is a mighty sure basis for judging the trade-bringing value of Soap. So well has Wonderful Soap served housewives for years that to-day, after ten, fifteen or twenty years, Wonderful Soap is the best-liked soap in most households. For a continued flow of heavy sales, push Wonderful Soap to-day.

**Guelph Soap Co.**  
Guelph, Ont.

# Our Tiger (50 cent line) Brooms

are superfine carpet BROOMS on polished handles. Offer them to your customers and secure business that stays. Splendid value in 35c, 40c, 50c, 60c lines. Try a sample shipment and be satisfied.

We make **Factory Brooms.**

**Walter Woods & Co.**  
HAMILTON

## IN THE FRUIT SEASON

The housewife would almost as soon be without sugar or potatoes as not to have

# Parowax

always on hand. For sealing preserves, jams and jellies, Parowax is a staple.

Parowax is also largely used for loosening dirt when washing clothes. Women like it because it makes washing easy, and does away with all the hard rubbing.

Our advertising this year will again stir up a good demand for Parowax. Be ready for it. Put up in ¼-lb. cakes, packed 4 in a carton, 20, 40 or 100 cartons in a case.

MADE IN CANADA



**THE IMPERIAL OIL COMPANY**

Limited  
BRANCHES IN ALL CITIES



**BOAR'S HEAD LARD COMPOUND.**  
**N. K. FAIRBANK CO., LTD.**

Tierces	0 10 1/4
Tubs, 60 lbs.	0 10 1/4
Pails, 20 lbs.	0 10 1/4
Tins, 20 lbs.	0 10 1/4
Cases, 3 lbs., 20 to case	0 11 1/4
Cases, 5 lbs., 12 to case	0 11 1/4
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

**MUSTARD.**  
**COLMAN'S OR KEEN'S.**

Per doz. tins	
D. S. F., ¼-lb.	\$ 1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 38
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63

Per Jar

—ham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

**JELLY POWDERS.**  
**WHITE SWAN SPICES AND CEREALS, LTD.**

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90  
List Price.

**SPICES.**  
**WHITE SWAN SPICES AND CEREALS, TORONTO.**

Dredge Cannister 4 oz. Round Pkgs	
Allspice	\$0.90 \$0.90
Arrowroot, 4 oz. tins, 85c.	
Cayenne	0.90 0.90
Celery Salt	
Celery Pepper	
Cinnamon	0.90 0.90
Cinnamon, 1 oz. Fagots, 45c.	
Cloves	0.90 0.90
Curry Powder	
Mace	
Nutmegs	0.90
“ Whole, 5c. Pkgs, 45c.	
Paprika	0.90
Pepper, Black	0.90 0.90
Pepper, White	1.10 1.10
Pastry Spice	0.90 0.90
Pickling Spice (Window front)	0.75
Dozens to case	4 4
Shipping weight, per case	10 lbs. 17 lbs.

**SOAP AND WASHING POWDERS.**  
**SNAP HAND CLEANER.**

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

**RICHARDS' PURE SOAP.**  
Richards' Quick Naptha Soap. Packed 100 bars to case. 5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.

**FELS NAPHTHA.**  
Prices—Ontario and Quebec:  
Less than 5 cases \$ 5 90  
Five cases or more 4 95

**WHITE SWAN LYE.**  
Single cases, 4 doz. \$ 3 50  
5 case lots, 4 doz. 3 55  
Shipping weight 50 lbs. per case.

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

Laundry Starches—	
Boxes,	Cents.
40 lbs., Canada Laundry	.06 1/4
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06 1/4
48 lbs. No. 1 white or blue, 4 lb. cartons	.07 1/4
48 lbs. No. 1 white or blue, 3 lb. cartons	.07 1/4
100 lbs., kegs, No. 1 white	.06 1/4
200 lbs., bbls., No. 1 white	.06 1/4
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07 1/4
48 lbs. silver gloss, in 6-lb. tin canisters	.06 1/4
36 lbs., silver gloss 6-lb. draw lid boxes	.06 1/4
100 lbs., kegs, silver gloss, large crystals	.07 1/4
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07 1/2
40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07 1/4
40 lbs. Canada pure corn starch	.06 1/4
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	10

**BRANTFORD STARCH.**  
Ontario and Quebec.

Laundry Starches—  
Canada Laundry—  
Boxes about 40 lbs. .06  
Acme Gloss Starch—  
1-lb. cartons, boxes of 40 lbs. .06 1/4  
First Quality White Laundry—  
3-lb. canisters, ca. of 48 lbs. .07 1/4  
Barrels, 200 lbs. .06 1/4  
Kegs, 100 lbs. .06 1/4  
Lily White Gloss—  
1-lb. fancy carton cases 30 lbs. .07 1/4  
8 in case .08  
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case .08 1/4  
Kegs, extra large crystals, 100 lbs. .07 1/4  
Canadian Electric Starch—  
Boxes, containing 40 fancy pkgs., per case 3 00  
Celluloid Starches—  
Boxes containing 45 cartons, per case 3 60  
Culinary Starches—  
Challenge Prepared Corn—  
1-lb. pkts., boxes of 40 lbs. .06 1/4  
Brantford Prepared Corn—  
1-lb. pkts. boxes of 40 lbs. .07 1/4  
“Crystal Maise” Corn Starch—  
1-lb. pkts., boxes of 40 lbs. .07 1/4  
(20-lb. boxes ¼c higher than 40's)

**OCEAN MILLS, MONTREAL.**  
Chinese starch, 16 oz. pack, 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack, 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack, 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack, 4 doz. per case, \$4; Ocean Borax, 8 oz. pack, 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack, 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack, 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack, 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack, 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack, 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, \$7.20.



In buying  
**KETCHUP**

remember Upton's give 125 per cent. of ketchup value for your dollar.

**Try It and See**

It is packed in standard packages at popular prices. Get it from your jobber or write us if he cannot supply you.

**The T. Upton Co., Limited**  
ST. CATHARINES

**Strawberries**

Fresh cars of the **Very Finest Quality** arriving regularly. Let us look after your Berry business either from Guelph or North Bay.

**Pineapples**

Get your trade supplies now. They will be higher. We have the Best Marks only.

**Wax Beans, New Potatoes, Tomatoes, Cucumbers, Green Peas, LETTUCE, ORANGES, BANANAS, LEMONS.**

THE HOUSE OF QUALITY

**Hugh Walker & Son**

ESTABLISHED 1861

GUELPH and NORTH BAY

*There is Always Room for a*  
**GOOD MAN!**

Canadian Grocer's Condensed Ad. Column found him the job. This is what he says:

*"Thanks for advertisement in the Grocer. I am now suited and am making a start on Monday. I may say your paper is a Champion Medium for Practical Grocers, not 'shopmen,' who are wanting a berth. Rest assured I shall boom the Grocer wherever I go."*

Are you wanting a job? Perhaps you have something for sale or are wanting a Clerk, a Salesman or a Manager? Among the readers of "Canadian Grocer" you will find just the man you are looking for to fill the bill.



## Make Sea Foods a Bigger Business Producer

The amount of business you do depends entirely on the quality of the goods you are handling. Inferior lines will never give you a big turnover or produce satisfied customers.

Stock only quality goods, which will boost your canned sea food business and attract the best class of trade to your store.

You run no risks whatever when you stock Brunswick Brand Sea Foods whose delectable, wholesome qualities appeal to the most fastidious tastes.

"Brunswick Brand" is a big factor in creating year-round sales.

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



### COW BRAND BAKING SODA

In boxes only.

Packed as follows:

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

### SYRUP.

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

2-lb. tins, 2 doz. in case	...\$2 65
5-lb. tins, 1 doz. in case	... 3 00
10-lb. tins, 1/2 doz. in case	... 2 90
20-lb. tins, 1/4 doz. in case	... 2 85
Barrels, 700 lbs.	... 3 1/2
Half barrels, 350 lbs.	... 4
Quarter barrels, 175 lbs.	... 4 1/2
Pails, 38 1/2 lbs.	... 1 95
Pails, 26 lbs. each	... 1 40

### LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	... 3 00
5-lb. tins, 1 doz. in case	... 3 35
10-lb. tins, 1/2 doz. in case	... 3 25
20-lb. tins, 1/4 doz. in case	... 3 20

(5, 10 and 20-lb. tins have wire handles.)

### ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case	...\$2 65
Barrels	... 0 63 1/2
1/2 barrels	... 0 04

### CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	.....\$5 40
Cases, 4 doz. each, ovals, per case	..... 5 40

### INFANTS' FOOD.

Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.	
---	--

### BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	... 4 70
---	----------

### MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

#### Gingerbread Brand.

2s, Tins, 2 doz. to case.	
Quebec, per case	.....\$1 85
Ontario, per case	..... 1 30
Manitoba, per case	..... 2 30
Saskatchewan, per case	..... 2 60
Alberta, per case	..... 2 70

#### DOMOLCO BRAND.

2s, Tins, 2 doz. to case.	
Quebec and Ontario, per case	2 95
Manitoba, per case	3 40
Saskatchewan, per case	3 05
Alberta, per case	3 75
British Columbia, per case	2 40
British Columbia, per case	3 35

### SAUCES.

#### PATERSON'S WORCESTER SAUCE.

1/2-pint bottles, 3 and 6 doz. cases, doz.	..... 0 90
Pint bottles, 3 doz. cases, doz.	..... 1 75

#### H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	..... 1 90
H. P. Pickles—	
Cases of 2 doz. pints	... 3 25
Cases of 3 doz., 1/4 pints	... 2 70

### STOVE POLISH.

#### JAMES DOME BLACK LEAD.

2a size, gross	..... 2 50
6a size, gross	..... 2 40

### NUGGET POLISHES.

	Doz.
Polish, Black and Tan	... 0 65
Metal Outfits, Black and Tan	... 3 65
Card Outfits, Black and Tan	... 3 25
Creams and White Cleanser	1 10

### TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Whole-sale. R't'l.
Brown Label, 1s and 1/2s	... 33 40
Blue Label, 1s, 1/2s, 1/4s	... 40 50
Red Label, 1s and 1/2s	... 46 60
Gold Label, 1/2s	... 54 70

### ORANGE MARMALADE.

#### "BANNER BRAND" PURE FRUIT PRODUCTS.

#### JAMS AND JELLIES.

2's	.....\$ 2 15
4's	..... 0 35
5's	..... 0 42
7's	..... 0 60
30's, wood	..... 0 66
12-oz. glass jar	..... 1 15
Tumbler, glass	..... 0 95

### MARMALADE.

2's, per doz.	.....\$ 2 30
4's, per pall	..... 0 40
5's, per pall	..... 0 45
7's, per pall	..... 0 65
30's, wood, lb.	..... 0 68 1/2
12-oz. glass jar, doz.	..... 1 20
Tumbler, glass, doz.	..... 1 00

Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

### MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or 1/2s	0 20	0 35
Green Label, 1s, 1/2s, 1/4s	0 32	0 40
Blue Label, 1s, 1/2s, 1/4s	0 37	0 50
Yellow Label, 1s, 1/2s, 1/4s	0 42	0 60
Purple Label, 1/2s only	0 55	0 60
Gold Label, 1/2s only	0 70	1 00

### MINTO TEA.

	Whol.	Ret.
Green Bag	0 20	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

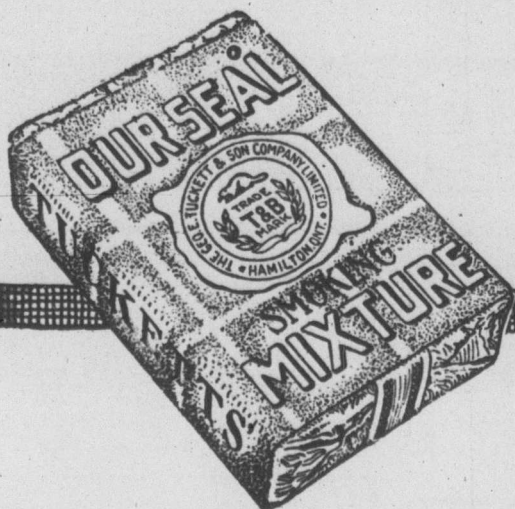
### YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks. 1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	.....\$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	..... 0 46
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs.	... 0 46
Currency, 6s, 1/2 butts, 9 lbs.	... 0 46
Stag Bars, 6 1/2s, butts, 11 lbs., boxes 6 1/2 lbs.	... 0 48
Walnut Bars, 8 1/2s, boxes 7 lbs.	... 0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes	... 0 65
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes	... 0 65
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies	... 0 68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs.	... 0 67
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies, 6 lbs.	... 0 66
Great West, pouches, 9s	... 0 72
Forest and Stream, tins, 11s, 3 lb. cartons	... 0 80





“At last! I have struck my favorite”

—this is the thought of the discriminating smoker when he has tried “Our Seal.”

The Young smoker—you know him, is the most discriminating user of tobacco, or perhaps we might say the hardest to satisfy. This trade is worth while though and worth going after. “Our Seal” will get and hold it, for the delightful mellow flavor and fragrance “gets to” both old and young. “Our Seal” should be in your stock right now—it’s the “Prince of Tobacco Blends—the result of long experiments.

ORDER FROM YOUR WHOLESALER

**TUCKETT LIMITED**

HAMILTON

CANADA

### Are You Interested?

- In Buying a Business?
- In Selling a Business?
- In Engaging a Clerk?
- In Securing a Position?
- In Securing a Partner?
- In Disposing of Second - hand Fixtures?

Then you should use Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches All These Men.

**RATES:**

(payable in advance)

- 2c per word, first insertion.
- 1c per word, subsequent insertions.
- 5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

**Canadian Grocer**

143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

## Lake Trout and Herring

also Pickled Herring. Just the thing for deliciously appetizing and economical meals. Big margin for the dealer.

¶ Only few hundred barrels Georgian Bay Apples left. Rush your order through —NOW.

**Lemon Bros.**

Owen Sound, Ont.

## “St. Nicholas” Verdelli Lemons are here

TRACUZZI says:

“My ‘St. Nicholas’ are very fine—the best grown in all our gardens.”

**Ask your Jobber for “St. Nicholas”**

If your jobber hasn't got “St. Nicholas,” write me. I'll tell you who has.

**J. J. McCabe**

AGENT

**Toronto**

# Buyers' Guide

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farmers' dried apples. Prices and tags  
on application.  
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Ingersoll Ontario

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man's pocket. We are good collectors  
of past due accounts—consult us—  
charges moderate.  
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JAMS—JELLIES—MARMALADE**  
Are guaranteed absolutely pure and of the  
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Send us your orders.  
Agents:  
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**EGG FILLERS**  
Our capacity is three times the total  
Filler requirements of Canada.  
**PROMPT DELIVERIES**  
by us are therefore certain.  
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TRENTON, ONTARIO, CANADA

**A SEED DEPARTMENT**  
will add to your profits  
*Kolway Langport  
England*  
grow and sell  
**SEEDS OF ALL KINDS**  
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Write to the actual wholesale growers for  
rock-bottom prices and illustrated catalogue.  
Buy well ahead to secure  
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Write us for New Price List of  
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**TORONTO SALT WORKS**  
TORONTO, ONT. GEO. J. CLIFF, Manager

**ST. MARC COFFEE**  
Gives all users entire  
satisfaction.  
**AUGUSTIN COMTE & CO., LTD.**  
725 Notre Dame E. Montreal

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Advertisements under this heading 2c per  
word for first insertion, 1c for each subsequent  
insertion.  
Where replies come to our care to be for-  
warded, five cents must be added to cost to  
cover postage, etc.  
Contractions count as one word, but five  
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rule be overlooked. Advertisements received  
without remittance cannot be acknowledged.

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**FOR SALE—ECONOMY TIERING MACHINE**  
for handling and piling of heavy cases. Box  
96, Canadian Grocer, Toronto.

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tanks, enclosed in cabinet; nearly new; capa-  
city 50 gals. each; sacrifice for quick sale. Box  
95, Canadian Grocer, Toronto.

**FOR SALE—GENERAL STORE SITUATED**  
21 miles west of London. Turnover \$15,000.00.  
Stock \$5,500.00. Good opening for energetic  
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wishes to retire. Write to Box 87, Canadian  
Grocer, Toronto, Ont. 61115

**GROCERY AND PROVISION BUSINESS FOR**  
sale in thriving Ontario town. Well establish-  
ed; good location. Stock about \$3,500. Turn-  
over \$22,500 a year. Write Box 92, Canadian  
Grocer, Toronto.

**GROCERY STOCK AND FIXTURES—ALSO**  
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rental. Favorable lease. Owner retiring  
from grocery business. \$1,000 more or less  
takes everything. Good snap. Box 94, Cana-  
dian Grocer, Toronto.

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to establish agency and handle on the road—  
Maritime Provinces. Write with full particu-  
lars. Box 93, Canadian Grocer, Toronto.

**TEA SALESMAN — HIGH GRADE, FOR**  
larger trade; Michigan and Indiana. This is  
a splendid opportunity for permanent, pro-  
fitable position. Address Milford Sipes (Sales  
Mgr.), 321 Ash St., Detroit, Mich.

**GROCERY TRAVELER WANTED WEST OF**  
Hamilton. Mr. Murrell is going to the west;  
wants a first-class experienced man to take  
his place. Apply Geo. E. Bristol & Co., Ham-  
ilton.

**WANTED—EXPERIENCED MAN TO IN-**  
stall and take charge of manufacturing  
department for spices, extracts, baking pow-  
der, jelly powders, olives and other grocery  
specialties. Apply by letter, stating age, ex-  
perience and salary required to W. H. Malkin  
Co., Limited, Wholesale Grocers, Vancouver,  
British Columbia.

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

**EXPERIENCED SALESMAN OPEN FOR**  
situation as agent or manager of branch in  
grocers' specialties, etc., for Maritime Pro-  
vinces. Good traveller and salesman. Under-  
stands clerical work. Willing to accept  
moderate salary until ability proved. Good  
references. Address J. H., Post Office Box  
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**DO YOU NEED HIM?**  
THE ADVERTISER IS EARNESTLY SEEK-  
ing an opening where real and practical  
executive knowledge will meet with the ap-  
preciation it deserves. He is a Scotsman,  
thirty-one years of age, of good appearance  
and address, with fourteen years' experience  
of the very best class grocery business. Hav-  
ing followed this business in four different  
countries, it has given him an insight into  
methods and systems which may be said to  
be unique. Possessed of a natural aptitude  
for salesmanship and organizing, he has al-  
ways been successful, in so far as advancement  
of results are concerned. Last position held  
was that of assistant advertising manager in  
America's finest grocery establishment (fact).  
Will be glad to communicate with wholesale  
or manufacturing concerns in need of a cap-  
able correspondent. "Opportunity" of more  
importance than initial salary. Address:  
Honorable, Canadian Grocer.

### MISCELLANEOUS


**THE NATIONAL CASH REGISTER COM-**  
pany guarantee to sell a better register for  
less money than any other house on earth.  
We can prove it. Make us. The National  
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**WANTED—ENERGETIC MAN TO SECURE**  
subscriptions and renewals to MacLean's Mag-  
azine and The Farmer's Magazine. Good in-  
come guaranteed to capable person. Apply  
by letter, stating qualifications to The Mac-  
Lean Publishing Company, Limited, 143-153  
University Ave., Toronto, Canada.

**BUCK WHEAT FLOUR GUARANTEED**  
pure and unsurpassed by any mill in the  
province. T. H. Squire, Queensboro, Ont.,  
solicits your orders.



## TANGLEFOOT



**The Non-Poisonous Fly Destroyer**

**Destroys Billions of Flies every year—vastly more  
than all other means combined. Absolutely Sanitary.**



NOW IT'S TIME

to suggest

MAPLEINE

—delicious flavor for ices, punches, summer desserts.

Order from

Frederick E. Robson & Co.,  
25 Front St. E., Toronto, Ont.

Mason & Hickey  
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CRESCENT MFG. CO.  
SEATTLE, WASH.



**OAKLEY'S**  
**KNIFE POLISH**

201-102-5711



JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

AGENTS

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Toronto, and J. E. Huxley & Co., 220  
McDermed St., Winnipeg.

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

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For sale by the jobbing trade everywhere.  
Manufactured by  
**ALLISON COUPON COMPANY**  
Indianapolis, Indiana, U.S.A.

**McLEOD'S SPECIAL FLOUR**

McLEOD'S FLOUR IS ALWAYS RIGHT

¶ Makes every loaf of bread a loaf of satisfaction. ¶ McLeod's "SPECIAL" is a very high grade blended flour—milled from the finest of Ontario Winter Wheat and Manitoba Spring Wheat—it is best for pastry and makes most excellent bread—it requires less shortening and so lessens the cost of pastry baking, without sacrificing quality—it requires less water in bread baking and therefore there is less evaporation. It is economy to use McLeod's "SPECIAL" and you use it with the absolute guarantee of uniformity in the quality, and that the highest. McLeod's "SPECIAL" the FLOUR THAT NEVER DISAPPOINTS.

The McLeod Milling Company, Limited  
Stratford, Ontario.



Link Up Your Store With This Advertising Now

The definite attention this extensive advertising campaign is centering on McLeod's Special Flour at the present time is creating considerable demand. The housewife will be on the lookout for the store that handles McLeod's. Make sure she knows you have this better flour in stock. Concentrate the interest created by this extensive campaign directly on your store through attractive window and counter displays. Write your nearest dealer for supplies and get your displays in now before sales are directed elsewhere.

**The McLeod Milling Company, Limited**  
Stratford, Ontario

## Take Advantage of This Service

Every week we have enquiries from readers in all parts of Canada asking trade questions. CANADIAN GROCER is in a position to answer these enquiries from its wide connection with the trade in all the large Canadian centres.

### Do you want to know

- The name of a manufacturer of any line?
- The Canadian agents of an imported line?
- The answer to a question of law?
- The regulations regarding any food stuff?
- The method of manufacture of any article of food?

Our services are at your disposal. As a subscriber to CANADIAN GROCER you are entitled to them.

Send in your enquiries to the

**Service Dept., Canadian Grocer**  
143-153 University Ave., Toronto



**Light in Weight  
but Heavy on the  
Quality**

That's the reason housewives pick the  
**"NUGGET" BROOM**

The "Nugget" is the first good light broom to be put on the market. Heretofore brooms of good, lasting quality have only been made in the heavier weights.

The "Nugget" is made of the very best corn, free from stems and seeds, and warranted not to come out or turn over at the tip. Handle is golden yellow and the whole broom is handsomely finished and sewn with four rows of yellow stitching. Each bears the "Nugget" trade-mark and comes in an individual wrapper.

For prices, etc., write  
**Stevens - Hepner  
Company, Ltd.**  
Port Elgin, - Ontario

*The "Nugget" broom is  
only one of the famous  
Keystone Brand  
Brooms and  
Brushes.*





**Right—Always right**

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

**COW BRAND BAKING SODA**

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

**CHURCH & DWIGHT**  
Manufacturers LIMITED  
MONTREAL

**BLACK JACK**

**QUICK  
CLEAN  
HANDY**

½-lb. tin—  
3 doz. in case



**TRY IT**

**SOLD BY  
ALL  
JOBBERs**

BUY  
**STARBRAND**  
"Made in Canada"  
**Cotton Clothes Lines  
and Cotton Twine**

Cotton Lines are as cheap as Sisal or Manila  
and much better

FOR SALE BY ALL WHOLESALE DEALERS  
See that you get them

A condensed ad. in  
this paper will bring  
results from all parts  
of Canada : : : :

**TEA LEAD**  
(Best Incorrodible)  
Buy "PRIDE OF THE ISLAND" Brand  
as extensively used for years past by most  
of the leading packers of Tea in Canada.

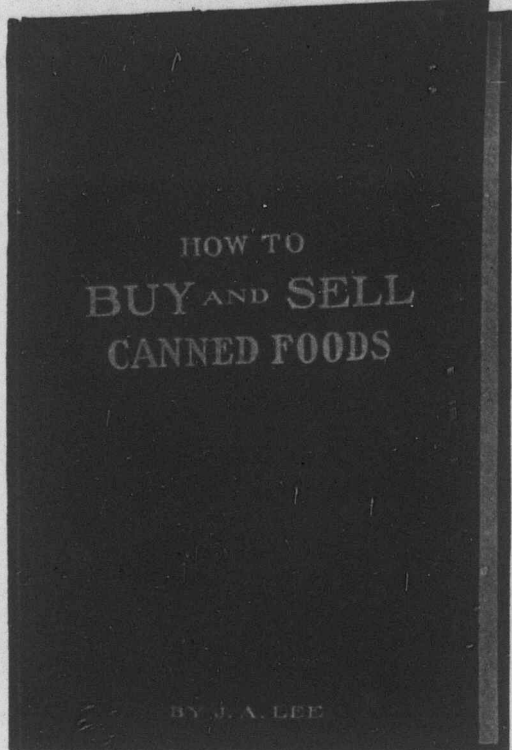
**ISLAND LEAD MILLS Ltd.**  
Tel. Address: "Laminated," London. LIMEHOUSE  
A.B.C. Codes used, 4th & 5th Editions. LONDON, E., Eng.

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CECIL T. GORDON, MONTREAL





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**A Practical Text-Book of the Canning Trade**

it was written by a practical man for practical men and intended to help all distributors of canned foods.

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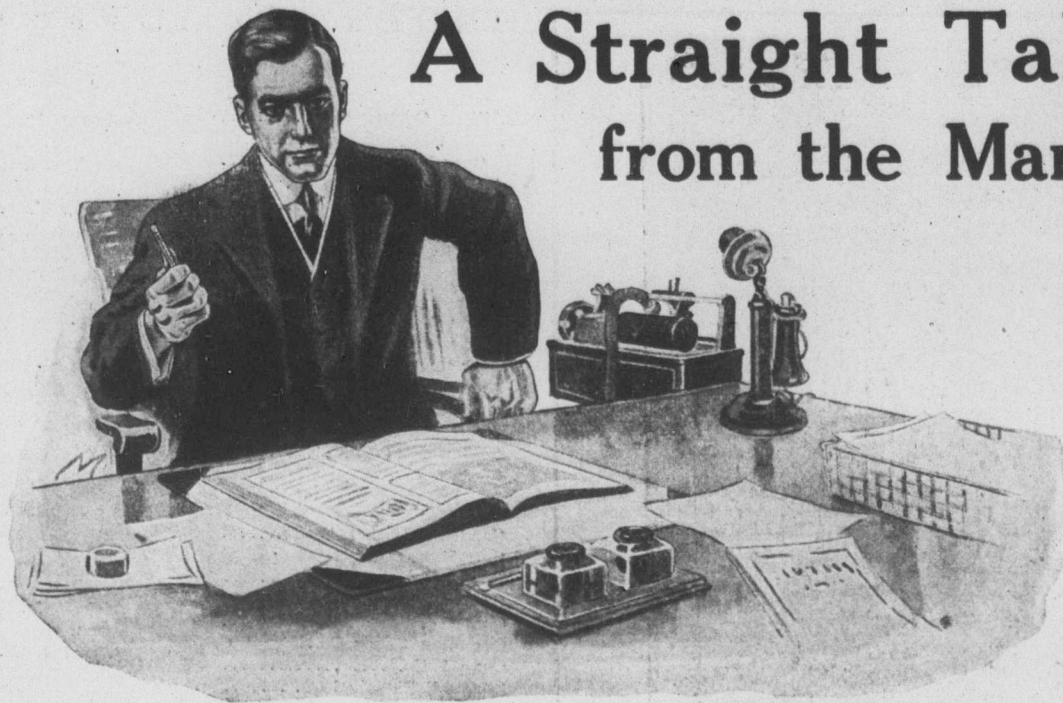
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- How to Regulate Stocks and Purchases.
- Apparent and Real Costs.
- How to Handle Swells, Leaks and Rusties.
- How to Prevent Business Leaks and Stealages.
- Buying and Selling Futures in Canned Foods.
- Use and Expense of Samples.
- Arrangement of Samples in Salesroom.
- Employment and Training of Salesmen.
- Selling Points Applied to Canned Foods.
- A Model Business Organization.
- Advantages and Disadvantages of Private Labels.
- Advantages and Disadvantages of Packers' Labels.
- Window and Counter Displays; Illustrated.
- Hard Work and Hard Play.
- Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.
- How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Pine-apple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Straw-berries, Stringless Beans, Succotash, Sweet Potatoes.

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**The MacLean Publishing Co., Limited**  
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# A Straight Talk from the Manager



*Are You  
in  
Control?*

**D**O you control your business, or does your business control you? Just think that question over a few minutes, because on its answer depends not only your success but your comfort during business hours and after.

To control your business you must know what you want to do and how you are going about it. To do this you have to plan out your work and then work out your plan. This is a man's job. It requires hard concentration of thought and action, but gives you the satisfaction of seeing things take shape under your direction and in accordance with your wishes rather than just happen, and it is worth the effort. Think for a moment of the poor devils you know who just podder along, taking what comes to them, without caring to inquire how or why. They have their worries just as much as the man who plans, but the tragedy of it is their worries are over things that have already happened and are beyond remedy.

Canadian Grocer is published for the man who plans or wants to plan. Every page—editorial, markets, advertising—contains information or suggestions for the man who plans.

**THE MANAGER.**



When our persistent advertising of

# CHASE & SANBORN'S COFFEE

brings you an order which you do not fill,  
three people are disappointed:

1. The consumer.
2. You.
3. Ourselves.

Let's get together.

## Chase & Sanborn, - Montreal

### HIGH-GRADE COFFEES

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## Dr. Cassell's Tablets Will Do Wonders to Straighten Up Your Customers' Disordered Nerves and Build Up a Profitable Business for You

"Nerves" is a common ailment these days, but there is a reliable remedy in Dr. Cassell's which will prove a great blessing to numbers of your customers.

Give them a prominent display space on your counter, attract attention, make sales, and 50 per cent. profit for yourself.

Dr. Cassell's has a 30 years' record of merit in the "Old Country"—Now we want Canada to know of their sterling merits—therefore our \$60,000 newspaper publicity campaign.

Send a small trial order. Get it on display and prove its selling qualities for yourself.

**Dr. Cassell's Medicine Co., Ltd., Manchester, Eng.**

Agents for Canada: Harold F. Ritchie Co., Limited, 10-14 McCaul St., Toronto

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**E**VER hear of a ten pound butter dish or food tray? Nobody ever had until the Riteshape line was introduced to the trade. Now thousands of top-notch retailers in America use 10 pound Riteshapes and get a great deal of satisfaction from the service this splendid big dish gives them.

A 10 pound butter dish is impossible except where the finest of material is used and the most careful processes of manufacture employed. This will explain to you why few butter dish lines ever get above the 3 pound size. The common butter dish won't carry much more than 3 pounds and get there with the contents.

The 10 pound Riteshape dish is largely used for display purposes. Fruits, oysters, shell fish, new vegetables, cakes, pastry, roasts, large orders of chopped or sliced meats, a quantity of any food is dispensed most attractively and efficiently in this handsome big container. It takes the place of metal or earthen trays on the counter. It is better than a market basket for the shopper who carries his order home with him. Try a few of these ten pounders. Remember the Riteshape line.



Genuine Sugar Maple

$\frac{1}{2}$  to 10  
**THE BIG LINE**      **THE BEST LINE**

Stocks now in all parts of Canada. Ask your jobber or drop a line to

**THE OVAL WOOD DISH COMPANY**

DELTA, OHIO, U.S.A.