

**PAGES
MISSING**

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, AUGUST 10th, 1917

No. 32



The Safest Matches in the World

66 years ago the first Canadian Match was made in Hull by EDDY. It was a good match, but those that were made after it were better and still better, until perfection is reached in the EDDY non-poisonous, chemically self-extinguishing match that is known to-day Canada over—The "Silent 5."

The Public reposes a trust in you, Mr. Grocer—it is your duty to give your Customers only the best in every line that their money can buy. We tell you why our Matches are the best and it only remains for you to stock up!

EDDY'S Washboards, Indurated Pails and Tubs, Paper Products, Bags, etc., are as good standard of quality as are EDDY'S MATCHES.

EDDY
ESTABLISHED A.D. 1851.

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

CANADIAN GROCER

Raspberries and Cherries are coming in freely.
Your Customers' needs in Sugar will be heavy.

Give them the best.

ST. LAWRENCE



GRANULATED SUGAR

The Best for Preserving Fruits of all Kinds

St. Lawrence Sugar Refineries, Limited, Montreal

**KING GEORGE'S
NAVY** CHEWING TOBACCO

will "get" the men and hold them too

When you sell a man a plug of King George's Navy you can count on his coming back to you again for further supplies.

The chewy texture and the flavor of this splendid tobacco will satisfy the veteran and the novice.

Rock City Tobacco Co., Ltd.



BORDEN'S need only be displayed

to sell quickly and easily; your customers know Borden's. They know them to be the cleanest, purest and the best Milk Products obtainable anywhere, and so the demand is constantly growing.

Be one of those aggressive quality dealers who are ringing up good big profits every day from their sales of Borden Milk Products.

Tell your wholesaler you need a trial supply.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

Made in Sincerity

Shirriff's takes a long time to make—and a short time to sell. It is the real extract of Mexican Vanilla beans; our secret process takes a whole year; every bit of flavor is extracted. Bouquet and flavor cannot be excelled. That is why most women demand this extract that is made in sincerity.

Shirriff's True Vanilla

is 50 per cent. stronger than government requirements.

No wonder there is always an increasing demand—for women have known Shirriff's and its sincere quality for thirty years. It is easy to sell Shirriff's rapidly, because it is made in sincerity; it is sure to give satisfaction to the most particular women. Give Shirriff's a good try-out. Write us.



Imperial Extract Co.
Toronto

Over One Hundred Thousand Readers in the Provinces

The Ladies' Home Journal for September will contain a full-page advertisement of **Sani-Flush** in four colors. More than a hundred thousand copies of the Journal go into Canadian homes. You will feel the effect of this great drive for new users of



Sani-Flush

We have a supply of proofs of this colored page and shall send you one postpaid upon request. You can put it in your window and focus on your own store the increased sales.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

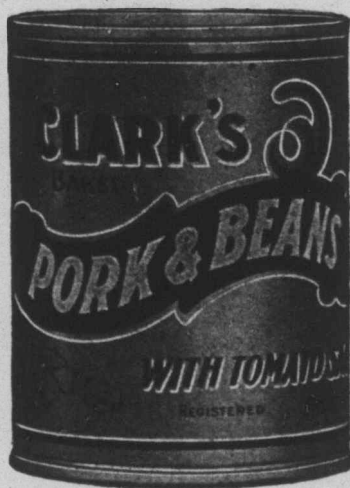
F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

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

CLARK'S PORK & BEANS

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

Clark's Pork
and Beans
spell economy
without
sacrificing
QUALITY.



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

TO THE HOUSEWIFE

No Labor No Kitchen Heat No Worry

W. CLARK LTD.

MONTREAL



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

WAGSTAFFES'

New Season 1917

Raspberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA

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

BE AN O-PEE-CHEE DEALER *and get these handsome premiums*



Mintees

A grand peppermint confection liked by everybody—young and old. Wrapped in tin foil, 20 5c rolls in display box.

O-Pee-Chee Chewing Gum

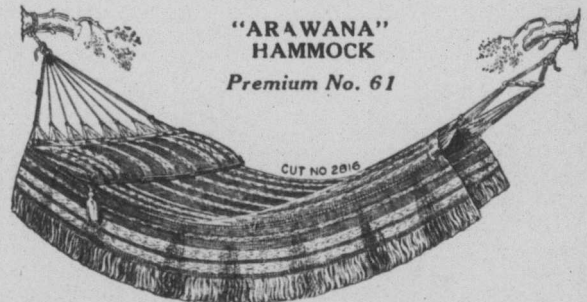
A delicious quick seller. Three attractive flavors: Spearmint, Peppermint and Licorice.



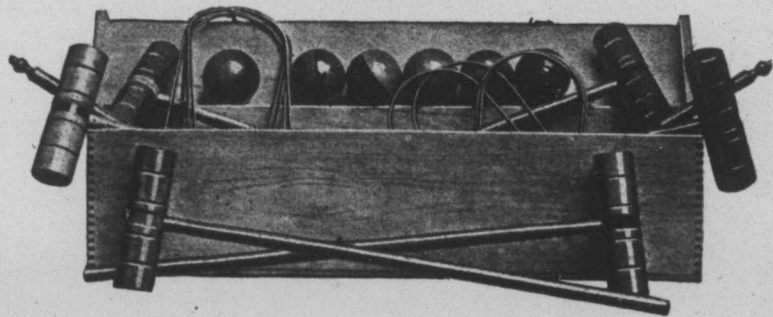
ORDER a 12-Box Assortment of O-Pee-Chee Chewing Gum and Mintees, and secure your choice of the premiums here illustrated.

O-Pee-Chee Gum and Mintees have made good everywhere—they sell quickly and give you a good big profit. Besides which, as we said, you get a handsome and useful premium.

Ask us to send you a copy of our Premium Catalog. It will show you the splendid range of premiums we offer. They include in addition to the three here shown such serviceable articles as *Bag and Barrel Truck, Filing Cabinet, 27 Piece Kitchen Set, Electric Toaster, Electric Iron, Club Bag, Electric Reading Lamp, Clocks, Pencil Pointer, Scoops, etc.*



PREMO CAMERA—Premium No. 50



GARDEN CROQUET SET—Premium No. 51

O-Pee-Chee Gum Co.

Limited
LONDON CANADA

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



RALSTON WHEAT FOOD

Cases 18—1½ lb. Packages and 9—1½ lb. Packages.



PURINA WHOLE WHEAT FLOUR

10—5 lb. Packages, also 24 lb. Bags and 98 lb. Sacks

*are good sellers and show a good profit.
Order through your Jobber or write us
direct if he won't supply you.
We are launching an advertising cam-
paign in conjunction with the American
advertising.*

Order to-day.

*Freight paid on 5 case lots in Ontario and Quebec.
Buy goods in the Checkerboard Box and Bags only.*

The Chisholm Milling Co., Limited, Toronto

Say to your customer :

“Griffin & Skelley, madam”

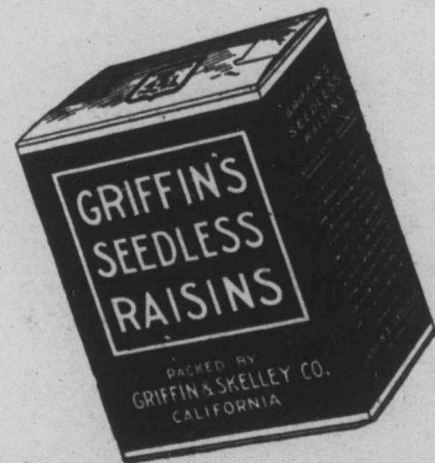
She knows that Griffin & Skelley's dried and canned fruits and vegetables are the very acme of quality; consequently she'll be quick to appreciate the delicate compliment you pay her in suggesting this high-grade brand.

Particularly is this true of

Griffin & Skelley's “Seedless” Raisins

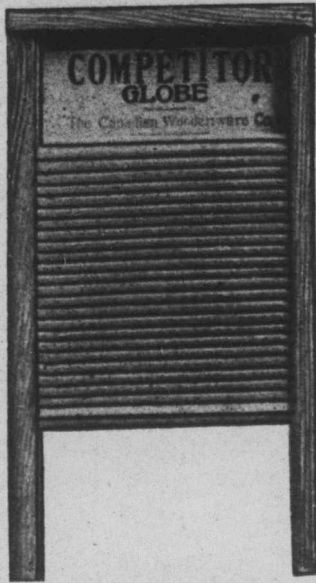
This line is in good demand the entire year. You'll find it far more acceptable to your trade than any other raisin line you can suggest.

Your jobber can supply you. Ask him.



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

She'll prefer the Superior Solid Globe to any other washboard



You can't sell a better or more satisfying board than the Superior Solid Globe. It's good looking, attractively priced and gives years of excellent service.

Every sale gives you a big profit. We manufacture washboards in Zinc, Glass and Metal.

Canadian Woodenware Company
ST. THOMAS, - ONT.

A good "buy" that sells well everywhere

The quality of *Babbitt's Cleanser*, together with the unequalled money's worth it offers, combine to create a selling value entirely unequalled.



If you are not now selling this popular Cleanser begin at once and know what wonderful possibilities it offers you. 10c. value for 5c.

PREMIUMS FOR TRADE MARKS

WM. H. DUNN, LTD. *General Representatives for Canada*
MONTREAL
Dunn-Hortop, Limited *Special Agents* Toronto

KLIM

SPELL IT BACKWARD
PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

WOMEN LIKE IT

because KLIM is the handiest form of milk for use in cooking. The simplicity of measuring a few tablespoons of milk powder from a sanitary tin when making a pudding, gravy, cake, sauce, or any other dish appeals to the thrifty, economical woman. Klim is always sweet and pure.

Sell it—it is profitable!

Canadian Milk Products, Limited
10-12 William St., TORONTO

ALSO STOCKED BY
W. H. Escott Co., Limited
Winnipeg Calgary Edmonton
Regina Saskatoon and
Kirkland & Rose
Vancouver

The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

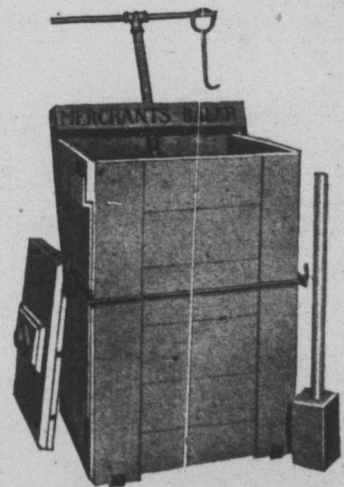
ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

A want ad. in this paper will bring replies from all parts of Canada.

Merchants Baler

MADE IN CANADA



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

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES



WESTERN FACILITIES

We have first-class warehousing and trackage facilities in a central location.

Our storage space enables us to carry stocks to advantage, and to distribute them economically.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

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

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

EL ROI-TAN PERFECT CIGAR

Readers of The Grocer, Let Us Know Your Wants

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

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

C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

**205 CURRY BUILDING
WINNIPEG**

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

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

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

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg, - Manitoba
BRANCHES: Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

G. B. Thompson & Co.
Wholesale Commission Broker
and Manufacturers' Agent
We can handle a few more good lines.
Storage Warehouse and Transfer Truck.
137 Bannatyne Ave. East, WINNIPEG
Established 1898

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

Trac kage
Storage
Distri-
bution

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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Special Offerings in
Raisins Teas
Beans Split Peas

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885.

SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

DISPLAY WORK, BOOTHS, ADVERTISING
CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window
dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

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

The HARRY HORNE CO.
LIMITED
Toronto, Can.

BROKERS AND IMPORTERS

Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery.

We carry stocks in our own Warehouse
(when necessary.)

We employ a steady staff of salesmen.
(Get in touch with us.)

**Loggie, Parsons
& Co.**

Merchandise Brokers and
Manufacturers' Agents

Grocery, Drug and Confectionery
Specialties.

"We cover Canada 3 times a year."

Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA

Satisfaction Guaranteed.
Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

Washington's

COFFEE

W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7098

**Coffee, Its History,
Classification and
Description**

By Joseph M. Walsh

This is the most exhaustive,
interesting and instructive book
ever published on Coffee. It is
attractively written and richly
illustrated, and should be read by
all who deal in or use Coffee. The
contents include:

Cultivation and Preparation.
Commercial Classification and
Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the
greatest authorities in the world
upon the subjects of Tea and
Coffee, will be mailed to you post-
paid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department
143-153 University Avenue,
Toronto.

DON'T STOP ADVERTISING.

Keep your name to the front, so
that you are in the market for the
business that is going and for the
new business that is coming. Do
not let the world think that you
have "gone under."

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

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

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

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

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY
ALFRED T. TANGUAY & COMPANY
Commission Merchants and Brokers,
91 DALHOUSIE ST. QUEBEC CITY

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

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
**Universal Importing Co.
BROKERS**
St. Nicholas Bld. Montreal

Extra Money

Are you in need of "Extra Money" that will provide for a "Few Extras" that will make life more enjoyable? If you are and your present income isn't sufficient to take care of every desire, let us tell you all about our plan, and how splendidly it will fit into your present needs.

We want representatives in every district in Canada to look after our subscription **business**. We want to secure the services of bright, active young men, the kind that will produce more money for themselves and results for us.

If you are looking for such an opportunity, write us to-day. Say on your card, "I am in need of extra money, tell me about your plan."

The MacLean Publishing Co., Limited
143-153 University Avenue Toronto, Canada

What you want is
**Active, Aggressive
and Efficient
Representation.**
You can get it by placing your account with
C. B. HART, Reg.
489 St. Paul Street, Montreal
Bank and Trade References Furnished.

MARITIME PROVINCES.

BROOMS WANTED.
Line of reliable brooms on commission for Nova Scotia, New Brunswick and Prince Edward Island. We guarantee results. Reference: Bank of Nova Scotia.
SUPPLIES, LIMITED.
Manufacturers' Agents and Brokers,
Kentville - - - - - Nova Scotia.
Open for other lines not conflicting with present agencies.

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

THIS SEASON'S PRICES ON JAMS AND JELLIES

mean more than ever before.

Be sure and give your customer his money's worth. By buying goods packed with a vacuum, under Anchor Caps, you will increase your established trade, as well as encourage new business.

Anchor Caps make the most attractive package ever adapted by the packer. Anchor Caps have proven most satisfactory because of their very effectiveness. Being absolutely air and liquid-tight, they prevent leakers and thereby help to overcome mold and contamination.

Anchor Caps preserve the sweet flavor of any product on which they are used. Insist on having all goods packed in glass under the Anchor Cap.

Anchor Cap & Closure Corporation
OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovereourt Road
TORONTO, ONTARIO

**Their quality wins
unstinted approval**

The precautions taken in the selection and preparation of

**INDIAN CHIEF
BRAND CLAMS**

is a certain guarantee of customer-satisfaction.

Because they are put up the same day they are taken from the clam beds their freshness and purity are absolutely assured. And the clams are sealed without solder or acid.

No long cooking required. Heating to a simmer is all that is necessary. Tell your customers about them.

Packed by
SHAW & ELLIS
POCOLOGAN, N.B.



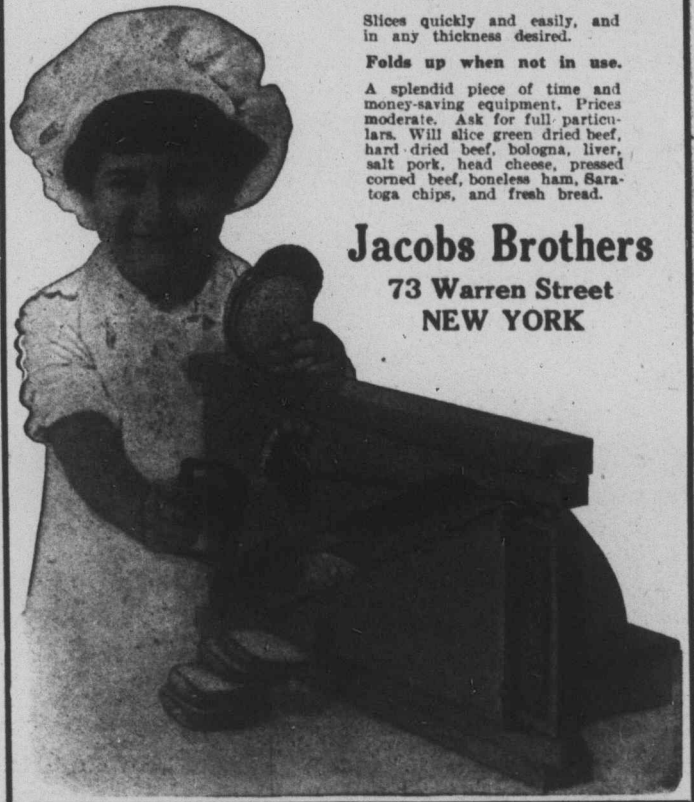
Use the JB. Combination Slicing Machine

Slices quickly and easily, and in any thickness desired.

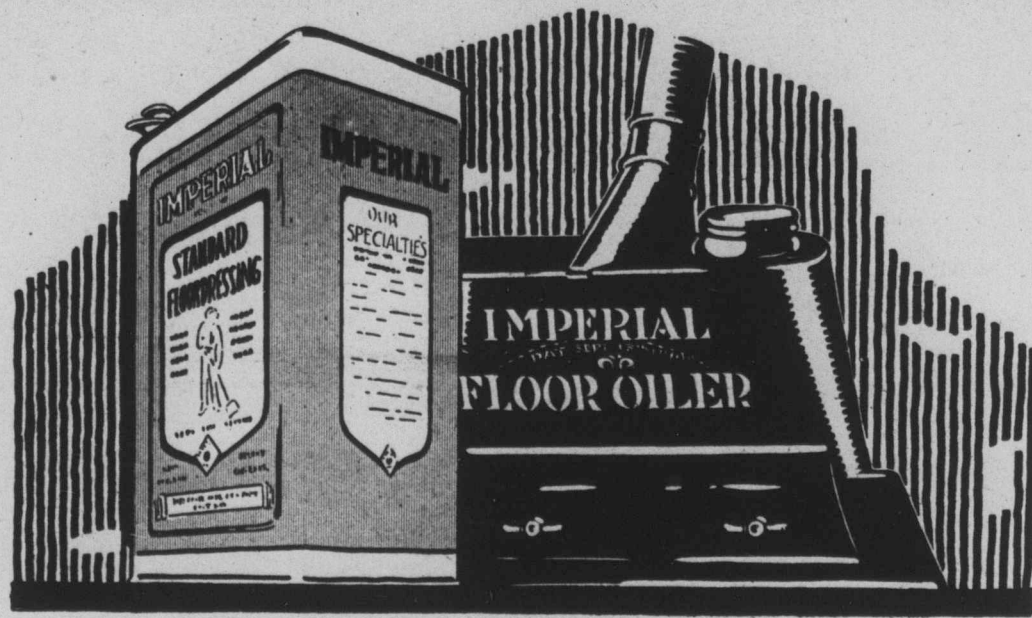
Folds up when not in use.

A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

Jacobs Brothers
73 Warren Street
NEW YORK



If interested, tear out this page and keep with letters to be answered.



SHOP-WORN

is an unwelcome word in the dealer's vocabulary. Your goods run much less chance of getting dingy and dusty when

STANDARD Floor Dressing

is used on your floor, your shelves, or your fixtures. It preserves woodwork, prevents cracking and warping, and makes sweeping out easy.

By laying 90% of the atmospheric dust it increases the display value of your stock, keeping it in fresh, attractive condition.

A single gallon covers from 500 to 700 square feet, and lasts from three to six months.

Best results are obtained by the Imperial Floor Oiler; it assures even distribution and prevents waste. A floor sprayer may be used, however.

Supplied in one and four gallon cans, and in barrels and half barrels.

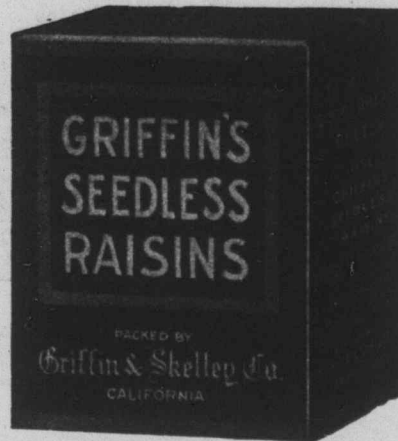
THE IMPERIAL OIL COMPANY
Limited

BRANCHES IN ALL CITIES

T502

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

The cleanliness and quality of Griffin's Seedless Raisins should make their name a buy word wherever Raisins are used



Griffin's Seedless Raisins

Sell them by the dozen.

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



**Note the name and
the package.**

**You will stock this line
some time. Why not now?**

Manufactured by
THE B & L'MFG., CO. Ltd.

SHERBROOKE

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

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

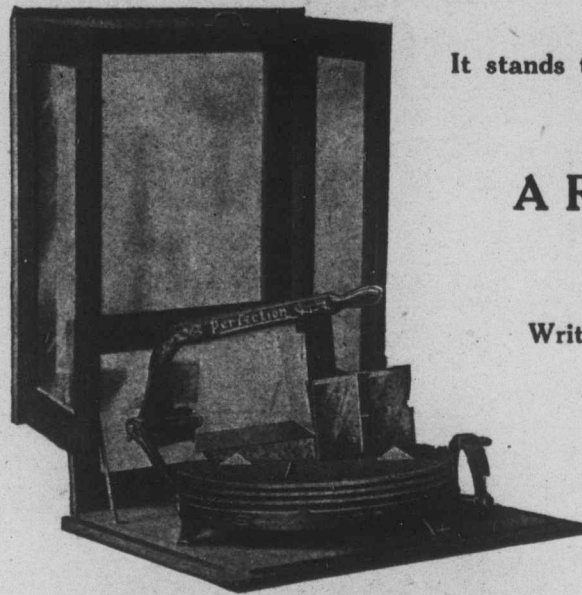
It is a Cheese Cutter
worth having

A REAL COMPUTER

and yet simpler than all
others in construction
and operation

Absolutely no figuring
to do.

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



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

A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combina-
tion prices with cabinets
and pedestals.

AMERICAN COMPUTING
COMPANY
HAMILTON, ONT.

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

MARSH'S GRAPE JUICE

An easy selling
and profitable
customer
satisfier

Are you selling it?

The Marsh Grape
Juice Company

Niagara Falls - Ontario

MacLaren Imperial
Cheese Co., Ltd.

Ontario Agents



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

OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED

The Gray Bldg., 14-26 Wellington St. W., Toronto

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

Winnipeg, Re-
gina, Saskatoon,
Calgary and
Edmonton. For
British Colum-
bia and Yukon
— Creeden &
Avory, Rooms 5
and 6, Jones
Block, 467 Hast-
ings Street, W.,
Vancouver, B.C.



NIAGARA

RED and WHITE

GRAPE JUICE

Trade Prices

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

Mail us your order. Samples on request.

DROP SHIPMENTS

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

NIAGARA FALLS WINE COMPANY

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874



**Canada's Best
Will Stand
The Test**

For years, Windsor Salt has stood every test for Purity, Quality and Savour.

It is the standby in almost every home—just as it is sold by practically every grocer.

**Windsor
Table
& Salt**
THE CANADIAN SALT CO. LIMITED



Be Convinced

that Cow Brand Baking Soda is away ahead of the common bulk article in selling value.

Ask your jobber.

Church and Dwight
Limited

Mfrs. MONTREAL

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

To the
Grocery Trade
in Canada



The present average daily sale of Dominion Toasted Corn Flakes is over (30,000) thirty thousand packages. Dominion Toasted Corn Flakes have been on the Canadian market less than seven months.

WAXTITE

is much like
"SEALED IN GLASS"

When anything is so delicious as the crispness of Dominion Toasted Corn Flakes one wants to preserve it. "Waxtite" keeps all the oven-crispness in and all the dampness out.

DOMINION Toasted Corn Flakes

are made exactly the same in Toronto as those made at Battle Creek, Michigan, by the manufacturers of Kellogg's Toasted Corn Flakes of the United States—the Corn Flakes preferred in more than a million homes all over the States.

The fresh-from-the-oven crispness of Dominion Toasted Corn Flakes makes pleased customers and MORE BUSINESS.

TRADE SUPPLIED BY

W. K. Kellogg Cereal Co., Toronto, Canada

Increase Your Jam Sales

E. D. SMITH'S Raspberry Jam

The delicious, palatable goodness of this E.D.S. product will keep your customers coming regularly.

Keep it displayed.

E.D.S.

New Gooseberry Jam

Now being packed in attractively labelled containers. Customer-satisfying and like the other E.D.S. Products

100% PURE

See that you are well supplied.

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

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

You or your customers don't have to depend on *looks* when you buy Red Rose Tea. The name, the sealed package and our guarantee insures you getting tea worth every cent of the price marked on the package.



T. H. Estabrooks Company, Ltd.

St. John Toronto Winnipeg Calgary



Prove the "wonderful" selling possibilities of this housewife's favorite by putting a display in your window to-day.

Wonderful Soap has made good with the public — to buy it once is to buy it constantly. Stock up.

Include Crystal Soap Chips in your order.

Guelph Soap Co.
Guelph, Ont.

Show this useful pottery in a corner of your store

Just the thing for Mrs. Housewife's preserving operations. Enables her to put away the winter's supplies conveniently and securely.



Ideal for pickling eggs or preserving butter.

These crocks sell quick and give you a satisfied customer and a nice profit.

Note prices:

$\frac{1}{2}$ gallon to 6 gallons inclusive, 12c. per gallon.	
8 gallon.....	} at 15c per gal.
10 gallon.....	
12 gallon.....	
15 gallon.....	} at 18c per gal.
20 gallon.....	
25 gallon.....	
30 gallon.....	} at 20c per gal.
35 gallon.....	
40 gallon.....	
50 gallon.....	} at 24c per gal.
75 to 500 gallon sizes made to order only.	

The Toronto Pottery Co., Ltd.

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

A Sales Getting Customer Reminder

You'll sell more Colman and Keen Products if you hang one of these Attractive Cards in your Store.

Every card is lithographed in handsome colors, each package being reproduced in facsimile.



You don't need to *introduce* Colman and Keen lines to your people. Everybody knows these quality products. Just let them know your stock is complete by displaying this splendid reminder.

Ask us to send you one.

MAGOR, SON and COMPANY, LIMITED
30 CHURCH STREET, TORONTO 191 ST. PAUL STREET W., MONTREAL

They all like ROYAL ACADIA



"Every Grain Pure Cane"

That's why it's such a profitable line to handle. The housewife comes back for more after a first purchase, so it pays to keep this popular sweetener always in stock.

In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

**The Acadia Sugar Refining Co.,
LIMITED**

HALIFAX, CANADA

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, AUGUST 10, 1917

No. 32

Putting a Trade-Mark on a Store

The Value of a Slogan For a Store—How it May be Made an Effective Means of Drawing and Holding Trade, and a Means of Differentiating a Store From its Neighbors—Some Interesting Business Methods—Collecting Accounts Without the aid of a Collection Agency.

THE trade-mark idea is one that has grown in favor in the past years. A good trade-mark may not add to the value of the goods it represents, but at least it has a tendency to keep these goods in the public mind, and by so doing adds to their saleability. So much so is this the case, that there are large firms doing business to-day who put a valuation in the names they have chosen for their goods in several instances upwards of the million mark. This word or phrase has become so well known that people thinking of that article naturally think of this name, and just as naturally demand the goods by this name. In this way a mere word or phrase has become a tangible asset.

Adopting the Trade-Mark Method

Merchants have been comparatively slow to recognize the value of such an idea. For one reason or another they have not adopted this simple principle that has been of so great value in the manufacturing world, and so they have

depended entirely on the old conventional methods to draw trade. Among the merchants, however, who are alive to the value of such devices is Ambrose Ferguson of Port Arthur. It is his idea that a phrase may very well be used to differentiate his store from all the other stores about him so that this differentiation may be of value to him. To make the public not only think of the grocery store, but to make them think of his particular store by the unconscious association with some well known phrase.

Mr. Ferguson has chosen two phrases. The first is a simple device, a circle with a facsimile signature "Ferguson" and around the circle the motto "The Store that is Different." This has become a well-known design in Port Arthur. It appears on every possible advertising agent emanating from the store. It is on letter heads, on bills, cheques, paper bags and in fact on everything that gives the slightest opportunity for such a device. It has become well known, and it has unquestionably had its effect. It has set

the Ferguson store apart, as something that is different. Of course, it is a judgment on the store given by those interested in the store, but it is none the less weighty for that reason. The public is singularly willing to take men and activities at their own valuation. They will believe what they are told if they are told often enough. Always provided of course that what they are told is the truth.

Putting a Meaning Behind the Phrase.

The other phrase that Mr. Ferguson uses is short, bright and catchy. It jumps out at you from all the advertising of the store. "See Ferguson First."

This is the art of suggestion down to a fine point, and these two phrases working together, give a fine start to any business campaign. Such a campaign begins with a public already alive and interested in the undertaking. The phrases are provocative of interest and they get it. And when the public gets interested in a store, gets familiar with a store, in a name or in a catch phrase it is good



Interior of the Ambrose Ferguson store, Port Arthur, Ontario.

for the store. When behind these phrases is a purpose to make them actually mean something, to actually create a store that in the atmosphere and activity is different from the general run, then it is a safe guess that these two influences pulling together will mean big things for the store.

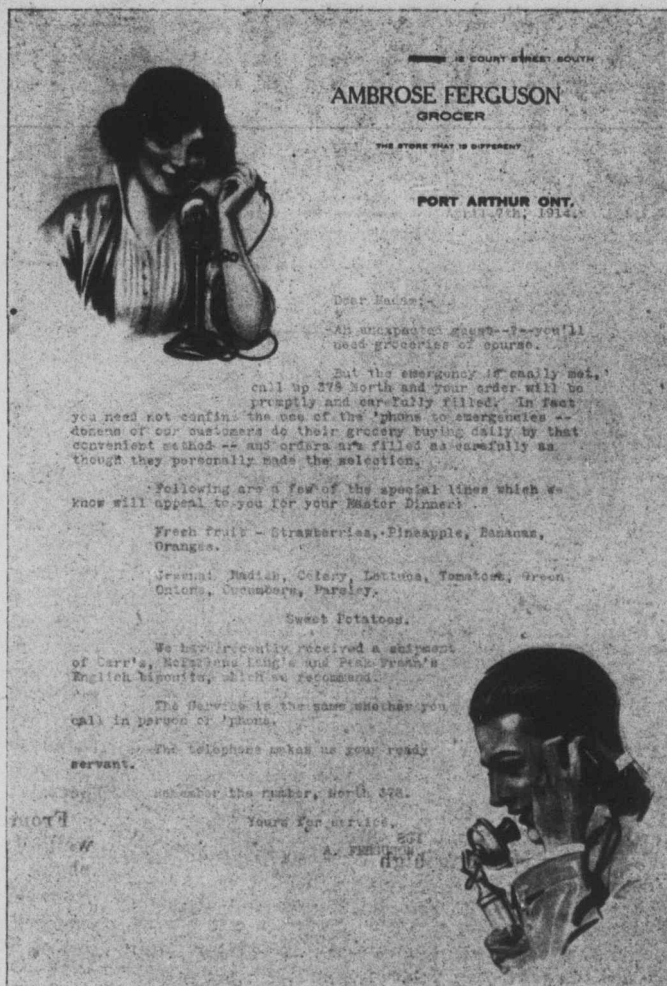
Mr. Ferguson started business in Port Arthur eleven years ago, for five years he carried on an energetic business campaign, when answering the call of the west he went to British Columbia. Apparently, however, the call of Port Arthur had more pulling power, for within two years he was back again and had bought out the business of Fisher and Stait, which was then not a very large affair. With this nucleus, however, he started out with the idea of creating the store that was different. First of all he moved into a better stand next door to the old Fisher and Stait place and started his campaign.

The Personal Appeal in Business

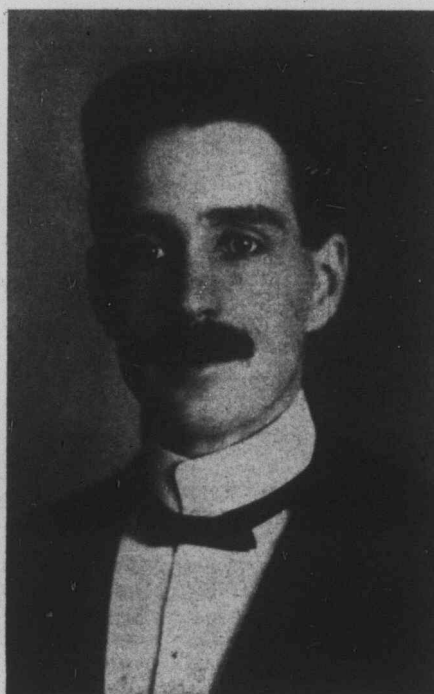
There was a certain class of customer that Mr. Ferguson desired to interest and he went after these customers in a forthright spirit that went a long way toward achieving his aim. Personal letters attractively gotten up, similar to the letter illustrated in these pages, drew the attention of these people to his store, and interested them in his campaign. Throughout the four years that he has been conducting his present business he has found this one of the most effective means of getting and keeping the interest of his customers. Personal letters, calling attention to some of the lines in which the store especially prides itself, have gone a long way toward assuring the success of his business. He has gone after the people who would naturally be interested in the lines of goods in which the store particularly prided itself, and he has drawn these goods to their attention.

Emphasizing the Goods Not the Cost

Now this campaign has not in any sense done away with the regular advertising. "See Ferguson First" is a familiar sign to every reader of Port Arthur newspapers. The personal letter is simply attacking the advertising proposition from another angle. Throughout this whole advertising campaign the emphasis is never laid on the cost of goods. In letter or newspaper advertisement no prices are quoted. The appeal is rather on the quality of the goods, and to a class who consider quality the first item. Special emphasis is laid on fresh fruits and greens out of season, and the public



The attractive letter head used by Ambrose Ferguson, Port Arthur. This letter head is in three colors and at once catches the attention where the average form letter would merely find its way into the waste basket. This letter head is used to call attention to the store news.



AMBROSE FERGUSON,
The owner and manager of one of Port Arthur's most attractive stores.

is always kept in mind of these goods through the local press and by these personal letters, but prices are not quoted. The idea is to convey the impression that these are goods that may most readily be obtained at this one place, and that this fact and not the price of these goods is the item of greatest interest.

That in brief is the policy of the Ambrose Ferguson store in the carrying out of the spirit of its two slogans. That these policies have proved effective is fairly well illustrated in the growth of the store that now employs seven men in place of the original two.

A Simple Method of Handling Dead Stock

There are some other items of interest in the manner in which Mr. Ferguson handles some of the ticklish problems of the grocery trade.

First of all there is the matter of dead stock, one of the bugbears of all trade, one of the surest money losers that can arise. No one can protect himself against this difficulty, because no one can positively foretell the trend of fickle public opinion. The thing that is all the rage to-day may be dead as the proverbial door nail, by to-morrow. Therefore everyone in business must provide against this, that is, they are wise in their day and generation.

Goods that are not saleable are not an asset, and cannot be considered as such, moreover, goods that are dead, do not get any livelier by being left on the shelves. Every few months Mr. Ferguson goes over his stock and finds the lines that are dragging, then he gets to work to get rid of them. For this purpose they are prominently displayed on the front counters for about a week at a time. By keeping these goods changing, and by the clerks having them thus constantly in mind, and pushing them, of course, at a slightly reduced price, it has been found possible to keep well ahead of this difficulty, so that the stock carried by the store from one year into the next is all new, bright saleable goods that really represent their inventory value.

Probably the next great difficulty with the merchant is the matter of slow or uncollectable accounts.

Getting Accounts Without the Aid of a Collection Agency.

The obvious way of handling such accounts is, of course, to put them into the hands of a collection agency. Mr. Ferguson, however, is not greatly impressed with this method of collection. In his opinion it does not get you anything that could not be better obtained by other means. (Continued on page 25.)

Working American Summer Trade

Large Numbers of American Summer Visitors to Cobourg, Ont., Create High Class Grocery Demand—Tastes Slightly Differ From Canadians'—Delivery and Telephone Problems Discussed.

SITUATED in a charming location on the shores of Lake Ontario, and surrounded with many attractive localities for summer homes, Cobourg, Ont., offers an ideal holiday resort which, owing to its convenient boat connections with Rochester across the lake, attracts large numbers of American resorters in the summer months. Grocery merchants of the town have always had a good trade from this source, but it has been especially appreciated since the outbreak of war, for its stabilizing effect has been particularly timely and acceptable.

It was feared that the war would greatly curtail this American summer trade in the past two or three seasons, but such was not the case last summer, and so far this year there has been much the average influx of American visitors. What little falling off there may be later in the season, owing to the requisitioning of the United States naval and military reserve officers, who formerly came in large numbers, is made up by Canadian resorters who have learned of the attractiveness of this district.

High Grade Trade

This American trade is of a high grade nature, and in some grocery stores has necessitated the introduction of more or less "luxury" lines previously almost uncalled for. Hooley's grocery of Cobourg, caters to much of this American trade, as this store carries a large stock of fancy grocery lines. Mr. Hooley states that the American trade is a big factor in business and is of a nature peculiar to itself. It is perhaps unnoticeable to us in Canada that in some respects the American has slightly different tastes, either by nature or habit, but this fact is noticeable under the circumstances prevailing in Cobourg. As an instance, Mr. Hooley points to his large stocks of olives, olive oil and coffee in particular, and then there is a big demand for imported fancy goods, bottled teas, tobaccos, cigarettes, pipes, and imported biscuits. The large sale of olives, olive oil and coffee is, however, the peculiar feature of the American demand.

Basket "Specialty"

Evidence of the favor with which specialty lines are received by the class of trade in the Cobourg district and especially with the Americans, has been the introduction in the Hooley store of a line of baskets and containers of a widely varying range of shapes and sizes. These are very smoothly finished goods and make a special appeal for use as containers for soiled clothes, etc. The baskets are made by a man in the district who conceived the idea, and they have taken well owing to the fact that they have an inoffensive appearance and provided

with a lid, are useful for many purposes. If necessary, they can be made more attractive by the application of a coat of stain and in this way they can be matched with other room decorations in the matter of color.

Banishing the Liquor

For years before the enforcement of the prohibition measure, liquor was carried in the Hooley store. Some grocery stores which previously carried liquor have substituted soft drinks which comply with the new regulations, but Mr. Hooley has banished this department of the business exclusively. Much of this liquor trade was transacted in the summer time among the summer visitors, but the refreshment stores have a monopoly on the drinks now.

Summer time brings an undoubted boom to the grocery trade, but it is significant that its effect is almost wholly restricted to high class and fancy lines. Some of the visitors buy in wholesale quantities, but the majority make their purchases in the regular manner. Canned goods are popular, and specialties such as the neatly finished straw baskets for soiled clothes, sell well.

Problem of Delivery

The question of delivery is an all-important one with such a widely distributed class of trade. Many of the summer homes of the visitors are located a distance from the main street of the town, and sometimes the nerves of the dealer are strained in order to satisfy all and sundry in this regard. Mr. Hooley previously had two horses and rigs for delivery purposes, but now covers the ground with an automobile. The problem of delivery under such circumstances could be greatly facilitated through some kind of co-operation, but as yet little has been attempted along this line in Cobourg.

Advertising

Mr. Hooley has his own opinion as to the value of the different kinds of advertising, and while he uses the local newspapers periodically, he is of the opinion that the merchant in such a town as Cobourg has his best advertising medium embodied right in his own business place, namely, display, both in window and store arrangements. In such towns where everyone throughout the district knows the establishment through long years of association, Mr. Hooley is of the opinion that advertising does not bring the results attained by attractive window displays which attract a large amount of attention in a town of one main street.

Telephone a Disadvantage

Equally strong anti-telephone views

are held by Mr. Hooley, who thinks the instrument is a bad thing for business and who would willingly pay the price of maintaining it to have it eliminated from his store. At first glance exception might be taken to this stand, but Mr. Hooley is a man of long experience and backs up his statement in this manner. He cited the case where prior to the introduction of the telephone the maid of the house would bring down a written order sufficient to last two or three days. He compares this to the present day procedure when each article receives almost individual telephone attention. This condition of affairs not only takes up a great deal of the store employees' time, but it has a bad effect upon deliveries and is oftentimes the cause of avoidable difficulties in this respect.

From an advertising standpoint as well, Mr. Hooley points out that the telephone is a distinct disadvantage, for whereas the purchaser would come to the store and have an opportunity of examining the stock carried, he or she now telephones precisely for what is wanted. Mr. Hooley states that efforts to introduce new lines of goods over the telephone are very discouraging and herein the telephone is to blame for what is described as a big financial loss annually.

FIXED PRICES FEATURED IN U.S. COURTS

District Court of Baltimore Rules Against the Legality of Fixed Prices and Awards Heavy Damages of Basis of Hypothetical Loss.

Of recent date, Frey and Son, wholesale grocers of Baltimore, Md., have received a verdict in their favor in the United States District Court at Baltimore against the Cudahay Packing Company, manufacturers of Old Dutch Cleanser.

Frey and Son received a verdict of \$5,514 against the manufacturers of this product, on the ground that they had injuriously affected their business to this extent by refusing to sell them their product, or permitting any other jobber to sell them. The Cudahay Company refused to sell the article because the wholesale firm were doing a cut rate business and refused to maintain the price set by the manufacturers. The court ruled that this restriction was an actual damage to the plaintiff and awarded damages accordingly. It is understood that the Cudahay Company will appeal the case to the United States Supreme Court.

Eaton's Open Groceteria at Winnipeg

New Department in Which Customer Serves Herself and Carries Goods Away, Proves Popular—Few Clerks Used and Prices Lower in Consequence—May be Tried Out in Toronto Also.

THE T. Eaton Co. of Winnipeg came out with a rather startling announcement last week to the effect that they were opening a new grocery department under the name of the groceteria. In their announcement they told the public that this was a new service for tables supplies, one that was certain to earn quick appreciation. In a nutshell; a householder serves herself and takes her purchase with her. Of course, paying approximately less for doing so. They added that in most households the difference could be made to total up to a good round sum in a month's shopping. They went on then to describe this new grocery service, which they stated was simplicity itself. The goods, they stated, would be parceled and priced, and all the customer had to do was to pass along with her armful of goods to the pay desk, where a clerk made up the bill, and a cashier took the money. Nothing, they stated, could be more simple.

How the Department is Arranged

This new department measures approximately 25 feet wide, and over 100 feet long. It has an entrance and an exit side by side, very much like a cafeteria. Immediately on entering one is in direct contact with the shelves, and tables. The shelving runs the whole length of both walls, and is about 4½ ft. high, and divided into a series of pigeon holes. The top pigeon hole is small, about 5 inches deep, and is suitable for goods such as jars of jam. The next three pigeon holes down are about one foot square, and the bottom one which is used for more bulky packages, such as large tins of jam, is two feet deep. The tops of the shelving is used for cartons such as cereals, etc.

Running down the centre of the room is a display rack about 4 feet high, which slopes on both sides. Goods are carried in the sloping top, and in the shelves beneath. The shelving beneath is used mostly for very heavy goods, such as cans of sardines, jars of honey, packages of spices, etc. These racks are very similar to those used in a five and ten cent store for selling cheap lines of hardware. There are three of these racks down the centre of the room, the space in between forming aisles to allow people to pass from one side to the other.

Having chosen their goods, customers continue towards the exit, just as they do in a cafeteria, and first encounter the checker who is a young girl with pad placed on a small desk, raised above the counter. There are five checkers. On the day of opening there was only one, but there was such a rush it was necessary to put in these new fixtures quickly. At one time there were fifty people waiting for their checks.

The system at this point is a very good one, and is the same as that used in Eaton's meat department. It ensures everybody paying their bill before getting their parcel. The checker takes the groceries over to the packing counter, after making out the check, taking care to insert a portion of the check with goods so that the purchaser will be sure to get the right parcel. Having received check, the woman goes over to cashier's wicket, pays her bill, and presents receipt at the packing counter. There are two cashier's wickets, and about five girls at the packing counter.

GROCETERIA IDEA IS GROWING IN WINNIPEG

The Coates Food Markets will open three Groceterias in Winnipeg next week. Two of these will be located on Main Street and one on Portage Avenue.

The Arrangement of Goods

Care has been taken when arranging goods on shelves to keep goods belonging to one family together. For instance all makes of jams and marmalade will be found at one point in the shelves, although in the case of a good seller, jars of some brand may be found in the rack running down the centre of the room. Biscuits, cereals, baking powder, etc., etc., all have their own particular place in the selling.

There is a manager, who keeps an eye on the girls, and attends to customers who want information. Apart from the manager, the only man about the place seems to be a clerk, dressed in white suit, who attends to price tickets, and replenishes stocks. The price tickets are nailed into the fixtures, with brass head nails, which can be easily withdrawn. The tickets are small, and neat.

Prices Lower Under This System

Prices are roughly about ten per cent.

below those in the other grocery department. A ten cent article will be ticketed 9c. In some cases the difference is more marked; on the other hand, in the case of flour and sugar there is not much difference, although on the day of opening, 20 lb. bags of sugar which were selling at \$2.00 in the grocery dept. were bringing \$1.80 in the Groceteria. Flour at 50c per bag was selling in the new department at 45c.

It was surprising to see the way people carried their bundles around. Someone remarked that if there was any genuine poverty in the country, or a real desire to save, the new department would be a pronounced suggestion. Whatever the reason, the Groceteria opened up with a rush, taking the management completely by surprise. Fifty baskets were placed in the department for the use of customers, the intention being for the girls to remove the goods when packing the parcels. There was such a rush, however, on the first day, that no attempt was made to tie parcels where a basket had been used. To the onlooker it seemed that a basket would be a great drawing card to such a department.

At the far end of the department is a large window, looking out on to the street. This is used for display purposes, but it is not blocked, as the light which comes through this window helps considerably. Everything is cheerful and clean. The floors, fixtures and walls are immaculate. There is a small refrigerator near the window in which butter, cheese, and other perishable goods are kept. In the case of sugar, and goods usually sold in bulk, small parcels have been made up, the name, weight and price being stamped on the package. Eggs are packed in crates of a dozen.

The Groceteria a Growing Idea

The Groceteria idea has been tried out in Buffalo and Chicago. One was opened in Winnipeg on Sargeant Ave. by a retailer two weeks ago. The idea of the customer paying cash and carrying her goods, has been tried out in Winnipeg for some time by what are known as "cash and carry" stores, of which there is a chain in Winnipeg. In the case of these,

This is Opening Day for a New Eaton Service for Table Supplies THE GROCETERIA

Located on the Main Floor, Hargrave Street, at the Rear of the Men's Sections

THE GROCETERIA is another practical and helpful feature of Eaton service. It will prove a most effective aid to making table allowances travel farther along the High-road of Economy; and in these times, when sensible and practical economizing is becoming a national virtue, such a service will claim the attention and win the hearty approval and appreciation of clever managing housewives all over town. It's a service that is simplicity itself—couldn't be more so!

You Serve Yourself and Take Your Purchase With You

In so doing, costs of delivery and attention are eliminated, which reduces Groceteria prices in a generous degree. Customers will be agreeably surprised at the savings that can be effected shopping in this manner. In a month's purchases they will mount up to a good round sum. In shopping in the Groceteria, you'll find the goods parcelled and priced. You make your selections, pass along to the pay desk, where the clerk makes up your bill and the cashier receives the money.

Today is opening day—below we print another low priced bulletin for Saturday's half day shopping. Values such as these are too good to be missed

Groceteria Service is supplementary to the Grocery Section, which, of course, is still located on the Third Floor.
Freshly Churned Eastern Creamery Butter, 40c. 25c. Lunch Queen Olives, 4-oz. bottle 17c.
This is Brand Finnan Haddock, 4-lb. tin 15c. Heinz Park and Beans, per tin 17c. and 25c.
Fresh Farm Eggs, guaranteed quality, doz. 80c. 1-lb. tin 25c. Groceteria, Main Floor, South

however, there are clerks to wait on the customer. At entrance to Eaton's Groceteria is the following on a large board: "Groceteria—New System Grocery—No Sales Clerks—No Delivery—Lower Prices" probably the difficulty experienced in securing help has had something to do with Eaton's opening this department. For a long time they have been employing female clerks in their grocery department. This will do away with telephone orders to some extent. It is a system that has this advantage—it will bring the customer to the store. It is understood that if this experiment proves successful at Winnipeg, that a similar department will be opened in Toronto.

Sugar Situation Becomes Increasingly Serious Pronounced Scarcity of Raws, Combined With Speculative Holding by Cuban Owners, Produces Series Condition— Probability of Higher Prices and Possible Actual Scarcity.

THE sugar situation seems to have reached a more acute stage than at any time since the war opened. There is unquestionably a shortage that is proving a very great anxiety to refiners, who have no assurance that they will be able to secure sufficient raws to carry them over the remaining two months of active trading. With the canning season in full swing, and the encouragement being offered the public to go into canning on an unprecedented scale, this presents a very serious situation.

The combined stocks in the United States and Cuba are 100,000 tons short of the 1916 crop, and the British Government has still contracts totalling some 200,000 tons that must come out of the supply available at the latter source. Added to this, Argentine is in the market for 50,000 tons to eke out a short crop there, which is a more or less unprecedented condition. The Cuban sugar handler is taking full advantage of this situation, and is making the most of the market, feeding it out of the balance of the crop only such quantity as will ensure the maintenance of a keen demand. Each increase in price has been met with a moderate offering only, and experience has proved that there is nothing to be gained by waiting. Such an attitude has had no effect on the price. Cuba is fully awake to the situation, and is evidently determined to make the most of it.

As matters now stand, receipts are only 50 per cent. of the actual meltings, which means that if this condition prevails, the present available supply is only sufficient for three weeks.

There is a plentiful supply of Java sugar selling at very low prices at port of shipment, but the distance of transportation is so great, and the scarcity of available shipping so pronounced, that this crop will not prove a factor in the

CHECKING GOODS OUT

The bill used in the Groceteria Department is similar to that used in the other department. On passing out the customer deposits goods on a counter where they are checked over, and noted on the bill, one part of the bill goes to the customer, the balance is left with the goods to be ultimately attached to the parcelled goods. The customer pays the amount of the bill at the cashier's desk, and from thence passes on to the delivery counter near the exit, where the parcels are received.

market. Shipping difficulties, too, have seriously complicated the Cuban situation, so that, generally speaking, the sugar situation is one that may well cause anxiety.

As sugar is urgently needed, there is every likelihood that still further advances are to be expected, while the possibility of an actual scarcity is one of the not so remote possibilities.

Amendments to Inspection and Sale Act Some Provisions That Will Require Some Marked Changes— Must Bear Name of Packer, Weight or Count and Date of Packing or Entail Heavy Penalties

BILL No. 210, an Act to Amend the Inspection and Sale Act, had its first reading in the Dominion House on August 2. It contains some very important provisions. "Every can, carton, bottle, box, barrel, wrapper, package or receptacle of whatsoever description" when it is in its original or unbroken state shall be plainly marked with the name of the filler of the container, or where the operations are conducted by an incorporated company with the name and address of the Company.

The package must also bear the name of the article contained and the net weight in Dominion Standard Avoirdupois weight, or the measure in Dominion standard capacity measure, or the numerical count of the enclosed product. It shall also bear upon the container the month and year when the container was filled.

The penalty for selling or having in possession for sale a container not so marked is a fine of one dollar for each container in possession not so marked in addition to a penalty of \$25

PUTTING A TRADE-MARK ON THE STORE

(Continued from page 22.)

When he is faced with this difficulty, and the account in question is really bad, with little likelihood of collection, it is his practice to go to the debtor with a compromise by which 25 per cent. is deducted and a clear receipt given, provided that the account is paid promptly.

Of course, as Mr. Ferguson says, circumstances vastly alter cases, but he has found in the majority of instances that this method has proved vastly more successful, and considerably less expensive, while at the same time it has maintained a friendly feeling toward the store, which is a thing not to be despised.

These are a few of the interesting innovations that are to be noted in connection with this attractive and enterprising Port Arthur store.

SELLING BROOMS BY A NOVEL IDEA

There is a prominent merchant in a Western town, who believes in the science of salesmanship. He believes that sales are not just made, but that they need some making, and that a touch of originality, will go a long way toward boosting sales. One of his ideas was a "Dust Pan and Broom." He trimmed the windows with these articles and made displays in his store, advertised in the newspapers and had his clerks call attention to the sale when selling other goods.

for a first offence and \$100 for every subsequent offence.

It is expressly stated in the Act that it shall not apply to articles manufactured or packed for export. The burden of proof that the article is packed for this purpose lies with the manufacturer.

Nor shall this Act apply to "any article that is weighed, measured or counted into any container at the time of sale, in the presence of the purchaser."

The Act shall not apply to "fresh fruit or fresh vegetables."

There is a provision in the Act for bringing it into force on January 1, 1918, should it be ratified by Parliament.

CANADIAN CHEESE IN BIG DEMAND

Large importers in England are making big demands for Canadian cheese since the Government took the monopoly of this commodity over. The retail price to the consumer is 32 cents a pound, while English cheese costs the consumer 44 cents a pound.

An X-Ray System of Accounting

Series of Forms That Are Simple but Provide Accurate Information About Your Business—Daily Records of Sales, Expenses, Profits and Stocks—Making Out Inventory on Paper Each Week.

CLEANING the Augean stables is perhaps the most familiar of the renowned "Labors" of Hercules. History—or tradition—does not make it clear whether Hercules could qualify as a bookkeeper or not. If he were alive to-day we are confident that he would account it as Labor the Eighth, if he were set the task of preparing a set of forms to suit all, or even a majority of hardware merchants.

It is in no wise with a purpose of laying claim to furnishing a universal remedy or panacea that the system appearing below is presented to retail merchants. The best we need aver as to any system, we do as to this: that it contains points of excellence that we believe will repay adoption by a wide circle of our readers. There undoubtedly will be a feeling that it goes too much into details in its daily records of stock on hand, profits, percentages, inventory, etc. If so, work it on a weekly basis, or a monthly, as most do. The foundation for any one of the three is provided. So with other points. Take out of them what you think best; it is what one might call a Unit System. You can take a little, half, most of it, or all of it, as seems fitted to the nature of your business.

Three Bookkeeping Forms

The system appearing here was installed in a store after a careful study of its needs and an examination into many existing systems. It is composed mainly of three forms, ruled as illustrated, filling two pages, 22 x 14 inches. These forms are ruled on both sides, and each page is filled out for five weeks, thus allowing a full month's record. Each sheet, therefore, is sufficient for two months, and thirty, bound together, are enough for five years.

Four Useful Recording Tickets

With these are used four "tickets," printed on cardboard or thick paper, each 4½ x 3 inches; a Stock Ticket, a Purchasing Ticket, a Paid Out Ticket, and a Loss and Gain Ticket. It may be advisable to describe these first before proceeding to the main "bookkeeping" forms.

Records of Stock, S.P., Profit, Etc.

The "Stock Ticket" is used to record every article purchased through the regular channels of supplies, entering the name of the article purchased, from whom purchased, quantity, the date, the cost, the selling price, the profit and the per cent. of profit. There is also space at the bottom for "Remarks." In entering the cost, selling price and profit, the entire amount is entered. That is, if we were entering an article which cost us \$15 per dozen, and was to be retailed at \$1.75 each, and there were 5 dozen in the lot, the cost would be entered—**Cost, \$75.00; Selling Price, \$105.00; Profit, \$30.00; Per cent, 29 4/7.** Every article is entered upon a stock ticket just as soon as the invoice is received and O.K.'d by the stock-keeper.

STOCK TICKET			
ARTICLE			
FROM WHOM PURCHASED			
DATE		QUANTITY	
COST	SELLING PRICE	PROFIT	PER CENT
REMARKS			

LOSS AND GAIN TICKET		
ARTICLE		
QUANTITY	DATE	
CAUSE		
REGULAR RETAIL PRICE	AMT. REC'D	LOSS OR GAIN
REMARKS		

PAID OUT TICKET	
BY WHOM	
CHARGE TO	EXPENSE
DATE	AMT. \$
ARTICLES	

These are three separate tickets of calendar paper or cardboard, each 4½ in. x 3 in., used by heads of departments in larger stores and by clerks, as well, in smaller. They all serve to help in keeping accurate records and avoiding waste. A fourth card, of green board, is identical with the stock ticket, except that the word "for whom purchased" is used instead of "from whom purchased." The uses are described in this article.

Some stores are content to enter all invoices in detail in the Stock Purchase, or Invoice Book, filling out the selling price, per cent., etc., at the time.

For Reference in Buying Again

"The stock tickets are of a great help in buying," we were informed. "They are filed alphabetically, and can be very easily referred to when wishing to place an order for some article. By referring to these stock tickets we can tell the exact quantity of an article we have sold during a certain period and order accordingly, thereby eliminating the danger of over-buying. In case we have been stocked on some article, and have been forced in selling some at a reduced price in order to clean up, the loss ticket which was made out for this reduction in price is filed with the stock recording this purchase, and when placing an order for that particular article at some future date, the presence of that loss ticket makes us more careful in placing our order to eliminate all loss possible.

Where to Buy to Best Advantage

"These stock tickets also keep us posted where we can buy to the best advantage. By referring to them we can very easily tell from which firm we were able to get the best price, etc. They also show us whether the article was satisfactory or not. When an article proves satisfactory to our trade and worthy of our consideration when re-ordering, this is recorded in the space for "Remarks," and it is given first consideration when re-ordering. But should the article prove unsatisfactory, this is also recorded and that particular article is shunned when re-ordering."

Special Purchase for a Customer

The "Purchasing Ticket" is a special one, used to record every purchase that is not purchased through the regular channels of supplies. "For instance," says the merchant who runs this system, "we offer our customers special service; we offer to get for them any articles in our line which we do not carry in stock, and this purchasing ticket is used to record this purchase. These tickets are the same as the stock tickets, with the exception that they read 'For Whom Purchased' instead of 'From Whom Purchased.' They are also a different color; this is because they are filed with the stock tickets and help us to more readily find them if it is ever necessary to refer to a purchase of this sort.

Petty Expenses

The 'Paid-out Ticket' is used to record every cent paid out for expenses. The ticket is filled out with the name of the person making the paid-out, what expense account it is to be charged to, the date, the amount, and the article for which it is spent. These are deposited in the register, and each evening they are gathered up and charged to the expense account, as provided for in our 'Daily Record of Expenses.' This gives us a record of every cent paid out and for what it was spent.

"It also eliminates the useless expenditure of the store money by the clerks, for they must make out a ticket for every cent that they pay out. Often where the clerks have the authority to pay out money for necessary things needed at the store, such as paper, tacks, etc., used in trimming the window, and various articles needed about every retail store, they overdo the thing, and sometimes spend money uselessly; but if they are required to make out a record of all money they spend, they are not so liberal with the spending of the store money."

"Loss and Gain" Tickets

The loss and gain tickets may arouse some opposition. It may be said that in a large stock items recording individual reductions would entail too much

labor. Most department heads are content, when reducing "slow" sellers, to put in a "Reduction Slip," as it is called, containing one bulk sum, covering all individual reductions in any one line. What we would like to impress, however, is the advisability of using these reduction slips in some form or other, both to keep the "stock record" straight, and also to be able to refer to lines that have proved weak before re-ordering for another season. Here is the explanation of these "loss and gain" tickets as given to us.

"The "Loss and Gain Tickets", we are told "are used to record every loss and gain that may occur. These tickets are printed upon light weight paper, and put up in pamphlet form and each clerk carries a package of them with him at all times, and is required to make out a ticket for every loss or gain occurring with him during the day. Losses will occur through depreciation, spoiled or damaged goods, through reductions made for a special sale or for reductions made to parties making large purchases, etc. Gains occur through the advance in price of some articles, discounts rebates and miscellaneous, the sale of boxes, etc. Articles such as these costing the store nothing should be recorded a gain when sold for any amount. All goods are entered upon the stock

ticket at the regular retail price at the time they were received and should they be sold for a less figure, or a greater figure, for any reason, it should be recorded as a loss or gain as the case may be. These tickets are deposited in a box provided for that purpose and then are gathered up each evening and entered in the correct column provided in the "Daily Record of Losses and Gains."

Details as to Articles

"In entering a loss or gain the ticket is filled out with the name of the article upon which has been either a loss or gain, the quantity, the date, the cause, the regular selling price, the amount received, if any, and the amount of loss or gain as the case may be. Always drawing a line through the word "Gain" if recording a loss and vice versa if recording a gain. The regular selling price is always recorded and not the cost, for every article that comes into the store to be resold has been entered upon a stock ticket and sold at the retail price prevailing at the time it is received, and it is upon the selling price we must base our losses and gains, this will be made clear when we get farther into the working of this system."

Daily Record of Sales, Purchases, Cash, Etc.

Daily Record of Sales, Purchases, Cash, Accounts, Etc.										For Month of _____ 191											
Day of Month	Day of Week	SALES			PURCHASES			CASH			ON HAND		BANK ACCOUNT		ACCOUNTS PAYABLE			ACCOUNTS RECEIVABLE			
		Cash Sales	Credit Sales	Total Sales	Cash Purchases	Credit Purchases	Total Purchases	Amount Received on Accounts	Total Cash Receipts	Amount Deposited in Bank	Total Amount Paid Out	Balance Cash on Hand	Amount Deposited	Amount Withdrawn	Balance in Bank	Credit Purchases	Amount Paid	Balance Payable	Credit Sales	Amount Received on Accounts	Balance Receivable
	Balance Brought Forward																				
	Tuesday																				
	Wednesday																				
	Thursday																				
	Friday																				
	Saturday																				
	Sunday																				
	Total For Week																				
	Monday																				
	Tuesday																				
	Wednesday																				

NOW for the main forms. First of all the "daily record of sales, purchases, cash on hand, bank account, accounts payable and accounts receivable". With this we know just how our business stands at the end of each day. In starting a new page in this system at the beginning of the first of each month, we carry forward in the line marked "balance brought forward" the different amounts which we wish to carry forward from month to month. Sales and purchases are never carried forward from one month to the next, but are only carried to the end of the month, and then at the end of the year the total amount of sales of each month

are added together giving us the total amount of sales for the year, also the total amount of purchases, giving us the total amount of merchandise purchased during the year. But the balance of cash on hand (cash in the cash drawer) at the beginning of the month is carried forward, also the balance in bank, balance of accounts payable and accounts receivable. If the month comes in on Tuesday, we start with the first line marked Tuesday and number down the page for the dates of the month in the column provided for that purpose.

Recording Cash and Record Sales

Under the heading of "Sales" the

cash sales are recorded in the cash column each day as they are taken for the register reading each morning. The credit sales are recorded in the credit sales column as they are taken from the charge slips, which are made out for every charge sale. This gives us the amount of both the cash and credit sales for each day. Then these two figures are added together and entered in the total sales column giving us the total amount of business done on that particular day. These figures are totaled at the end of each week, and entered on the line marked "total for week," giving us the total for each week, then there is a grand total for the month

which is set down on the line marked Total for Month, at the bottom of each page.

Cash and Credit Purchases

Under the heading "Purchases" all cash purchases are entered in the cash purchase column. When merchandise is paid for by cash it is entered upon one of the purchasing tickets and put in the register and each evening taken out and entered in the cash purchase column. The credit purchases are all purchases made through the regular channels of supplies and paid for by check when due, and they are recorded on the stock tickets and added together each evening and entered in the credit purchase column. The cash and credit purchases are then added together and set down in the total purchases column. Purchases are totaled at the end of each week and month the same as the sales, giving us the total amount of goods purchased during the year.

Under the heading of "Cash on Hand" is recorded the amount received on accounts, as shown by the register, in the Rec'd on Acct. column. The

total amount of cash received for the day, including amount received on accounts and cash sales, is entered in the Total Cash Received column. The amount deposited in the bank each day is entered in the Amt. Deposited in Bank column, and the total amount paid out for expenses and cash purchases, etc., is entered in the Total Amount Paid Out column, then the total amount of cash received is added to the balance cash on hand of the preceding day and then deducting the amount paid out plus the amount deposited gives us the total amount of cash on hand with which we shall start business the next day.

Under the heading of "Bank Account" is recorded the amount deposited that day, also the amount withdrawn, each in the column provided for that purpose, adding the amount deposited to the balance in bank on the preceding day, and from that amount deducting the amount withdrawn, gives us the total amount remaining in the bank, which is entered in the column for "Balance in Bank." This keeps us posted on just how we stand each day in regard to our bank account.

Purchases, and Balance of Debts

Under the heading of "Accounts Payable" is entered the amount of credit purchases as received in the Credit Purchase Column, for that day, also the amount paid on accounts as shown by the check stubs. Adding the amount of the credit purchases for the day to the balance of accounts payable for the preceding day and deducting the amount paid gives us the balance payable and this is entered in the "Balance Accounts Payable" column. We know at the end of each day just what we owe.

Then with our record of "Accounts Receivable" we know just how much we have out on the books at the end of each day. By entering the amount of credit sales and adding this amount to the balance of accounts receivable for the day before and deducting the amount received on accounts leaves us the total amount due us at the end of every day. We are able to know each day whether we are allowing our book accounts to grow too large without any extra efforts.

Daily Record of Stock

Daily Record of Stock

For Month of 1917

Day of Month	Day of Week	COST		SELLING PRICE		GROSS		PROFIT		STOCK ON HAND				NET PROFIT			
		Purchase	Total Cost of Stock	Purchase	Total Selling Price	Cost	Selling Price	Gross Profit	Per Cent. of Gross Profit	Selling Price Plus Gains Less Losses	Total Sales	Balance Stock on Hand	Gross Profit	Losses and Expenses	Balance Gross Profit	Gains	Net Profit

A rather unusual method of daily stock records, with profits. This could be changed to a weekly or monthly record.

NOW with the "Daily Record of Stock" form we are able to know just what our per cent. of gross profit is averaging, and what the retail value of our stock is each day, etc.

"In starting this system of accounts," the explanation is given "we first took an inventory, getting both the cost and retail price of the stock on hand. The cost as shown by the inventory was entered in the Total Cost column under the heading Cost on the line marked Balance Forward. The retail price was entered in the column Total Selling Price under the heading of Selling Price on line marked Balance Forward. Then each day the cost and retail price of all articles purchased as taken from the Stock and Purchasing Tickets is entered in the column marked Purchases under both headings, the

cost of purchases under heading Cost and the retail price under heading Selling Price. Each of these amounts are added to the total amount for the preceding day and entered in the total amount column provided under both headings. The total amount is carried forward every day, until the time of the next inventory and as we take inventory every four months, this amount is carried forward until that time. When totaled for the four months, it gives us the cost of all merchandise purchased during that time, including stock on hand at the beginning of the four months, also the amount that stock should have brought us had it all been sold and sold at the price intended on the stock ticket when it was entered. Then by taking our second inventory at the end of the four months, taking both

the cost and the retail price as before, and then by taking the cost of goods now on hand from the total amount as shown by the "Total Cost" column gives us the exact cost of merchandise sold during the four months, and by taking the entire retail price of stock on hand from the amount as shown by the total selling price column gives us the amount the goods sold should have sold for. This amount plus the gains and minus the losses should equal the total amount of sales for the four months. The difference between the cost of merchandise sold and the selling price which it should have brought, plus the gains and minus all losses and expenses should be the actual net profit for the four months. If this amount does not correspond with the actual net profit, it should be larger than the amount we

actually received, then the difference occurs through forgotten charges or stolen goods. (These two figures should and will correspond if everything is right).

"In taking inventory all goods are taken at what they actually cost, and not their market value for all advances and declines have been entered as losses and gains.

The Daily Profits

"You will also notice that our system will show us just what our per cent. of gross profit is running each day. This is done by entering under the heading of "Gross Profit" the total cost as shown by the total selling price column subtracting the cost from the selling prices gives us the gross profit, this amount is entered in the "Gross Profit" column. This amount represents the total gross profit that will be made on all goods purchased to date including goods on hand at start. By dividing the amount of gross profit by the total selling price will give us the per cent. of gross profit as it is running from day to day. With this system we are able to set a figure which we wish to represent the per cent. of gross profit we wish to make and can tell each day just how we are succeeding. Under the old system we had no way of telling just what our per cent. of gross profit was running, until we took our inventory at the end of the four months. Now should

our per cent. of gross profit drop below the figure set, we can by putting some special efforts on the more profitable articles bring it back to normal.

Value of Stock on Hand

"With this system, we also can tell the retail value of stock on the stock on hand at the end of each day. In the column marked Selling Price of Stock under heading Stock on Hand is entered the total selling price, as shown by the total selling price column under heading Selling Price plus the gains and minus the losses. In the column marked Sales is entered the total sales for the day. Then this amount (total sales) is subtracted from the amount in the preceding column giving the retail value of stock on hand at the end of the day, this is entered in the column marked Balance Stock on Hand, keeping us posted on the value of our stock from day to day. To find the approximate value of that stock at cost, we take the per cent. of gross profit as shown by the Per Cent. Column and deduct this amount from the balance of stock on hand and this will give us the approximate value at cost.

"To illustrate; let us say that our stock record showed us that the retail value of our stock to-day was \$15,000.00 and that our per cent. of profit was running 33 1-3 per cent. and we wish to know the approximate cost of that stock,

we take 33 1-3 per cent. of \$15,000.00 which is \$5,000.00 and deducting that amount from \$15,000.00 we find that the approximate value at cost is \$10,000.00. Under the heading of Net Profit we enter the amount of gross profit as shown by the Gross Profit column and the total amount of losses and expenses and then this amount is subtracted from the total gross profit, and the remainder is entered in the column marked Balance Gross Profit.

Net Profit Column

In the next column is entered the total gains and this is added to the balance gross profit and entered in the Net Profit column and this amount represents the net profit that should have been made on all goods purchased to date including goods on hand at the time of starting. This amount is carried forward each month and at the end of the four months, this amount minus gross profit the goods on hand at the end of the four months should make, should be the actual net profit for the four months.

"The net profit as carried forward each day does not represent the net profit for that day nor up to that time, for we may have sold up to that time the more profitable articles, yet it would have been based upon the average per cent. of gross profit, but it is merely carried forward as a record."

Daily Record of Expenses

Each sheet of this (covering two pages) is sufficient for one month's record. The article describes just how each column is figured out.

WITH the Daily Record of Expenses, Losses and Gains, we are able to keep an accurate record of all expenses, etc. Under the heading of Expenses we have our expenses divided into nine separate accounts, keeping us posted on just what we are spending our money for, and also letting us know just how much we are spending for each expense and should any one certain expense grow larger than what we think it should, we can tell it and try to cut down that particular expense, each one being entered in the correct column as provided.

Under the heading of Losses, all losses are recorded as shown by the loss tickets each day. Under the heading of Gains all gains are entered as shown by the gain tickets each day.

WHY ADVERTISED GOODS PAY

In a contest conducted among grocers on why it pays to buy advertised goods several newspapers of St. Paul, Minn., through their service departments, have received some interesting replies.

Here are the reasons given by one of the contestants:

"First—The fellow making the article believes it good and spends his money advertising, proving it.

"Second—The fellow reading the ad thinks the article must be good or money would not be spent telling people about it.

"Third—If these two fellows think the article is a good thing they lose no time in kicking up a rumpus if I fail to get it on my shelves.

"Fourth—And when I get it on my shelves those two fellows get it off again.

"Fifth—And I am going to allow those two fellows to keep on working for me. That's why I sell advertised goods."

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - President
H. T. HUNTER - - - Vice-President
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Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

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EDITORIAL BRIEFS

LATEST reports from British Columbia display a much greater optimism with regard to the salmon pack than was the case a brief while ago. British Columbia, too, is the only province that is rejoicing over the apple crop. Apparently the province by the Western sea is falling on its feet.

* * *

SPEAKING of the Fuel Controller, it is doubtless a very necessary office, but it is saddening to see the number of high-priced assistants that are required by these controllers. The Assistant Fuel Controller is to get a modest stipend of \$25,000. Now, if any grocery or provision house showed an ability or a wish to add such luxuries to their business, what a clamor there would be.

* * *

THERE seems to be a distinct disinclination on the part of German officials to stay in power. Count Batoeki is one of the latest to retire, and probably with the best reason. As Germany's food dictator, he had a thankless job. He could gain credit with no one, and it's a poor occupation to be a distributor and administrator of food in a country where food is as scarce as it is in Germany to-day. It's a safe guess that he is glad to be rid of the job.

* * *

THE Groceteria has made its bow in Canada. One example of this newest variety of Grocery store is in successful operation in Winnipeg. It is described in another page of this issue. This innovation will be

watched with interest by those who are most intimately associated with the Grocery trade. Whether the advantages of less help and the consequent lessening of overhead charges will compensate for those of the old time system of shopping is a point that is yet to be demonstrated.

* * *

RECENT advices state that there will be no loosening of the embargo on the export of apples to the United Kingdom. That means that Canada will pretty well have to look after her apple crop herself. Well, that does not look as though it would be any great hardship. With the exception of the early apple crop, which like last year's is expected to be fairly large, there is only a limited crop of apples. Had the facilities for shipment been the same as in other years, apples would in all likelihood have reached abnormal prices to the consumer in Canada. As it is there should be a good market at a fair price, which will be a better proposition for the grower than the uncertainty of the English and Scotch Commission Market.

A HELPFUL PUBLICITY

IN A recent issue of the Toronto *Telegram* there appeared an editorial entitled, Publicity to the Rescue. It opens with this striking suggestion: "Canada should start a torchlight procession of publicity on every route that food products travel from the earliest producer to the ultimate consumer."

It is rather surprising that it does not go on from this to talk against the recognized channels of trade, but rather takes the view that this complete illumination would do away with many misapprehensions. It is a new and generous note that is not often found in the daily press which delights to tell the public of the wrongs that they suffer at the hands of the middleman. We are glad to be able for once to take sides with the daily press. We do need this torchlight procession. The trading in foods is always a matter of moment to the public, and for that reason if for no other the food handler should walk advisedly. It is our belief that they are doing so; that they are meeting extraordinary conditions in a spirit of patriotic helpfulness. The grocer who is making money out of war conditions would be far to seek. Yet this could not be said of all business. There are, of course, profiteers, but they are not the multitude the public has been led to believe. They do not represent the grocery trade. They represent no one but themselves. The honest grocer does not wish to palliate their offences of this small minority, nor do they wish an honorable trade to be brought into contempt by the machinations of a few irresponsibles who do not represent the spirit of the trade. Therefore, any light that can be thrown on the vexed question of food selling and food distribution will be welcomed by

all. Therefore, the grocery trade can join with the *Telegram* in urging for the "torchlight procession of publicity," on all the questions pertaining to food.

THE ADVANTAGE OF CO-OPERATIVE DELIVERY

MORE and more the town and village merchants are banding together to curtail the unnecessary expenses that have for so long been a drag upon them. One example of this is the rapid growth of the co-operative delivery systems. This system has proved a blessing in many places, and is certainly a step in the right direction. It is a way of putting one of the most wasteful elements of business on a proper business footing, and at the same time doing away with many of the wearing little abuses that have gathered around the delivery system.

In these days when economy is a patriotic duty as well as a business necessity it is well for every community to consider the advisability of adopting some such system of delivery, to overcome the enormous waste that lies in overlapping and slipshod delivery methods.

BUYING FUTURES

THE CANADIAN GROCER is constantly receiving letters asking whether it is advisable to stock heavily in this line or in that. Whether it is wise to chance a market by placing orders for distant delivery. These are questions that it is hard to answer. Unquestionably merchants have made money by so doing, unquestionably also men have lost money in the same way. No one can foretell just what a market will do. On general grounds this may be said, that unless the merchant is prepared to bear a loss he had better not venture too much into buying futures. On patriotic grounds, the only advice must be against such a practice. The merchant who buys more heavily than he requires, the merchant who takes a long chance and purchases heavily on a future market, are both encouraging the imposing of a false value on these goods. They are withdrawing a certain percentage of available goods from the open market, and so enhancing the value of what remains. Whether it accrues to the advantage of the merchant or no it is certainly to the detriment of the country as a whole.

THE PURCHASING POWER OF THE DOLLAR

EVERYONE knows that money does not go as far as it used to, but it remains for the Americans to work out the actual value of the dollar to-day. The enterprising gentleman who did this arrived at the doleful conclusion that the good old American dollar with George Washington and war eagles and all such kind of things on it was worth exactly 46 cents.

The way he arrived at this figure was by taking

the average purchasing power of the dollar during the years from 1900 to 1906 this was considered 100 per cent. On this basis in 1914 it was worth just 82.2 cents and in 1917 had declined to 46 cents. In other words your dollar will purchase less than half what it would have purchased ten short years ago. As despite this fact, dollars do not seem to be any more plentiful it behooves us to be careful.

Every purchase of goods that is made now requires almost twice as much to make it as was required prior to the opening of the war. It behooves the merchant therefore to see to it that he carries no more of these costly goods on his shelves than his actual business needs demand.

AN IMPERATIVE DUTY

THE commercial board of the Council of National Defence in the United States is urging upon retail merchants the importance of eliminating unnecessary store service. Recently, a meeting was held in New York of 100 dry goods, grocery, clothing and department store proprietors, for the purpose of considering the suggestions of the Board. A. W. Shaw, chairman of the Board, told the meeting that in the United States, perhaps one-third of the men engaged in delivery and return-goods systems will be called to the front. This question, said Mr. Shaw, is very flatly up to the retail merchants. When the time comes that these men are called away, are you going to take men from the manufacturing, shipbuilding, agricultural or mining industries, which must keep going to full capacity, or are you going to readjust your businesses so as to get on without tearing them away from work that is of the greatest importance in the conduct of the war?"

The sentiment of the conference heartily favored following the spirit of the recommendations of the commercial economy board and resolutions were passed accordingly.

Among the other important subjects which came up for discussion looking to the elimination of non-essential services now rendered the customers of retail stores were the reduction of deliveries to one or, if necessary, two a day in each district; the possibility of making a charge for special deliveries; the question of limiting delivery to purchase amounting to a certain sum; and the limiting of the return-goods privilege to a definite short period.

The delivery problem and returned-goods evil is not as serious for retail hardware merchants as for some other classes of trade. Nevertheless, there are many other unnecessary wastes which could be eliminated from the average hardware store. Waste of time, display space, glass, oils, leaks in the office system, leaks through bad accounts, should all be eliminated. This is a time for conservation on the part of every individual. The merchant who conserves now is going to be prepared for future eventualities.

More on "Reckless Stock Carrying"

Details of Well-Managed Business—"Success Succeeds" Also Justifies the Merchant's Methods.

By Henry Johnson, Jr.

FURTHER in relation to drastic advice on the carrying of excess stock, especially in some circumstances, I have the following splendid letter.

—Canada, April 3, 1917

Mr. Henry Johnson, Jr.,
Care Canadian Grocer, Toronto.
Dear Sir:—

We have followed with interest your different articles during the past few years on business management and know we have been benefited by them.

We have read with no small degree of interest your last article in CANADIAN GROCER and are taking the liberty of writing you with a view of ascertaining whether or not we are all wrong. We enclose you a copy of our last financial statement. We are not after publicity but rather information and a private letter from you is all we desire. If, however, there is anything in the way of material for your articles, you are at liberty to use the statement, withholding the name.

Referring to said article, you stated the party was carrying too heavy a stock and that he must reduce same at any old price. Now, the article does not state whether the business is a general one or groceries. If groceries, we think his stock is far too heavy; but if it is a general stock and he is wrong in carrying a stock of \$9,500 with a turnover of \$54,000, we are in a desperate mess, as you see we are carrying twice the stock with a smaller turnover.

Our business is a general one, consisting of groceries, flour and feed, ladies' dry goods, men's furnishings boots, shoes, rubbers, hardware, crockeryware, tinware, etc.; in fact, all lines usually carried in a general store. In order to have an assortment to meet the requirements of our trade we do not see how we can get along with much less stock.

This is our ninth annual statement. We are located in a small town, surrounded by a first class farming district. We have not made much money but we think we have a good, healthy business. Whilst our capital stock shows \$12,400, yet we only invested \$7000 cash in the business; the balance of stock was issued out of profits. We did not take any dividends for the first five years, but since then have paid 6 per cent. on the \$12,400. The stock is owned by three of us.

We know we invested only \$7000. The manager has always drawn his salary; we have bought our premises which we value at \$5000, and only owe on same \$700; and we feel sure our financial statement is true showing of our affairs at Jan. 31, 1917. Yet after reading your

article I have been wondering if in the eyes of a business expert we are all wrong. If so, we want to get on the right track as we are not in business for our health.

As we have no difficulty in meeting our obligations and take all cash discounts, would you not advise, if in your opinion we are carrying too heavy a stock, to rather cease buying than to sacrifice any stock we have on hand, as we have better stock and at less price in many lines than we can buy to-day. We fear we are encroaching too far on your time.

Thanking you in anticipation of a reply at your convenience,

Yours very truly,

Results Justify Practices

Two weeks ago I discussed this subject from the standpoint of another general merchant who felt that I had not taken all factors into correct account in my original paper on the question; and then I hope I brought out some points not first covered.

Let me say two things right here:

First, that it is well worth while to make any kind of break, or give any question insufficient treatment, to get two such letters as have already resulted from what I left unsaid.

Second, that any practice which results in clean money-making always must have strong presumption in its favor, for "success succeeds."

I may say further that, when I handle such an inquiry as the first one, I must have in mind primarily the man who asks the question. It is always my thought that whatever seems best for him must be handed out as pointedly and vigorously as I can do it. Secondly, I think of the general run of readers over

the continent; and I know them well enough to feel that it is pretty safe to advise them to trim sails, get on the safe side of things, and work up out of debt. Especially is this true in times like these of to-day when merchants can cash in without loss on a big proportion of their stock, and with that cash, pay up what they owe and accumulate a little surplus. Thus they may become independent and put themselves on a solid footing for the future.

My present correspondent has things so well in hand that I feel that he has handled things about right, location, environment, distance from markets, etc., considered. He has averaged a capital-earnings, based on the \$7000 invested, of fully 16% per cent., and it is quite evident that he does not fool himself very much.

What Turnover Is Correct

Obviously, the proper ratio of turnover must vary greatly with location, transportation facilities, etc. A man in Skagway or Dawson, Alaska, might do well to turn a general stock once in two years. The same man in Chicago or Toronto should not be satisfied with less than six times, a year. But the man in Alaska may make a net profit of 30 to 40 per cent and thus average out quite well with the city merchant whose competition renders more than 3 per cent. net impossible.

Variations occurs, also, with proportions of sales in various lines. China, for example, of medium and up to fine grades running into dinner sets at \$275 retail value has a normal turnover in some big cities of only 1.66 times a year. The department called "crockeryware" in this present letter undoubtedly is very

(Continued on page 45.)

NINTH ANNUAL STATEMENT—1916-1917

1917.					
Jan. 31—To	inventory	\$17,146.34	By Sales, 1916	\$41,538.55
"	Mdse. bought, 1916	35,780.91	" Inventory, 1/31/17	19,007.97
"	Freight paid	1,692.93			
"	Truckage	300.00			
"	Balance L. and G.	5,627.34			
		\$60,547.52			
	Loss.				\$60,547.52
"	Salary and wages	\$ 2,405.00	By Mdse. balance	\$ 5,027.34
"	Travel	100.00	" Discounts	289.56
"	Postage	30.00			
"	Phone	40.79			
"	General	311.58			
"	Interest	270.00			
"	Balance, P. and L.	2,759.43			
		\$ 5,916.80	(Discrepancy 10c)	\$ 5,916.90
	Resources.		Liabilities.		
	Inventory	\$19,007.97	Capital stock	\$12,400.00
	Ledger accounts	5,238.04	Bank	2,000.00
	Bills receivable	1,684.79	Proprietor	700.00
	Cash in bank	741.68	Owe for merchandise	1,050.00
	Cash on hand	752.40	Balance	17,569.23
	Produce on hand	694.35			
	Furniture and fixtures	600.00			
	Real estate	5,000.00			
		\$33,719.23			\$33,719.23

THE CLERKS' DEPARTMENT

THE DECIDING PLAY IN THE GAME OF LIFE

The Precept on Which a Young Business Man Achieved
Big Success in Business World.

THOMAS E. WILSON, the head of a large packing concern in Chicago, Wilson Co., successors to Sulzberger & Sons Co., tells in *The American Magazine* some of the precepts he has followed in winning success. That he has won success is evidenced by the fact that at 49 years of age he is head of so large a concern with a salary of \$125,000 a year. His main idea in business has always been that each task, no matter how small, may be the thing to determine his whole career. He says:

My first job was an unimportant clerkship with the Burlington railroad, at forty dollars a month. It took me a long time to land that job. There were other places to be had, some of them at higher wages, in groceries and small shops, but I wanted to get myself identified in some way with a big concern like a railroad, so that when I got to the top it would be worth all the trouble of making the climb. I had a bland confidence in what the future held in store for me and fully expected to become the president of the Burlington.

One day, however, before I had quite got around to becoming president of the road—in fact, while I was still drawing only forty dollars a month—the packing firm of Nelson Morris & Company asked the Burlington people to pick them a man to keep the records of their refrigerator cars. The chief clerk selected his assistant. An hour or so after going to the stock yards to look over the new job, the assistant returned in a high state of disgust, exclaiming: "Not for me! I wouldn't work in as smelly a place as that for any hundred dollars a month."

That about the hundred dollars a month made me prick up my ears, and I asked if I couldn't have a chance at the job. They gave me the chance and I went to work for Morris & Company. I was not particularly enthusiastic about the malodorous surroundings, as they were in those days, for my olfactory sense was normally keen, but I couldn't help feeling that maybe I was answering a call of opportunity.

I found that I could sit quietly at a desk and hold the car-checking job; but I got interested and wanted to know all about the handling of the cars and the repairing of them. So I put in a good deal of time in the yards. After a while I was placed in charge of all car repair work. The company began to build its own cars and I was entrusted with the management of that. Then I got to be the head of the purchasing department, and looked after the buying of supplies and construction material for the whole plant. They next gave me charge of all construction work, and this led to my being sent to various points throughout the country to locate new branch whole-

sale plants. I also had to select men to run these new branch establishments.

Picking Out the Right Kind of Man

It was in this work of picking men that I got an opportunity to learn how to size up and handle other people. Knowing people and knowing how to handle them is, I believe, the greatest asset of any executive. I tried in every way possible to train my observation, to compare men with other men. In picking a manager for a plant, I didn't go so much by the man's record as by the way the man himself impressed me. It was not difficult to tell if a man was ambitious, mentally alert, and favorably inclined toward hard work. Every little while I appointed to an important place a man whom nobody else had ever suspected of having ability. A high percentage of these men made good and I was mightily pleased, for when they made good I knew that I, too, was making good.

I always sought a man who was anxious to land the job. The fellow who is overjoyed to get a certain job is the one who will work hardest at it. I never like to employ a man who is not sure he wants what I offer him. When a man takes a job with the air of doing me a favor to accept it, I know that he is apt to think that he has discharged his full obligation in taking the place, without doing much afterward. In order to obtain a man full of enthusiasm for the work to be done I often found it wise to pick somebody from a much humbler place. The man who has been making a monthly salary of only seventy-five dollars is likely to leave no stone unturned and no midnight oil unburned to make good on a job paying one hundred and fifty dollars—much more likely than if he had already been getting almost that much.

Two Kinds of Young Men

One day I offered a young man a place with a salary of about a third more than he had been used to. Both the salary and the nature of the work appealed to the young man.

"I'll think the whole proposition over a while," he told me, "and let you know about it."

"But I have decided not to hire you," I replied.

"Wh-a-a-t!" he exclaimed. "I thought you just got through telling me the job was mine if I wanted it."

"Yes," I admitted, "and you agreed that it was a fine opportunity for you. You are satisfied with the salary and you like the kind of work. Yet, instead of grabbing it on the spot, you wish to think it over a while. I am forced to the conviction that you are lacking in decision. A man troubled with the fault of indecision won't do in our business. I'm sorry, but I've changed my mind about you." And the job went to somebody else.

There was another case quite similar

to the one just mentioned. I had offered a young man a place that was a decided improvement over the one he had.

"I like the proposition," the young man told me, "and I know that I am going to take it, and yet I wish that I might put off the actual acceptance until I have talked with my wife. She and I have always looked on everything like this as a partnership affair, and I would just like to be able to tell her that I didn't decide without first letting her have some say in the matter."

That, you see, was a slightly different situation from the other one. I thought the man showed a commendable partnership spirit that should be encouraged, and told him to talk it over with his wife first, by all means.

A Wife Who Takes an Interest in Your Business.

After all, there is nothing so important, or which can contribute so much to a business man's success as a fortunate selection of a wife. At the time I got married—I was then thirty-one—old Mr. Nelson Morris remarked:

"Well, you won't be much account in business for a year, but that's all right. No bridegroom is very useful in business he's so taken up with his new wife."

I was filled with a desire to convince Morris that he might have spoken too sweepingly. I made up my mind that on my return from the honeymoon trip I would work harder than ever before. Just after our arrival in New York, on the wedding journey, I chanced to hear of a piece of property in Brooklyn that was advantageously located for a branch. It could be leased very cheaply if taken at once, but the negotiations would take up so much time that there would be little opportunity for sightseeing while in New York with my bride. I wasn't sure that I didn't owe a greater duty to her than to my employers, especially inasmuch as I was on leave of absence. A wedding journey is an important event to a young woman, and it seemed a shame that this one should be marred by my business affairs. Yet I yearned to make Nelson Morris retract what he had said about bridegrooms.

Well, I put the whole situation up to Mrs. Wilson, intending to let her cast the deciding vote. She was genuinely enthusiastic over the idea of surprising my employers with a little business achievement on our honeymoon. To make some personal sacrifice to boost along my career would, she declared, be a pleasant adventure. She smilingly gave up a number of delightful little excursions we had planned together, and remained contentedly in the hotel room while I was over in Brooklyn conferring with real estate agents.

Ever since then Mrs. Wilson has followed the theory that no sacrifice is too big for her to smile over, provided it contributes to our success. I have never had to hesitate about leaving town unexpectedly on business just on the eve of a social engagement. Always I have known that such disappointments would never ruffle her in the least. And this knowledge has been a tremendous help.

For fifteen years I never took a vacation, and throughout much of that time I put in an average of more than fourteen hours a day. I couldn't have done it if the work had not fascinated me.

Nobody gets very far unless he likes his work. A man should not look upon his job or work as a mere expedient for bread and butter. The man who works under pressure will not get very far. Initiative comes only to those who are fascinated with and enjoy their work, and if a man doesn't like his work he ought to change his job. I liked mine because I could see things growing and developing.

How Wilson's Present Job Was Offered To Him.

A few years ago I was made president of Morris & Company. Then came the unexpected offer which enabled me to direct a big enterprise with my own name over the door. The business of Sulzberger & Sons Company had been re-financed by New York capitalists, and these men determined to get me to manage it. Their representatives called me on the telephone from a Chicago hotel one day, right out of a clear sky, asked to see me, and made me an offer. I declined. Some time later a friend on the street asked me when I was going to the new job. I told him I wasn't going.

"Oh, yes, you are," he assured me; "I heard that you didn't know it yourself yet, but you are going. They are going to make you an offer you can't refuse."

And they did. We came to terms and I changed jobs. When I took hold of the new work I let it be known immediately that new ideas were in order, regardless of whether they applied to one's own department or to the other fellow's. And I aimed to impress it on all employees, including the humblest, that if anything wasn't going to suit them they could walk right into the main office and talk to me about it. Too much dazzling dignity about a general manager's office is often a great handicap to a business.

An Executive Should be Accessible His Men.

The trouble with the executive who is too inaccessible is that he loses more by the arrangement than anybody else. In shutting others out, he shuts himself in—away from the numerous advantages of personal contact and points of view. There's nothing like looking a man in the eye and hearing his story, to get at the meat of a situation. Most executives prefer to have everything brought to their attention in writing. That plan may be a time-saver, but my own experience has been that it will pay to get all information possible by face-to-face interviews. Sometimes a tone of voice or the arch of an eyebrow talks more than could be written in a letter.

I strive constantly to have every employee on the pay roll doing the kind of work he likes to do. At every opportunity I talk to the men, including the laborers about the plant, trying to find men who have special aptitude or liking for some particular thing. A man may be doing his task well, but there is always the chance he could do something else even better. Think of the plight of the man who is obliged to sit and add figures all day when he is naturally poor at figures but is a born wonder as a mixer among men, and yearns to be out selling goods. Think what he is losing, and what his employer is losing.

Raising a Man's Salary.

Whenever a man is capable of filling a bigger place he should be promoted if possible, if for no other reason than to keep him from stagnating, and also to let him know that merit is being recognized. Sometimes it is not possible to show appreciation of a man's work by giving him a better job. In such cases it is often wise to raise a man's salary. A raise even of only a dollar or so some-

times serves to give a man encouragement which is the making of him. I have heard executives say that men are frequently spoiled by salary raises, but I take no stock in the theory. If any are spoiled in that way they would have been spoiled anyhow, and the number is so negligible that we may well ignore it. I question the altruism and magnanimity of an employer who has a man's welfare so much at heart that he throttles his own earnest desire to pay the man more money, lest the raise should weaken the man's character.

The higher up he is, the more dependent an executive becomes on those under him. The real success of an executive, it seems to me, rests on his ability to promote wisely, and at the same time to keep the force working in harmony and contentment. A little jealousy here and there in an organization can ruin its efficiency. I have known men who had enough general grasp of things to have made great department managers, only they could not get along harmoniously with those about them. If a man can't get along pleasantly with his associates, he cannot successfully handle a force of men. I never like to promote a man to a responsible place if he has failed to work in hearty co-operation with the men alongside of him. When you hear men say of their boss: "He is a good fellow to work for," you may know he is a successful executive.

GET THE TRADE COMING

A grocer in an Ontario town hit on a novel and effective display to sell more fruit. He had been worried for some time on account of the competition of an Italian fruit store which had started up nearby and which was making huge strides in establishing itself as headquarters for the fruit and vegetables sold in the community.

Studying the fruit stores' methods, the grocer decided that the very magnitude of its display of fruit and vegetables proclaimed to the passer-by that this fruit store was the place to go if one wanted fresh goods and a wide selection of perishables.

Determined not to give up the profitable green goods business of the community the grocer decided to make a big drive on some good seller. He knew that the prices at the fruit store were no lower than his, and that his competitor would not be likely to use many of the little tricks of the trade that he knew would make the prices seem more attractive.

Considering oranges to be the most conspicuous fruit he could use in his window he bought 15 boxes,—three times as many as he had ever purchased at one time before. He advertised a special sale for Saturday and dumped the entire 15 boxes in the window. He borrowed a brand new scoop shovel from the hardware man next door, put it on the big pile in the window over which hung a sign reading: "These large juicy oranges will be scooped out at 29c a dozen on Saturday."

By three o'clock Saturday afternoon all the oranges were gone and he could easily have sold several boxes more. In addition he made capital out of every customer that the orange window drew into the store and did a holiday business

on his regular lines. So this grocer solved his competition problem and didn't have to cut prices to do it either.

THE BROOM CORN OUTLOOK DISCOURAGING

The very high prices that have prevailed for brooms during the past year seem likely to continue. It was hoped that this year's crop of broom corn would be of such a successful character as to warrant a decrease in price. Unfortunately this is not the case. A considerable portion of the corn crop in Oklahoma has been damaged to such an extent by drought and hot winds that it is beyond recovery.

The broom corn market of the entire United States is based on the Oklahoma crop, this state growing about three-fourths of the country's supply. For two years in succession the crop has been short and as a result many broom factories are closed and will remain so until new corn is available.

Unfortunately for the consumer, the situation promises but little, if any, relief in the way of lower prices for brooms. Even though broom corn should ease up slightly in price, other materials are steadily advancing and manufacturing costs continue to increase.

CURRENTS FROM CALIFORNIA.

Charles Bonner, head of the Bonner Packing Co., Fresno, Cal., was in Western Canada last week, calling upon his representatives, the W. H. Escott Co., Ltd. Mr. Bonner had some interesting things to say about raisins. He stated that the crops in California were good, and they were looking forward to an active market and good prices. He did not think prices would be any lower than they were last year, but at this stage it was more or less of a guess, as the Association had not yet named any prices. However, the trade there generally seemed to think that the price would be on a basis as high as last year, or even higher.

Mr. Bonner stated that for many years they had been growing a surplus, and carrying it from year to year; last year this was all cleaned up, so that this year there was none to go forward. In former years they had had competition with Spain, but Spanish raisins now were pretty much off the market, and he thought the only thing that would put them back would be price. It was very hard to get them across the Atlantic these days, and he felt that once they had them off the market, they would be able to keep them off.

An interesting statement made by Mr. Bonner was to the effect that he had secured samples of Australian currants coming into this market, as he wished to compare them, as well as Greek currants, with some that were being grown in California. It was early to say much about these, but he seemed to think that before long California would be producing currants in competition with Australia and Greece.

CURRENT NEWS OF THE WEEK

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

Quebec

McGill Stores, grocers, Montreal, have dissolved.

J. Goldman & Company, grocers, Montreal, have dissolved.

B. Trudell, of L. Chaput Fils et Cie, Montreal, is on vacation this week.

The country staff of travellers for L. Chaput Fils et Cie, Montreal, are on holidays this week.

The cold storage being built for the D. Hatton Co., wholesale fish merchants, Montreal, is almost completed.

Mr. Emil Chaput, of L. Chaput Fils et Cie, Ltee., Montreal, has been having a brief vacation during the past week.

A meeting of the Canadian Fisheries Association on Wednesday, this week, was addressed by G. Frank Beer, chairman of the Fish Commission of the Canadian Food Controller's office.

Montreal Retail Grocers held their annual picnic to Ile Perrot last week, President P. Fillion and Secretary J. A. Beaudry being present. In spite of extreme heat the day was a great success.

Mr. H. W. Horrocks, who for the last three months has been looking after the Canadian interests of the firm of George Little, Limited, Manchester, England, importers of bacon, butter, cheese, poultry and eggs, has left Montreal on his voyage home to England within the past few days. He speaks hopefully of trade now and after the war.

Ontario

D. G. Sinclair, grocer and confectioner, Kenora, Ont., has discontinued.

W. A. Sayers, grocer, Collingwood, Ont., has sold to J. R. Sayers.

H. J. Ahrens grocer, Kitchener, Ont., has sold to R. A. McDonald.

Mrs. E. Fairbanks, grocer, Toronto is succeeded by Mrs. J. Plant.

A. Pitt, general store, Dryden, Ont., has opened a branch at Keewatin.

Woodburn Milling Company, Ltd., Glencoe, Ont., has been burnt out.

Mrs. F. L. Fair Grocer, Toronto, Ont., has been succeeded by W. J. Garbutt.

E. S. Merritt of Medland Bros., sales staff is spending a holiday period at Bobcaygen.

D. W. Duff, buyer for Perkins, Ince & Co., is spending a few weeks at Jackson's Point, Ont.

R. J. Wood, one of London's oldest grocers, is dead, after twenty-nine years of business in the city.

J. Clark, sales manager for the Canada Brokerage Company, is spending the next two weeks at Lake Simcoe.

James Paul, grocer of Chatham recently had his store burglarized after being roughly handled by the burglar himself.

J. H. Bond, sales manager of Medland Bros., wholesale grocers, Toronto, has

been spending his vacation at Brighton Beach.

Toronto Milling Company, Ltd., has been incorporated at Toronto with a capital of \$155,000 to manufacture and deal in grains and cereals.

C. H. Barrell, sales manager of the MacLaren Imperial Cheese Company at Toronto has returned from spending a vacation at Dudley, Ont.

W. N. S. Hunter's grocery store at Hamilton, Ont., was damaged when a H. G. & B. car recently pushed its way into the store front after jumping the track.

Kingston is soon to become the location of a branch of a big Canadian firm if present plans materialize. A cold storage plant and a grocery department will be included in the store.

Graham's, Limited, has been incorporated at Belleville, Ont., with a capital stock of \$1,000,000 to take over the Graham Company, Ltd., to deal in fruits, vegetables, grains, meats, fish and other food and animal products.

Norman B. Stark, manager of W. R. Grace & Co., Ltd., the Canadian house of the Grace organization, is at present in the West, getting in touch with the trade. In conversation with a representative of THE CANADIAN GROCER, Mr. Stark said that the Grace organization included the United States and England where they are known as Grace Bros. & Co., Ltd., as well as houses in Peru and Chili.

Western Provinces

G. A. Hammond, grocer, Edmonton, Alta., deceased.

A. Power, Humboldt, Sask., grocer, suffered recent fire loss.

A. M. Anderson, Ltd., general store, Gadsby, Alta., has sold out.

T. Millard, general store, Cypress River, Man., has discontinued.

Mrs. E. M. Neelands, St. James, Man., has sold out her grocery stock.

St. John's Grocery, Winnipeg, Man., has been succeeded by R. Foster.

E. Middleton has commenced the grocery business at Vancouver, B.C.

S. Ostry & Son, general store, Lac du Bonnet, has sold to Granovsky Bros.

Sinclair & Shane, general store, Quill Lake, Sask., have sold to J. S. Alder.

Home Grocery, Edmonton, Alta., have been succeeded by Clarence Murphy.

M. O. Nobles, grocer, Regina, Sask., is contemplating sale of his business.

I. M. Lewin, Calgary, Alta., has sold his grocery business to A. W. Dell.

Mrs. C. A. Haddnell has commenced the grocery business at St. James, Man.

Northern Fish Co., Ltd., Selkirk West, Man., damaged by fire at Black River plant.

T. J. Cowan, grocer, Vancouver, B.C.,

has sold stock and fixtures to W. C. Reeves.

MacDonald-Cooper Co., Ltd., has commenced wholesale grocery business at Calgary, Alta.

The estate of C. D. M. Chambers, grocer, Winnipeg, Man., has been sold to Robt. Foster.

Gibson & McKinnon, dealers in groceries and confectionery, Winnipeg, Man., have commenced business.

Popham Bros., Ltd., wholesale manufacturers of biscuits and confectionery, Victoria, B.C., have secured a change of name to Ormond's, Ltd.

Robert Gillespie, of the Robert Gillespie Co., Ltd., manufacturers' agents, Winnipeg, is on a trip through Western Canada, and will probably be away six or seven weeks.

Geo. Adam, of George Adam & Co., manufacturers agents, Winnipeg, who has been very ill for the past month or more, has recovered sufficiently to call on the trade again.

E. H. Francis, formerly with the Ogilvie Flour Mills, has joined the selling staff of T. H. Estabrooks Co., Limited, and will represent the Red Rose lines in South-Western Saskatchewan, succeeding E. P. Moore in that territory. Mr. Francis will make his headquarters at Moose Jaw.

DOMINION BOARD OF R.M.A. WILL CONVENE IN MONTREAL

The Annual Convention of the Dominion Board of the Retail Merchants Association will be held in Montreal on August 14, 15, 16 and 17. No official programme of the Convention is as yet available. The first day of the convention will however, be given over to a conference with wholesale merchants, from all parts of the country, and the second day to a conference with the manufacturers, at which will be discussed matters of mutual interest. The last two days of the session will be given over to the general business of the Association that comes under the control of the Dominion Board.

MONTREAL GROCERS' PICNIC

Four hundred members of the Montreal Retail Grocers' Association made their annual excursion to Ile Perrot recently for their picnic. The party included the president, P. Fillion, and the secretary, J. A. Beaudry, of the Association.

The proceedings passed off very successfully, despite the intense heat, and a banquet was provided for the excursionists. A number of speeches were made along the lines of greater co-operation between manufacturers, wholesalers and retailers, with the object of serving the best interests of the public.

ALEC. CHALMERS AT VANCOUVER

Alec. J. Chalmers, who for the past five years has been connected with W. L. MacKenzie & Co., manufacturers agents, Winnipeg, has been appointed by the D. H. Bain Co., Winnipeg, manager of their Vancouver branch. Mr. Chalmers was for one and a half years manager of the Edmonton branch, and for two years manager of the Regina branch of W. L. MacKenzie & Co., and for a year and a half was at their head office in Winnipeg. Prior to that, he was with Rose & Laflamme, Montreal, for whom he travelled throughout the whole Dominion. Among other territories covered for Rose & Laflamme was Western Canada, and he therefore knew his field well long before settling in the West. Mr. Chalmers is one of the best known men in the brokerage business in Western Canada, and few men have made more friends among the trade.

TORONTO TRAVELLER KILLED

J. F. Aikens a traveller for the Dominion Glass Company, Toronto was fatally injured at Burketon Junction on Monday night. In trying to board the train while it was in motion he fell beneath the wheels. He was taken to Peterboro but was so seriously injured that he died in the Nicholls Hospital on Tuesday morning. Mr. Aikens was a man of middle age, and leaves a wife and family in Toronto.

WHO PAYS FOR IT?

Can you get something for nothing? Read this:—

In 1904, a certain automobile manufacturer built and sold 37 two-cylinder automobiles. The price of each was \$1,250. In 1915, the same concern built and sold more than 45,000 six-cylinder automobiles and the price of each was about \$950.

What created the demand and why was the price reduced? The answer to both questions is—Advertising.

Who paid for the advertising?

The manufacturer didn't pay for it because he made more profit out of each \$950 car than he did of each \$1,250 car.

The consumer didn't pay for it, because he received a great deal more for his \$950 than he did for his \$1,250.

Then who did pay for it? Echo answers "Who?"

It does not take a lot of money to advertise; but advertising creates a demand and the filling of that demand necessitates quantity production, and quantity production is the cheapest means of reducing cost without decreasing quality.

When quantity production is required, the saving because of it is more than enough to pay for the advertising which created the demand; and instead of the consumer being required to pay for the advertising he actually saves money, because he can buy advertised articles for

less than he would have to pay for the same or quantity.

So well-advertised merchandize is generally the best "buy." More quality and quantity can be obtained by the purchaser for less money when he orders well-advertised goods.

Does this apply in the case of purchases of machinery, tools, utensils and manufacturers' supplies?

It does—most assuredly.

That is one of the reasons why it pays a man to read the advertising pages of his trade paper—and to meet his needs by purchasing advertised products.—Exchange.

BRITISH PRICES GREATLY REDUCED.

The British Food Controller, Baron Rhondda, is taking steps to control profits on foodstuffs, and announces a reduction of 25 per cent. in bread prices at an early date. A graduated reduction in the price of meat for the army and civilians, which, by January will mean a 30 per cent. decrease from the amount now paid also has been announced. Baron Rhondda has stated that it is hard to fix prices in Britain until the action of the United States is known, but steps have been taken to control the profits of butchers and others in a manner to ensure that the benefit will accrue to the consumer.

As an indication of what has already been done, the Food Controller stated that twenty per cent. less bread is consumed in Britain now than last year through a stoppage of waste and other elements, and this despite the shortage of potatoes which recently existed. Meat prices are expected to be decreased from 90 shillings a hundredweight to 60 shillings, by January, and details are being arranged for a more equitable distribution of sugar owing to the shortage.

GUELPH'S GROCERS' PICNIC

Retail Grocers of Guelph, Ont., Hold First Annual Picnic at Puslinch Lake Many Wholesale Houses Represented

The first annual Retail Grocers' Picnic in Guelph, Ont., was recently held at Puslinch Lake, and was attended with such success that the grocers of the city are convinced that the picnic is to be a permanent affair from now on.

The committee in charge of the picnic was composed of G. T. Hicks, C. C. Borden, F. Barber, E. J. Drake and W. G. Hood. Every assistance was given the committee by J. H. and Alvar Simpson, of the Simpson Co., George Walker, of Hugh Walker & Son, and Roswell Goldie of the James Goldie Co., who helped in no small way to get the association off to a right start at their first annual picnic. The wholesale houses throughout the country, also contributed to the success, and through their generosity, the prizes offered were of an exceptionally high standard.

Baseball Match

The first event and one of the most exciting during the day, was the baseball match, between teams captained by J. H. Simpson and George Walker. When the game was finished Mr. Simpson's team had the long end of a 14—7 score, and by doing so he and team won a pound of Red Rose tea each. Mark Dulmage, the umpire, was also given a pound for his services. The following were the line-ups:—

Simpson's Sims—J. H. Simpson, 1b and p.; W. Goddard, r.r.; E. Hussen, s.s.; F. Barber, 1b; A. Simpson, 2b; S. F. Pearson, p.; C. Thomas, s.s.; R. Sinclair, 3b.

Walker's Warriors—A. Benallick, c.; G. Walker, p. and 1b; Gow, p. and 1b; Grundy, r.f.; Deans, c.f.; Morris, 2b; Fennix, s.s.; Taylor, Drake, 3b.

The Events

The prizes offered for the race events were of an exceptionally high standard, and the value of them made competition keen. Only two accidents happened during the races. The first occurred when Roswald Goldie fell into a pitch hole while lightly stepping over the course in the "Ladies' Race," but which was not attended by any serious result. The other was a painful affair, which happened to J. Charles, of Toronto, who had come to the picnic for the express purpose of winning the fat man's race. Just as he was nearing the finish, and was well up in second position, he wrenched his ankle, and in falling over knocked down four of the contestants.

The official starters of the events were Roswald Goldie and J. A. McCrea, and the judges were J. B. Huether and W. A. Knowles.

The Supper

Following the sports programme, the gathering sat down to a splendid supper. Among the representatives from the wholesale houses present were J. H. Simpson, Alvar, Simpson and Robert Moore of the Simpson Co.; George Walker, of Hugh Walker & Son; Roswald Goldie and W. A. Knowles, of the Goldie Co.; C. Smye, of Balfour, Smye Co., Hamilton; W. Goddard, of McPherson, Glasco Co., Hamilton; J. Thompson, of the Canadian Chewing Gum Co., Toronto; J. A. Smith, of Wagstaffe's, Limited, Hamilton; T. Macdonald, of Todhunter, Mitchell & Co., of Toronto; John Charles and R. J. E. McCrea, of H. P. Eckhardt & Co., of Toronto; A. P. Rogers, of Dominion Cannery, Limited, Hamilton; S. F. Pearson, of W. A. Clarke, Limited, Montreal; R. B. More, Galt; W. I. Shaw, Galt; E. B. Almas and M. H. Grose, of Cowan Co., of Toronto; S. G. Smith, St. Catharines.

A. Groom, president of the association, took occasion to thank all those who had contributed to the great success of the picnic. George Walker added a few words on behalf of the Guelph wholesalers. J. Charles spoke briefly on behalf of the outside travellers present.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE.

CANNERS advise that there is likely to be a short pack on jams of all kinds and that prices will probably be higher. A big shortage of strawberry jam is stated to be probable. Sardines and extracts are among the lines in which advances have been recorded. Metal polish is one of the lines to show an easier tendency. Butter is in firm market owing to the higher prices being paid in Great Britain. Manitoba eggs of good quality are in the Eastern markets and have caused slightly lower prices during the week. New honey arrived during the week and is reported of good quality. There is a variety of opinion as to whether or not the crop will be as good as last year, the weight of opinion, however, inclines to an equally good crop with last year. In poultry lines live ducks are now coming to the market in good quantities. Chickens are not plentiful, but the quality is reported better.

Much interest has been connected with the sugar market during the week, one refiner having advanced 45c per hundred and three others 25c. There is a very firm situation in the primary market due to the eager competition for existing stocks of raw sugars. Stocks of latter are comparatively light to see the trade though until such time as the beet root sugar comes on the market.

Flour prices held steady during the week. There is an exceptionally good demand for flour from the United States. There is also an active demand for mill feeds of all kinds from the United States, demand being so heavy that some of the Ontario mills have put their prices up in order to keep it within bounds. Business still continues somewhat light, which is natural for this season of the year.

QUEBEC MARKETS

MONTREAL, August 7.—Sugar is the sensational item on the market this week, and the outlook is exceedingly firm. Flour is steady. Mill feeds are scarce and firm. The market for canned goods is marked by scarcities as the time for new pack approaches. Rice is firmer. The difficulty as to Rangoon beans proved a passing one, due it is said, to an exaggerated idea as to these vegetables, and they are coming quite freely into Canada. Some interesting miscellaneous lines advanced are Wellington Knife polish now \$1.80 a dozen, Epsom salts up to 10 cents from 6 cents, and the Canadian macaronis and alimentary pastes now \$3.00 a box, formerly \$2.40, the case containing 30 packages. Brooms are likely to be still scarce and costly during the fall.

Brooms Likely to Be Still Dearer.

BROOMS.—Seemingly broom manufacturers are doomed to disappointment in their desire to offer the dealer and consumer lower prices with the advent

of a new crop of broom corn this fall. A considerable portion of the corn crop in Oklahoma has been damaged it is claimed to such an extent by drought and hot winds that it is beyond recovery. The broom corn market of the entire United States is based on the Oklahoma crop, this state growing about three-fourths of the country's supply. For two years in succession the crop has been short and as a result many broom factories are now closed and will remain so until new corn is available.

Sugar Market is Exceptionally Strong.

Montreal.

SUGAR.—The sugar market could hardly be firmer. It is in fact excited, and refiners in New York are said to be afraid of a shortage of raws. It appears that the British Government drew largely on supplies in British possessions, the Canadian refiners secured Cubas promptly, and the United States refiners coming in a little late have begun a scramble for supplies which has

sent prices sky-rocketing. Raw Cubas were at 6% in New York at date. Federal was quoted at \$8.40 base in New York, and the opinion of men expert in sugar is that sugar will see \$9.00 or over for extra granulated. Local refiners would have to sell at such prices were they buying raws on to-day's basis. St. Lawrence, and Acadia are withdrawn from the market. Redpath remains lower priced than Atlantic or Dominion which remain in the market, and the position is one of extreme firmness with orders accumulating against powers of production.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated.	8 65
Canada Sugar Refinery, extra granulated.	8 70
Dominion Sugar Co., Ltd., crystal granulated	8 70
Special icing, barrels	8 85
Diamond icing	8 25
Yellow, No. 1	8 15
Yellow, No. 2 (or Golden)	8 05
Yellow, No. 3	8 75
Powdered, barrels	9 25
Paris lumps, barrels	9 35
Paris lumps (boxes), 100 lbs.	9 25
Crystal diamonds, barrels	9 25
Crystal diamonds (boxes 100 lbs.)	9 55
Assorted tea cubes, boxes	9 75
Cut loaf (50-lb. boxes)	9 75
Cut loaf (25-lb. boxes)	9 75

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

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

Canned Goods Show Effects of Shortage.

Montreal.

CANNED GOODS.—There is increasing firmness in the canned goods market, and new crop pack of the seasonable kinds is late. Old pack goods rapidly diminish in quantity. Canned corn is very scarce, but some can still be obtained at \$2.10 a doz. New pack strawberries are scarcer than last year, and at firm prices \$2.90 in heavy syrup, and \$2.87½ for group "B" for Niagara Falls Hygienic Brand \$3.00. U. S. strawberries are scarce and said to be sold out. No canned Golden wax or Refugee beans are as yet available, and though the new strawberries have been packed there are none as yet in wholesalers' store. Some U.S. spinach at \$2.80 for 3's, and \$10.00 for gallons has arrived. French peas in cans, are very scarce, and advanced to \$8.00 a case. Prices are expected from the B.C. Packers re-salmon about the 15 of next month.

Salmon Sockeye—

"Clover Leaf," ½-lb. flats	2 45
1 lb. talls, cases 4 doz., per doz.	3 00

1/2 flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 45	1 45
Pinks, 1-lb. talls	1 75	1 80
Cohoos, 1-lb. talls	2 65	2 65
Red Springs, 1-lb. talls	2 70	2 70
Salmon, Gaspé, Niobe Brand (case of 4 doz.), per doz.	2 25	2 25
Canadian sardines (case)	6 75	7 00
Canned Vegetables—		
Tomatoes, 3s	2 35	2 40
Tomatoes, U.S. pack	2 25	2 25
Tomatoes, 2 1/2s	2 20	2 30
Peas, standards	1 35	1 35
Peas, Early June	1 50	1 50
Beans, golden wax	1 60	1 60
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	2 10	2 25
Spinach (U.S.), 3s	2 80	2 80
Do., (U.S.), gallons	10 00	10 00
Corn (on cob, gal. cans, doz.)	8 50	8 50
Red raspberries, 2s	2 25	2 45
Simcoes	2 75	2 75
Red cherries, 2s	2 25	2 25
Strawberries, 2s	2 40	2 50
Blueberries, 2s, doz.	1 35	1 35
Pumpkins, 2 1/2s	1 60	1 70
Pumpkins, 3s	1 75	1 75
Pumpkins (gallon), doz.	6 00	6 00
Apples (gallon)	3 75	4 00
Peaches, 2s (heavy syrup)	1 75	1 75
Pears, 3s (heavy syrup)	2 45	2 45
Pineapples, 1 1/2s	2 25	2 25
Strawberries (new crop), heavy syrup, 2s	2 90	2 90
Strawberries (new crop), group "B"	2 87 1/2	2 87 1/2

Big Prune Crop May Not Move so Fast.

Montreal.
DRIED FRUITS.—Loose muscatel raisins were quoted half a cent a pound cheaper by some wholesalers this week. The market is still quiet as to dried fruits. There are views voiced that possibly the prune growers' of California may not find the crop so largely absorbed by army orders as had been anticipated, and the fact that possibly domestic consumption may be reduced by the effects of the draft is mentioned. The prune Association have not begun to go after their market seriously as yet. The crop is said to be an immense one. The market for dried peaches and apricots is also in a quiet stage at present. Doubts still exist as to Greek currant supplies, but they may be dispelled as the food value of currants would probably be recognized by the authorities and a big effort made to distribute them where needed. Very little can be expected from Australian currants this season.

EVAPORATED FRUITS.		
Apples, choice winter, 25-lb. bxs.	Per lb.	0 13
Apples, choice winter, 50-lb. bxs.	0 13	0 13 1/2
Apricots—		
Choice, 25's, faced, new crop.	0 28	0 28
Nectarines, choice	0 11 1/2	0 11 1/2
Peaches, choice	0 13	0 13
Pears, choice	0 15	0 15

DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	0 32	0 32
Lemon	0 24	0 24
Orange	0 27	0 27

Currants—		
Filiatras, fine, loose, new.	0 21	0 22
Filiatras, packages, new, lb.	0 21	0 22
(In the present condition of market currant prices are considered merely nominal.)		

Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	0 12 1/2	0 12 1/2
Fards, choicest	0 12 1/2	0 12 1/2
Hallowee (loose)	0 13	0 13
Excelsior	0 12	0 12
Anechor	0 09	0 09

Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 1/2	0 11 1/2

1 lb. glove boxes, each	0 12	0 12
Cal. bricks, 8 oz., doz.	0 95	0 95
Cal. bricks, 10 oz., doz.	1 20	1 20
Cal. bricks, 16 oz., doz.	1 40	1 40
Cal. layers, 10 lb., 5 rows, box.	1 60	1 60
Cal. fancy, table, 10 lbs.	1 60	1 60
Figs—		
Spanish (new), mats, per mat.	2 40	2 40
Comadore (Portugal), per mat 33 lbs.	2 40	2 40
Prunes, California—		
80 to 40, in 25-lb. boxes, faced	0 13 1/2	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	0 12 1/2	0 13 1/2
70 to 80, in 25-lb. boxes, faced	0 12	0 13 1/2
90 to 100, in 25-lb. boxes, faced	0 11	0 11
Prunes (Oregon)—		
80s	0 13	0 13
40-50s	0 12 1/2	0 12 1/2
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown	3 75	3 75
Muscateles, loose, 2 crown	0 10 1/2	0 11
Muscateles, loose, 3-crown, lb.	0 10 1/2	0 11
Muscateles, 4-crown, lb.	0 11 1/2	0 11 1/2
Cal. seedless, 16 oz.	0 12 1/2	0 14
Fancy seeded, 16 oz. pkgs.	0 12 1/2	0 12 1/2
Choice seeded, 16 oz. pkgs.	0 12	0 12
Valencias, selected	0 11	0 11
Valencias, 4-crown layers	0 11 1/2	0 11 1/2

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

Nuts Still in Very Firm Market.

Montreal.
NUTS.—The firmness of market which has characterised the nut situation for a considerable time shows no inclination to moderate. In fact the latest news about nuts is that storms in France have damaged the walnut crop which had been reported upon favorably only recently. Filberts are also going to be firmer. They will cost from 17 to 18 cents to import. Walnuts for fall delivery (September to October) from cold storage and fresh cracked goods are being quoted by the wholesale trade at 55 cents a pound for Chabert Halves, and 53 cents a pound for Bordeaux halves. If immediate delivery is taken they cost a cent less. Shelled almonds are costing more this week the advance being a cent a pound. Demand for nuts is still quiet.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 40	0 42
Almonds (Jordan)	0 70	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 16 1/2	0 18
Filberts (Sicily), per lb.	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15 1/2	0 16 1/2
Peanuts, "Diamond G"	0 13 1/2	0 14 1/2
Peanuts (coon), per lb.	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.	0 16 1/2	0 17
Pecans (new Jumbo), per lb.	0 21	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	0 40	0 40
Pecans (shelled)	0 80	0 80
Walnuts (Grenoble)	0 18 1/2	0 18 1/2
Walnuts (shelled)	0 52	0 54
Walnuts (Marbotts), in bags	0 13	0 16
Walnuts (California), No. 1	0 24	0 24
Cocoanuts, 100 size, per sack	7 50	7 50

Molasses Market Exceedingly Firm.

Montreal.
MOLASSES AND SYRUPS.—The market for molasses is the firmest known in years. Scarcity is most evident, and there will be greater shortages in the fall and winter as hopes of further supplies are now abandoned for the season, everything in sight on the Island being booked up. Formerly there were chances of surplus quantities at the end

of the season of making, but this year has been different. Prices will probably advance still higher. Corn syrups remain as firm in market as ever, and the shortage of molasses will throw extra demand their way adding to market strength. Until new crop corn is available far on in the winter the firmness is likely to hold, short of some entirely unforeseen interference with the natural course of things.

Prices for Fancy, Choice, Island of Montreal		
Barbadoes Molasses—	0 81	0 81
Puncheons	0 81	0 81
Barrels	0 84	0 84
Half barrels	0 86	0 86
For outside territories prices range about 3c lower.		
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Cane Syrup (Crystal Diamond)—		
2 lb. tins, 2 doz. in case, per case	5 50	5 50
Barrels, per 100 lbs.	6 50	6 50
Half barrels, per 100 lbs.	7 00	7 00

Rangoon Beans Are Not Prohibited.

Montreal.
BEANS.—Interest in trade circles is still directed on the Rangoon bean. Contrary to an idea which has gained some currency the Canadian Government has never prohibited the importation of these beans, the only existing embargo on them being the same as upon all imported beans, the time necessary for the Government to examine and test them as they arrive, a matter of from twenty-four to forty-eight hours delay. Reassurance regarding the wholesomeness of Rangoon beans as food is found in the fact that they are thus subject to Government test, and still more in the fact that during the past fifteen years of their importation there is no evidence that anyone has ever suffered in the slightest degree from eating them. It should be noted that the testing of beans by the Government is not confined solely to Rangoon Beans, all beans coming into Canada being subject to examination. The public can therefore be assured that any beans coming into Canada have official Government approval. As regards Canadian beans, the Quebec crop promises abundantly, but there are reports of rain damage to a considerable extent in Ontario and in Michigan.

Beans—		
Canadian, hand-picked	10 50	12 00
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers	7 90	8 50
Michigan, 3-lb. pickers	11 00	11 00
Michigan, hand-picked	11 50	11 50
Yellow Eyes, per lb.	0 15	0 15 1/2
Lima, per lb.	0 21	0 21
Chilean beans, per lb.	0 14 1/2	0 15
Manchurian white beans, lb.	0 15 1/2	0 16
South American	5 70	5 70
Peas, white soup, per bush.	5 00	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice is Firmer But Irregular.

Montreal.
RICE AND TAPIOCA.—Rice has advanced ten cents a hundred pounds and the market is firm as regards future supplies, but as demand has not been very active of late some wholesalers are stimulating business by selling rice at prices

which show little or no change from those ruling for a considerable time. Rangoon "B" rice however shows the ten cent advance. Amongst lines which are available at unchanged or even slightly easier prices while demand is not urgent are Real Carolina which can be had at from \$9.50 to \$10.00 per hundred pounds, and Texas Carolina which can be had at from \$9.50 to \$9.90 per hundred. It is anticipated that rice prices will respond more fully to the firmer primary market as demand increases, but stocks up to now have been fairly large. Some pearl and seed tapioca was offered this week at 13½ to 14 cents a lb., the price being as a rule a cent firmer.

"Texas" Carolina, per 100 lbs...	9 50	9 90
Patna (fancy)	10 15	10 15
Real Carolina, per 100 lbs.....	10 50	11 50
Patna (good)	9 40	9 40
Siam, No. 2	7 25	9 15
Siam (fancy)	8 40	8 40
Rangoon "B"	7 45	7 45
Tapioca, per lb.	0 14½	0 15
Tapioca (Pearl)	0 13½	0 15

Coffee Steady and Cocoa Very Quiet.

Montreal.
COFFEE, COCOA.—While little or no alteration can be found in the coffee markets in the main, there have been passing fluctuations as usual in New York, and there are rumors that great quantities of coffee are being steadily transported through from Brazil, while ships are still available on the run. It is thought that the United States Government will take all large ships that can be found before very long for troops and stores, etc., and on this idea is based a prediction heard of probably higher-priced coffee some months hence. Cocoa is quiet, in small demand, but normal for time of year, and no rumors are heard of any forthcoming advance in cocoa.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market Still Finds Scarcities.

Montreal.
TEA.—There are varying views on the tea market as to the prospects for supplies in the future. Looking towards the certain needs of the United States for many ships to transport men and materials, some merchants anticipate a serious state of affairs in the tea business towards winter, and are disposed to counsel those short or likely to be short to buy if they can. Others are more optimistic, and figure on a steady trickling in of tea shipments sufficient to supply all needs in Canada from time to time. There will be firmer prices, and some delays, but it is hoped that there will be tea. Japan tea, which is getting into Canada in steady supply (though small) is in fine quality, and at its firmer prices, due to shortage, freights, etc., is

helping the situation to a great extent, since India and Ceylon teas are so uncertain of transportation. Beyond doubt firmer tea prices are still likely to come.

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

Spices Likely to be Much Firmer.

Montreal.
SPICES.—The scarcity of ships is threatening more and more to affect the spice market. While stocks are fairly good in the United States and Canada at present, the arrivals are so small and irregular that anxiety is developing again as to the outlook. Domestic demand is steady and quite considerable. Peppers are a shade firmer in main markets. Red peppers are unchanged. Pimento is steady. Mace in more active demand, but steady. Nutmegs are steady. Cassias find ship shortages already troublesome. Gingers are in for a shortage, it is expected. The seeds and herbs are all looking towards greater firmness, and cloves are exceedingly scarce and high-priced. Local prices are, however, not altered so far.

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

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

Montreal Tomatoes and Corn Arrive.

Montreal.
FRUITS AND VEGETABLES.—Endive and some of the imported onions are off the market now, but there is abundance of Canadian-grown vegetables coming on the market. Montreal tomatoes have appeared at \$1.75 per box, and the first corn of the season grown on the island has arrived at 25c a dozen. Celery is down to 50c and a dollar, and potatoes are steady at \$6 a barrel. Montreal cabbage at 50c to 75c a dozen is a reduction. Canadian beans at 75c to \$1 are also reduced from last week's quotations, due to abundant supplies. Cucumbers are down to 50c a dozen, and are no longer available in baskets as previously when imported. Watermelon is up a little, 60c to 75c. Apples in baskets are up to \$3.25, and lemons have advanced to \$7.50 a crate, and are likely to go higher, due to demand and scarcity. In a little while the first Montreal melons will be due.

Bananas (fancy large), bunch...	2 75	4 00
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Oranges—		
Navels, per box	4 50	4 50
Floridas	5 00	5 00
Valencia (lates)	4 00	4 50
Grape fruit	2 75	3 50
Lemons	7 50	7 50
Limes, box of 80	1 50	1 50
Pineapples, Cuban, crate	4 50	4 50
Pineapples (Cuban), 24's, each..	0 75	0 75
Watermelons (U.S.), each.....	0 60	0 75
Cantaloupes, crates	3 75	3 75
Apples (in boxes)—		
Winesap	4 00	4 00
Ben Davis	4 00	4 00
Apples, new, U.S., bkt.	3 75	3 75
Cauliflower, per doz. bunches....	1 50	1 50
New corn, crate, 5 doz.	3 00	3 00
Celery, Canadian, per doz.	0 50	1 00
Onions, Australian, sack 100 lbs.	6 00	6 00
Onions, Canadian, new, doz. bun.	0 75	0 75
Potatoes (new), bbl.	6 00	6 00
Potatoes (sweet), per hamper....	4 00	4 00
Carrots (new), per bunch	0 25	0 25
Beets (new), doz. bunches	0 50	0 50
Parsnips	2 00	2 00
Peas, Canadian, bag	1 00	1 00
Turnips (new), per bunch	0 35	0 35
Turnips (old), bag	3 00	3 00
Lettuce, curly, per doz.	0 10	0 10
Lettuce, head, doz.	0 25	0 25
Tomatoes, Mississippi Flats	2 00	2 00
Tomatoes, Can., per bus. crate..	1 75	1 75
Tomatoes, Baltimore twin crates	3 25	3 25
Horse radish, per lb.	0 25	0 25
Cabbage (Montreal), doz.	0 50	0 75
Beans, wax, basket (Montreal)	0 75	1 00
Beans, green, basket (Montreal)	0 75	1 00
Peas (new, Montreal), bag	2 00	2 00
Leeks, per doz. bunches	2 00	2 00
Parsley, doz.	0 25	0 25
Mint, doz.	0 50	0 50
Watercress, doz.	0 50	0 50
Spinach (Canadian), box	0 50	0 50
Rhubarb, per doz.	0 25	0 25
Eggplant, per crate	6 50	6 50
Garlic (Canadian), lb.	0 15	0 15
Endive (Canadian), lb.	0 25	0 25
Strawberries, per crate 54 quarts	4 00	4 00
Cucumbers (Montreal), doz.	0 50	0 50
California plums, box	2 50	2 50
Do., peaches, box	2 00	2 00
Do., apricots, box	3 00	3 00
Cherries (California) box	3 50	3 50
Cherries, Canadian table, bkt. ..	1 25	1 25
Pears, box	4 25	4 25
Peppers, crate	4 50	4 50

Fish Demand Fell During Hot Spell.

Montreal.
FISH.—Demand for fresh fish has not been so good of late. It is evident that warm weather affects the sale, and the fruit and vegetable season being on, consumers are not eager for fish. Nevertheless, considering these circumstances, demand for fish is fairly good. Supplies from the West Coast are coming in slowly. Salmon fishing out there is now in full swing, and quite a lot of Western salmon are coming East, as our Eastern fishing is practically at an end. Halibut has advanced a little, due to heavy demand, and fishing being not up to the mark. Due to bad weather in the East, the supply of haddock and cod is short at present. Lake fish (if we except dore) is coming along in good quantity. A few lots of dried, salted, and pickled fish are moving with opening prices a trifle above last season's. Trade in bulk oysters, clams, scallops, etc., is very slow. The prices of bulk oysters have advanced 20 per cent. on account of shortage of labor and increase in cost of material for packing.

SMOKED FISH

Haddies	0 11	0 12
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes	0 90	0 90
Smoked boneless herring, 10-lb. Box	1 50	1 50
Smoked eels	0 12	0 12
Smoked herrings (med.), per box ..	0 17	0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	23 00
Salmon (B.C. Red)	18 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00 15 00
Mackerel, No. 1, per bbl.	22 00
Codfish (Skinless), 100-lb. box	9 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	2 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 35
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.

Halibut	17	18
Haddock, lb.	07	v8
Mackerel	10	
Cod steak, fancy, lb.		8
Salmon, Western	16	
Salmon, Gaspe	22	

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 14	0 15

Smelts, No. 1	0 15
Smelts, No. 1 large	0 20
Oysters—	
Ordinary, gal.	2 00
Malpeque oysters (choice, bbl.	12 00
Malpeque oysters (choice), bbl.	12 00
bbl.	10 00
Cape Cod shell oysters, bbl.	12 00
Clams (med.), per bbl.	8 00

FRESH FISH

Haddock	0 07	0 08
Steak Cod		0 08
Market Cod	0 06	0 07
Carp	0 10	0 11
Dore		0 16
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. Salmon		0 20
Gaspe Salmon		0 22
Gaspereaux, each		0 05
Western Halibut	0 18	0 19
Eastern Halibut	0 17	0 18
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch		0 09
Bullheads		0 12
Whitefish	0 14	0 15
Eels		0 10
Brook trout		0 30
Mackerel (large), each		0 20
Mackerel (medium), each		0 18.

dines have been advanced \$1 per case, now being quoted at \$19.

Fancy Barbadoes Molasses Up 2c.

Toronto.

MOLASSES, SYRUPS.—Higher prices were recorded on fancy Barbadoes molasses during the week, following recent advances announced by the importers, and which were noted in these columns at the time. In barrels this grade of molasses is now quoted at 80c, and in half-barrels at 82c per gallon. The firm situation is due to the inability of importers to get stocks from the producing points on account of scarcity of tonnage. Corn syrups and cane syrups remained unchanged from the quotations of last week.

Corn Syrups—

Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	4 95
Half barrels, ¼ c over bbls.; ¼ bbls., ½ c over bbls.	

Cane Syrups—

Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	0 05½ 0 06
Cases, 2-lb. tins, 2 doz. in case	4 80 5 50

Molasses—

Fancy Barbadoes, gal.	0 80	0 82
West India, ½ bbls., gal.	0 46	0 50
West India, 10-gal. kegs.		0 60
Tins, 2-lb., table grade, case 2 doz.		4 25
Tins, 3-lb., table grade, case 2 doz.		5 65
Tins, 2-lb., baking grade, case 2 doz.		3 00

Intimate Will be Higher Salmon Prices.

Toronto

CANNED GOODS.—Reports from the canning interests in the West are to the effect that the pack will in all probability be lighter than it was four years ago, when the big run was on. Other reports from the West stated that the run of sockeye was heavier this year than it was four years ago. However, there is a scarcity of labor in the West, and it is probable that the two reports are not incompatible, as there may be plenty of fish, but not enough labor to garner it. Cannerymen assert prices are likely to rule high when the opening is announced in the near future. It is expected they will be given to the trade within a week's time.

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

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 35	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoos, ½-lb. tins	1 45	1 60
Cohoos, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2s, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.		1 80
Apples, gallons, doz.		4 00
Pineapples, 2s	2 45	2 95

ONTARIO MARKETS

TORONTO, Aug. 8.—Perhaps the greatest interest in the grocery markets centred around sugar, as there was a very firm situation in primary points, which worked out toward considerably higher prices in the Canadian market. Butter was in strong market, but there was an easier tendency, temporarily at least, in the egg market, due to the presence of Manitoba eggs on the market. Boiled hams were higher during the week. First new-crop honey reached the local market, and the crop is reported up to that of last year by some producers, while others assert the production will be light. Business was still quiet in grocery lines, as the travelers are still off on their vacation. They will return to their duties next week.

Sugar Reaches New High Level Mark.

Toronto.

SUGAR.—There was a decidedly upward trend in the sugar market during the week, one refiner, Atlantic, having advanced 40c, while Acadia and St. Lawrence Refineries were quoting on same basis of \$9.04, which is an advance of 40c over last week. Dominion Sugar Refinery is quoting at \$8.69, while St. Lawrence at the time of writing were withdrawn from the market. The situation has been caused by the firmness and advancing condition in the primary market, where an advance of ¼c was recorded during the week, making the price 7.27c for raw sugar, duty paid. It is estimated there are only some 350,000 tons still in store at Atlantic ports and to be manufactured in Cuba. Canadian refiners have been shut out of the British West Indies market by the requisitioning of supplies by the British Government, and have accordingly entered the Cuban market for raws in competition with the American refiners. Production on the Island of Cuba up to July 28 had reached 2,834,739 tons, as compared

with 2,918,786 tons last year. One authority on the market estimates the balance of supply is 681,158 tons, but hastens to point out that it must not be overlooked that a large proportion of this is under contract now for shipment to Europe, and part of the balance is conjectural, being dependent upon weather conditions permitting continuation of grinding. Planters are, therefore, loath to offer sugars until they are made. Demand locally for sugar is reported better, due in large measure to the preserving season. Quotations locally are largely nominal as refiners are not looking for business. The situation is characterized as a squeeze on raws based on an actual shortage.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 04
Acadia Sugar Refinery, extra granulated.	9 04
Can. Sugar Refinery, extra granulated.	8 79
Dom. Sugar Refinery, extra granulated.	8 69
Yellow, No. 1	8 64
Special icing, barrel	9 24
Powdered, barrels	9 14
Paris lumps, barrels	9 74
Assorted tea cubes, boxes	9 74

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

Sardines and Extracts Go to Higher Levels.

Toronto.

SARDINES, EXTRACTS, METAL POLISH.—In some quarters Mephisto lobsters, ¼'s, were advanced to \$1.95 per dozen, while halves are being quoted to arrive at \$3 per dozen at firm quotations. Brasso metal polish has been reduced in certain quarters to 90c for small size and \$1.80 for medium. Turmeric has been advanced 1c per pound, and is now quoted at 25c. Extracts of various kinds have been advanced 10c per dozen, and are now quoted at 95c. Crossfish sar-

Interest in Dried Fruit Not Active.

Toronto.

DRIED FRUIT.—With fresh fruit in full swing on the local market there has been little interest in the dried commodity, as wholesalers find there is little movement at the present time. This condition is one that is to be expected. Some little buying on the part of wholesalers for new-crop prunes has been going on, but purchases are light, being not any more than sufficient to carry over until the end of the present year. There is anticipation that after that time lower prices can be looked for. Locally prices held steady.

Apples, evaporated, per lb.....	0 13½	0 14½
Apricots, choice, 25's, faced.....	0 24	0 26
Candied Peels—		
Lemon	0 25	0 27
Orange	0 27	
Citron	0 30	
Currants—		
Filiatras, per lb.	0 22	
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	
Dromedary dates, 3 doz. in case	4 50	
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.	0 10	
Prunes—		
30-40s, per lb., 25's, faced....	0 16	
40-50s, per lb., 25's, faced....	0 15½	
50-60s, per lb., 25's, faced....	0 15	
70-80s, per lb., 25's, faced....	0 13	0 13¾
80-90s, per lb., 25's, unfaced....	0 12½	
90-100s, per lb., 25's, faced....	0 10½	
Peaches—		
Standard, 25-lb. box	0 13	
Choice, 25-lb. boxes	0 13½	0 14
Fancy, 25-lb. boxes	0 15	
Raisins—		
California bleached, lb.....	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets....	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16

Heavier Stocks of Java Teas in Market.

Toronto.

TEAS.—With the arrival in the United States and Canada of heavier stocks of Java teas than have ever come to these shores before, it is anticipated there will be easier prices for Indians and Ceylons. It is expected that more blending of the Javas with the Indians and Ceylons will be done, and that the price of the latter will come down as a result. This is an unexpected relief in the tea situation from that anticipated some time ago. One authority on the tea market computes that some 10,000,000 lbs. of Java teas are either now in the United States or on the way, as compared with importations in normal times of a few thousand pounds. The high cost of freight is tending to keep prices firm, but there has been a shading off in price on quotations as a result of the conditions that are here noted. Pekoe Souchongs are quoted 42c to 44c, Pekoes at 44c to 46c, and Broken Orange Pekoes at 50c to 52c per pound.

Ceylons and Indias—		
Pekoe Souchongs	0 42	0 44
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52

Javas—
Broken Pekoes 0 38 0 40
These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Peace Rumors Only Factor Affecting Coffee.

Toronto.

COFFEE, COCOA.—About the only factor that causes any flurry in the coffee market these days are the recurrent rumors of a possible peace. The trade, however, is inclined to take such rumors with a grain of salt. Until something more positive develops, there is small chance of much change in the market. As soon as peace seems assured there is every chance that coffee will go to higher levels. Demand for cocoa still keeps good.

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

Herbs Are Getting In Scarce Market.

Toronto.

SPICES.—Interest in spices at the present time largely revolves around diminishing stocks of herbs, such as savory and sage. They are now reported to be in light supply, and it is anticipated that perhaps some stocks are being held out of the market. The demand for pickling spices has not yet commenced, but is expected to develop within the next two or three weeks. Mean-time trade is somewhat quiet.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 33	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's... ..	0 40	
Do., 80's	0 45	0 50
Do., 64's	0 60	
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Carraway seed, whole	0 75	0 90
Cream of Tartar—		
French, pure	0 60	
American high test	0 65	

Rice Demand is Keeping Up Well.

Toronto.

RICE, TAPIOCA.—The market for rice held steady during the week, there being no disposition to advance prices in conformity with the recent advance of 10c per hundred in freight rates from the West Coast. The mills in the South-Western United States are sounding a pessimistic note with respect to the prospects for the new crop, as the continued drouth in that quarter is stated to have caused the streams to be salty and prevented proper irrigation. There is a

good demand reported for rice, as it is a popular warm weather diet.

Toronto.

Texas, fancy, per 100 lbs.....	9 50	10 50
Blue Rose Texas	9 00	9 50
Honduras, fancy, per 100 lbs....	0 12	
Siam, fancy, per 100 lbs.....	7 50	8 00
Siam, second, per 100 lbs.....	7 00	8 00
Japans, fancy, per 100 lbs.....	8 50	9 00
Japans, second, per 100 lbs.....	7 50	8 00
Chinese, per 100 lbs.....	7 75	8 00
Tapioca, per lb.	0 12½	0 14½

Soda Fountain Demand For Nuts Still Keeps Up.

Toronto.

NUTS.—The most activity in nuts is coming from the soda fountain trade for walnut halves, as the warm weather recently was conducive to good sales at those cooling ports of call. Other nuts were in steady market, with very little interest being manifested. New crop prices are expected to be announced in the near future, although some sales have been made on a speculative basis.

In the Shell—

Almonds, Tarragonas, lb.....	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.....	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 15	0 20

Shelled—

Almonds, lb.	0 45	0 48
Walnuts, lb.	0 52	0 60
Walnuts, California		
Peanuts, lb.	0 17	0 18

Beans Are in Very Slow Market at Present.

Toronto.

BEANS.—There is practically no interest in the bean market so far as Ontarios and Rangoons and other white varieties are concerned. Weather throughout the country has been very favorable to their growth in different parts of Ontario, and it is expected the yield may turn out fairly well, although it is early yet to get any definite information. New crop lima beans are quoted to arrive at lower prices than those prevailing. These are expected to reach the local market within a month or six weeks.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Can. white kidney beans, bush..	10 00	10 50
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel		9 60
Japanese, per bush.		9 00
Limas, per pound	0 17	0 20

Free Movement of Package Cereals.

Toronto.

PACKAGE GOODS.—There is a free movement of package cereals reported, consumers apparently not letting up in their demand on these goods. There is a particularly heavy demand for shredded wheat. Kellogg's Krumbles have been advanced to \$3.20 per case, otherwise there were no changes in this market to record during the week. Laundry starches and corn starches also remained in stationary market.

Cornflakes, per case	3 30	3 40
Rollod oats, round, family size, 20s	4 80	5 00
Rollod oats, round, regular 18s, case		1 75
Rollod oats, square, 20s.....	4 80	5 00
Shredded wheat, case		4 00

Cornstarch, No. 1, pound cartons	0 12
No. 2, pound cartons	0 11
Starch, in 1-lb. cartons	0 12
Do., in 6-lb. tins	0 13½
Do., in 6-lb. papers	0 09½

**Food Controller
Sets Price for Fish.**

Toronto.

FISH.—The Food Controller has established a retail selling price of 10c per pound on cod and haddock, and has made provision that a shipment of these types of fish shall be sent through from Montreal by refrigerator car instead of coming by express car, as they have done in the past. The codfish that was in this first shipment of some six tons was what is known as market cod, the difference being that it has the heads on. Steak cod, that has heretofore been brought into this market has been devoid of head and the purchase accordingly comprised less weight. Steak cod continues to be quoted at 9c, but market cod is quoted at 7c per pound. Haddock is quoted at 7c per pound. Wholesale fish men in some instances are inclined to criticize the action because of the reduced margin of profit which they are allowed, and point out that the price to the fisherman has been increased. Trout was scarce during the week, but whitefish was plentiful. Salmon was in very limited supply.

SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, Allets, per lb.	0 14	0 15
Kippered herring, per box		1 50
Digby herring, bundle 5 boxes		1 10

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	2 60
Salt mackerel, kits 15 lbs.	2 25

FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 19
Halibut, frozen	0 19
Salmon, Restigouche, lb.	0 19
Do., B.C., red spring	0 19
Haddock, fancy, express, lb.	0 07
Herrings, frozen	0 06
Steak cod, fancy, express, lb.	0 09
Cod, market, heads on, lb.	0 07
Mackerel, lb.	0 10
Flounders, lb.	0 09

FRESH LAKE FISH.

Herring, per lb.	0 08	0 09
Pike, lb.		0 10
Whitefish, lb., fresh	0 13	0 14
Trout, lb., fresh	0 13	0 14
Tullibees, fresh, lb.	0 09	0 10

**Ontario Potatoes
Now Selling Lower.**

Toronto.

VEGETABLES.—Ontario potatoes in baskets are reaching the market in larger quantities, and prices were lower by 10c to 15c per 11-quart basket. They were quoted at 50c per basket, with the anticipation that they would be lower before the week was out. Southern potatoes in barrels held steady in price during the week. Peas were also lower, and peppers were down. Canadian tomatoes were in the market in larger quantities, and were quoted from \$1.25 to \$1.50 for No. 1, 11-quart. Canadian cucumbers were quoted at 40c to 50c per 11-quart basket, being a decline of about 50 per cent. Canadian cabbage was in good supply, and was quoted at \$1 per case. Texas onions were easier at \$2 per case.

Beets, 11-qt. basket	0 25
Do., 6-qt.	0 15
Beans, green, string, 11-qt.	0 40

Do., golden wax, 11-qt.	0 40
Cucumbers, Can., hothouse, 11-qt. basket	0 40
Cabbage, Canadian, case	1 00
Carrots, new, doz. bunches	0 25
Celery, Mich., doz.	0 50
Lettuce leaf, doz. bunches	0 15
Canadian head lettuce, doz.	0 50
Mushrooms, lb.	0 75

Onions—

Texas, 50-lb. box	2 00
Green, per doz. bunches	0 20
Spanish, crates	4 50
Do., half crates	2 50
Do., quarter crates	1 25

Potatoes—

New, barrel	5 00	5 50
New, Ontario, 11-qt.	0 40	0 50
Peas, Canadian, 11-qt. bkt.	0 25	0 35
Green peppers, basket	0 90	1 00

Tomatoes—

11-qt., No. 1	1 25	1 50
11-qt., No. 2	0 65	1 00
6-qt., No. 1		0 75
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 20	0 25

**Canadian Plums
Now in Market.**

Toronto.

FRUIT.—Some of the first Ontario plums to reach the local market came in during the week, early June variety, 6-quart lino baskets, being quoted at 75c to 85c per basket, and Burbank green plums in 6-quart linos at 65c, with 11-quart at \$1.25 to \$1.35. Apples in hampers were higher, being quoted at \$2.75 to \$3. Bananas were also in firm market, with prices ranging from \$2.50 to \$3.50 per bunch. Cantaloupes, 45's, were quoted up at \$5.75, and flats at \$2.40. Blueberries were more plentiful, and

were quoted at \$1 to \$1.50 per 11-quart. Cherries were a trifle firmer at \$1 to \$1.25 per 11-quart basket. Valencia oranges were higher at \$4 to \$4.50 per case. Lemons made an advance of \$1 per case. In the New York market there was a panicky condition while the hot weather prevailed, and prices went as high as \$13 per case for Californias. Strawberries are out of the market entirely. Raspberries are in declining production, and prices are on the upward trend, being quoted from 15c to 17c per quart. Fruit supplies during the first part of the week were not heavy enough to take care of the demand.

Apples—

Hampers, American	2 75	3 00
Bananas, yellow, bunch	2 50	3 50
Cantaloupes, 45s, case		5 75
Do., 12-15s, case		2 40

Currants—

Black, 11-qt.	1 75	2 00
Black, 6-qt.	0 85	1 00
Red, 11-qt.		0 75
Red, 6-qt.	0 40	0 50
Blueberries, 11-qt.	1 00	1 50

Cherries—

Montmorencies, 11-qt.	1 00	1 25
Montmorencies, 6-qt.		0 50

Oranges—

Cal. late Valencias	4 00	4 50
Grapefruit, Floridas, case	3 50	4 00
Gooseberries, Can. qt.		
Do., 11-qt. bkt.		
Do., 11-qt., large	1 00	1 25
Lemons, Cal., case	7 50	8 00
Do., Verdillias, case	7 50	8 00
Peaches, Texas, Arkansas, bush	4 25	5 00
Do., Ont., 6-qt.	0 50	0 60
Pears, Cal. Bartlett, box	3 25	3 50
Plums, Climax, Tragedy, box	2 00	2 50
Rhubarb, doz. bunches	0 20	0 30
Raspberries, red, qt.	0 15	0 17
Do., black, qt.	0 15	0 16
Watermelons, each	0 75	1 00

MANITOBA MARKETS

WINNIPEG, August 8.—Probably the most important market change of the week was an advance in the price of sugar. Sugar went up twice inside of one week, bringing the price for standard granulated to \$9.40. One refinery is out of the market. Sugar has reached the highest point within recollection, being 15c above the last record price.

Cane syrup has been coming on the market at old quotations, but it is more than likely that ere long, quotations will take a jump, as cane is selling away below what is being quoted for corn syrup. The latter it would seem, could go no higher, and yet the corn market warrants an advance.

While hogs have been steadily advancing for the past ten days, both pure and compound lard has been declining, the former 1½c, and the latter 1c. There is no change in Crisco, which is quoted today, all sizes, in single case lots, \$9.90 per case. Kellogg's cornflakes, which were withdrawn from the market last week, have advanced 20c per case. Starch and syrup markets are very firm. Another advance has gone into effect on bran and shorts, which are quoted \$35 and \$39 respectively.

**Record Sugar Prices
Quoted \$9.40 Winnipeg.**

Winnipeg.

SUGAR.—The market is up to a basis of \$9.40 on standard granulated, two advances have taken place last week. It will be remembered that Atlantic and St. Lawrence refineries led the way, and Redpath sugar was selling considerably lower. With the raw sugar market away up, it was felt that Redpaths would not be long in bringing their price up, which they did on Friday, August 3, which raised their price above the others. Immediately Atlantic advanced theirs another 15c, bringing their quotation to the same level. This was followed by a further advance of 25c bringing it to \$8.90. The St. Lawrence people announced that they had withdrawn from the market temporarily. It is understood that some refineries are oversold, and probably some are running short of raws. There is a keen demand for refined here, and it is expected that even higher prices will be seen. This is the highest point touched by sugar within the recollection of the trade here. The last highest point was 8.50 Montreal, whereas the basis to-day is 8.65 Montreal.

**Corn Syrup Very High.
Cane Syrup May Go Up.**

Winnipeg.

SYRUPS.—There has been no advance in corn syrup since our report of a week ago, but the market is apparently still very firm. Jobbers are unable to see how it can go any higher, but that is the way they felt a week ago, just before the market advanced 55c per case. This is not the season for syrup, and dealers are buying only as they require. There has been no change in the price of cane syrup, but an early advance is predicted:

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case.....	5 28
5-lb. tins, 1 doz. case, per case.....	5 68
10-lb. tins, 1/2 doz. case, per case.....	6 41
20-lb. tins, 1/4 doz. case, per case.....	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case.....	5 78
5-lb. tins, 1 doz. case, per case.....	6 18
10-lb. tins, 1/2 doz. case, per case.....	5 91
20-lb. tins, 1/4 doz. case, per case.....	5 92
Barbadoes Molasses—	
In half barrels, per gal.....	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50
ROGERS SYRUP.	
24 by 2 lbs. tins, case.....	4 10
12 by 5 lb. tins, case.....	4 70
6 by 10 lbs. tins, case.....	4 40
3 by 20 lbs. tins, case.....	4 25
12 by 3 lb., quart sealers.....	3 40

**Easy Prune Market.
Raisin Advance Likely.**

Winnipeg.

DRIED FRUITS.—The weakness of the California prune market is causing some uneasiness in cases where jobbers bought very heavily. There does not appear yet to have been any decline locally, but it is possible there will be a gradual easing off. The outlook for evaporated apples is said to be very unfavorable, as the apple crop in Ontario is undoubtedly small. Prices have opened higher. A local house warns its customers that bulk and package raisins are due for another advance. The following prices are quoted on prunes this week:

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb.....	0 10 1/2
80-90s, 25-lb. boxes, per lb.....	0 11
50-60s, 25-lb. boxes, per lb.....	0 12 1/2
40-50s, 25-lb. boxes, per lb.....	0 13 1/4
Oregon Prunes—	
100s and over, 25-lb. boxes, per lb....	0 08
90-100s, 25-lb. boxes, per lb.....	0 09 1/2
80-90s, 25-lb. boxes, per lb.....	0 10
40-50s, 25-lb. boxes, per lb.....	0 12 1/4
Dried Fruits—	
Apples, evap., 50-lb. boxes, lb.....	0 13 3/4
Apples, 25-lb. boxes.....	0 14 3/4
Apples, 3-lb. cartons, each.....	0 46
Pears, choice, 25's.....	0 15 1/2
Peaches—	
Choice, 25-lb. boxes.....	0 11 1/4
Choice, 10-lb. boxes.....	0 12
Currants—	
Fresh cleaned, half cases.	
Australian, lb.....	0 19 1/2
Dates—	
Hallowees, 68-lb. boxes.....	0 13
Faria box, 12 lbs.....	2 05
Raisins, California—	
16 oz. fancy, seeded.....	0 12
16 oz. choice, seeded.....	0 11 1/4
12 oz. fancy, seeded.....	0 09 3/4
12 oz. choice, seeded.....	0 09 1/4
Raisins, Muscatels—	
3 crown, loose, 25's.....	0 11
3 crown, loose, 50's.....	0 10 3/4
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes.....	0 09 3/4
3 crown, loose, 10-lb. boxes.....	0 10 1/4
Figs—	
Mediterranean, 33-lb. tins.....	0 07 1/4

Peels—	
Orange, lb., 7-lb. boxes.....	0 22 1/2
Lemon, lb., 7-lb. boxes.....	0 21 1/4
Citron, lb., 7-lb. boxes.....	0 25

**No Change in
Local Bean Quotations.**

Winnipeg.

DRIED VEGETABLES.—At present there is no indication locally of an easier market on white beans. Prices quoted by jobbers are as high as they have been this year. Very few houses have any to offer. They are realizing around 7.50 per bushel. There has been considerable easing off in Lima beans, which can now be bought around 17 1/4c. There is no relief in the market on peas, splits selling as high as \$11.25 per 98 lb. sacks, and \$5.68 for 49 lb. sacks. Dry white blue-green peas are selling at \$5.65 per bushel, 56 lbs.

White beans, bush.....	7 50
California Lima Beans—	
80-lb. sacks.....	0 17 1/4
Peas—	
Split peas, sack, 98 lbs.....	9 50 11 50
Whole green peas, bush.....	5 50 5 65
Whole yellow, bushel.....	3 75

**Quotations Steady
on Pickling Spices.**

Winnipeg.

SPICES.—With the pickling season coming on, demand will be heavy for spices. Quotations are about the same as they have been for five or six weeks past. The following are prices being quoted in this market:

Ground allspice, pkts., per doz.....	0 60
Ground cassia, pkts., per doz.....	0 80
Ground cloves, pkts., per doz.....	0 80
Ground ginger, pkts., per doz.....	0 80
Ground mace, 1 1/2-oz., per doz.....	1 10
Ground nutmeg, pkts., per doz.....	0 60
Pastry spice, pkts., per doz.....	0 75
Black pepper, pkts., per doz.....	0 85
Cayenne pepper, pkts., per doz.....	1 00
White papper, pkts., per doz.....	0 95
Turmeric, pkts., per doz.....	0 80
Whole mixed pickling spice, 4-oz. pkts., per doz.....	0 75
Whole nutmegs, 5c pkts., per doz.....	0 42

**New Lobsters Lower.
Pumpkins 3's, 2 doz., \$3.75.**

Winnipeg.

CANNED GOODS.—The demand for canned vegetables continues very good. Stocks in jobbers' hands are rapidly moving out, and will most likely be cleaned out before new pack arrives. While reports from Eastern Canada have not been good regarding crops on account of the weather, conditions have no doubt since improved. As we stated last week, strawberries and cherries have opened up very high, and jobbers are today quoting \$5.85 on strawberries, which is almost \$1.00 higher than last year, and \$5.15 on new red pitted cherries. Orders have been booked on new pack blue berries for delivery towards end of this month, at \$3.05 for 2's and \$3.65 for gallons. The following prices are being quoted on pumpkins; canned pumpkins 3's 2 doz. to case, \$3.75, ditto 2 1/2's solid pack, \$3.85. New pack lobsters have arrived, and prices are much lower than old stock. The following are some canned fish prices:

Golden finnan haddies 1s, 4 doz. case....	9 00
Connor's kippered herrings, 1s, 4 doz. case	7 50
Connor's herrings in tomato, 1s, 4 doz. cs.	7 50
Lobsters—	
New pack, Loggie's Eagle, 1/4s, doz....	1 90
New pack, Loggie's Eagle, 1/2s, doz....	3 00
New pack, Lettuce Brand, 1/4s, doz....	1 75
New pack, Lettuce Brand, 1/2s, doz....	2 85

**Advance in Effect
on Package Teas.**

Winnipeg.

TEA.—The situation continues to be acute in Western Canada, and tea packers continue to announce advances. One house announced an advance this week on one of their lines, and withdrew an other line altogether.

**Better Grade Salmon
to Open About the Same.**

Winnipeg.

CANNED SALMON.—Latest information from the Coast is that new pack goods are likely to open much higher than last year, for low grade goods, with the percentage of advance declining towards the higher qualities. It is not expected that the better grade salmon will be much higher than it was last year.

**Broilers in, 30c lb.
Big Demand for Fish.**

Winnipeg.

FISH AND POULTRY.—Broilers have arrived on the market at last, and have opened up at 30c per lb. If the supply this week is not any greater than last week, there is not likely to be a decline. Only two shipments arrived, but what came in were of first class quality. There is no change in the fish market. Everything is plentiful, and there has been a very big demand which can be attributed no doubt to the cool weather of the past week.

Whitefish.....	0 11	0 12
Salmon, frozen.....	0 15
Salmon, fresh.....	0 19
Halibut, fresh.....	0 15
Cod.....	0 12	0 12 1/2
Kippers, boxes.....	2 00
Bloaters, boxes.....	2 00
Lake trout.....	0 15
Mackerel, 20-lb. kits.....	3 00
Finnan haddie, lb.....	0 13 1/2
Salt herrings, bbl.....	5 50
Salt herrings, 20-lb. pails.....	1 50
Smelts, extra.....	0 23
Brook trout, frozen.....	0 35
Sea herring.....	0 07 1/2
Poultry—		
Broilers, lb.....	0 30

**Blueberries Cheaper.
Apricots Rather Scarce.**

Winnipeg.

FRUITS AND VEGETABLES.—The newest lines on the market are blueberries and preserving apricots. The latter are quoted at \$1.75, and are said to be very scarce, and not likely to come much below that figure. Blueberries are bringing 2.25 for baskets of 14 lbs. but have not been arriving very plentifully on account of the wet weather. They are expected to be cheaper and more plentiful this week. Beyond these two lines nothing very new is expected this week in the way of new fruits. Red currants are finished. New potatoes have dropped to \$2.00 per bushel, but before long it is (Continued on page 45.)

FLOUR AND CEREALS

Flour Steady, But Feeds Very Scarce

Montreal.

FLOUR AND FEEDS.—While the market for flour is fairly busy as regards demand, prices have not shown any further firmness, and indeed the expectation was more towards a falling off as new crop wheat draws nearer. Prospects of Government control of flour prices prevent much vitality of market developing at present, and until this is settled there will be merely ordinary business, buying being done for legitimate needs, and from hand-to-mouth to a great extent. Just at present the strength of the market is mainly concentrated upon feeds. At the present time bran and standard middlings are worth \$42.00 and \$52.00 per ton respectively in Boston, whereas here the current prices are \$35.00 and \$40.00. There is not any duty, and at the present time the freight rate is less than \$2.00 per ton. Consequently it is fairly evident that Canadian prices on feeds are likely to advance in the near future in line with the U.S. markets. The efforts of the millers at present are to dispose of feeds in smallest possible proportion to flour in mixed car lots as the shortage of feeds is really acute. Estimates made at the end of July show a condition of stock of feed quite unprecedented at this time of year, and due in large measure to prolonged demand for feeds throughout the summer. Winter wheat conditions are unchanged from last week.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	13 00	13 20
Second patents	12 50	12 70
Strong bakers	12 30	12 50
Winter Wheat Flour—		
Fancy patents	13 50	13 60
90%, in wood	12 25	12 35
90%, in bags	5 75	5 90
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 90

Cereals Steadily Firm in Prices.

Montreal.

CEREALS.—The market for the cereals continues steady and very firm as to the corn products. The wheat based cereals are unchanged this week. Rolled oats continue in good demand, and in firm market. Prices of rolled oats from the millers are lower than those quoted below which are from wholesalers to retail. In car-load lots rolled oats would be obtainable at \$4.65 per 90 lb. bag. The package cereals have been in fairly good summer demand, and firm market. The

shortage of corn is bound to affect cornmeal making this probably a good deal higher priced before long.

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

Flour Export Keeps Up Well

Toronto.

FLOUR.—There was a continued good demand for flour in the United States, due to the fact that wheat was recently selling in Canada on a lower basis than in the United States. This was occasioned by the establishment of a maximum price at which Canadian grain could sell. With the prohibition of the export of grain, and at the same time permitting flour to be exported, the demand has naturally come to Canadian millers for the finished product. There has also been a heavy demand for mill feeds from the same source. Prices on flour remained unchanged locally at the figures of last week. Conditions in the West have not been of the most favorable sort, while scattered rains came in some parts, they were almost too late to be of much benefit. Harvesting is expected to be general throughout Ontario next week, but many parts have been cutting this week. The grain has developed very fast, due to the extremely warm weather of last week.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$12 90	\$13 10
Second patents	12 40	12 60
Strong bakers	12 20	12 40
Ontario Winter Wheat Flour—		
High patents	12.00- 12.20	12.20- 12.40
Second patents	11.60- 11.80	11.80- 12.00

Yellow Cornmeal Goes Up 45c. Bag.

Toronto.

CEREALS.—The greatest activity was manifested in yellow cornmeal during the week, prices having advanced 45c per bag. Demand for this commodity has been good. Rolled oats are also in strong market, though no change has taken place. Some millers report that supplies of corn are in sight, and that those who have been withdrawn from the market expect to be quoting again in the near future. Corn flour also showed a higher tendency during the week.

Yellow split peas were quoted 25c per bag higher from the low level.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	7 50
Barley, pot, 98 lbs.	5 00	5 50
Buckwheat flour, 98 lbs.	5 75	6 50
Corn flour, 98 lbs.	6 25	6 75
Cornmeal, yellow, 98 lbs.	5 95	6 25
Farina, 98 lbs.	6 45	6 50
Graham flour, 98 lbs.	6 00	6 25
Hominy, grits, 98 lbs.		6 95
Hominy, pearl, 98 lbs.		6 95
Oatmeal, 98 lbs.	5 25	5 60
Rolled oats, 90-lb. bags	4 60	4 70
Rolled wheat, 100-lb. bbls.	6 50	6 75
Wheatlets, 98 lbs.	6 45	6 50
Peas, yellow, split, 98 lbs.	10 25	10 50
Blue Peas, lb.	0 10	0 12

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

Big Demand for Feeds And Prices Go Higher.

Toronto.

MILL FEEDS.—The exceptionally heavy demand for mill feeds of all kinds continues from the United States, and the local demand on shorts and middlings is also very heavy. With these conditions combined, some of the mills found the demand so great that it was necessary to increase their price. In some instances bran was quoted as high as \$39 per ton and shorts at \$44 per ton. The lower range on prices of last week still holds in the majority of cases.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	\$35-\$39	\$37-\$41
Shorts	40- 44	42- 46
Special middlings	50	52
Feed flour, per bag		3.05-3.20

Feeds Advancing; Bran, \$35, Shorts, \$39.

Winnipeg.

FLOUR AND FEEDS.—The early part of this week first patents were still quoted at \$12. Wheat has been holding around \$2.40, and will likely do so until all the 1916 crop is cleaned up. Domestic flour business is quiet, but stocks are still very low in the country, and millers are looking for the usual amount of business for August. There is considerable demand for export, and Imperial Government buyers are also in the market. Rolled Oats—All mills seem to be oversold, and are turning down orders every day. Feeds—Higher prices went into effect last week on bran and shorts, being now \$35 and \$39 respectively. This advance was brought about by heavy demand for both domestic and export business. Price of feeds will likely go higher as soon as pastures become exhausted, which will probably be in August unless we get unusually wet weather.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90
XXXX	9 90

Cereals—	
Rolled oats, 80's.....	4 00
Rolled oats, pkgs., family size.....	4 75
Cornmeal, 98's.....	6 00
Oatmeal, 98's.....	4 75
Feeds—	
Bran, per ton.....	35 00
Shorts, per ton.....	39 00
Mixed chop, ton.....	54 00

WEEKLY MARKET REPORTS

(Continued from page 43.)

expected that potatoes grown by people anxious to help along production by planting corner lots and gardens, will cause the price of potatoes to drop at least to 70c per bushel. Important changes this week are:—cucumbers are up to \$5.00 per bushel; carrots are down to \$3.50 bag; turnips \$2.75 bag; cabbage 2c per lb.; oranges are down to \$5.00 case; lemons up to \$9.00 per case; bananas down to 5c lb.; canteloups, standard, up to \$6.75 case; peas down to \$3.75 per crate. Cherries and raspberries are off the market.

Cucumbers, bushel.....	5 00
Beans, cream.....	2 50
Potatoes, new, B.C.....	2 00
Carrots, new, bag.....	3 50
Turnips, new, bag.....	2 75
Cabbage, Cal., lb.....	0 02
Lettuce, leaf, doz.....	0 15
Imported mushrooms.....	1 00
Parsley, home grown.....	0 40
Peas, green, lb.....	0 15
Tomatoes, Tennessee, case.....	2 00
Fruits—	
Blueberries, basket, 14 lbs.....	2 00
Oranges, Valencias.....	5 00
Lemons.....	9 00
Bananas, lb.....	0 05
Watermelons, doz.....	8 00
Canteloups, flats.....	2 25
Canteloups, standard, 45 to case.....	6 75
Apricots, Washington.....	1 75
Pears, Cal., crate.....	3 75
Plums, crate.....	2 50
Peaches, crate.....	2 00
Gooseberries, 24 pints.....	2 25

RECKLESS STOCK CARRYING

(Continued from page 32.)

staple in character; but, not knowing how near my friend is to sources of supply, I cannot advise whether he ought to turn that line once, or three times, or oftener each year.

Mighty close and unremitting watchfulness of each department is the one means of ascertaining whether it is moving in the right ratio for your environment or not. Let me sketch a system for helping this thing along next week.

Stop Buying Much and Clean Up

By all means you have the right idea about "any old price." Naturally the thing to do is stop buying and realize. Naturally, too, you will realize the best prices possible. This course seems wise for several reasons. First, you have a profit in practically every item you have carried more than sixty to ninety days; and it is pretty good business to realize on a sure profit. Second, even though markets may advance further, even much further in some lines, the tendency on the whole is apt to be rather steady; and then the likelihood is that there will occur declines here and there. So it should seem to be the part of conservative business to buy henceforth from hand-to-mouth. In this way you will realize steadily, if more moderately, on further enhancements; and you will

not have to sustain much of the shrinkage. Meantime, as I have said recently, conditions favor the clean-up on erstwhile dead stock without loss, perhaps with some gain, and if present conditions are not utilized to this end until after the tide turns that stock is liable to sink back into a losing proposition.

There is so much more to your letter that I must write more next week.

INDUSTRIAL ALCOHOL FROM POTATOES

There is a growing agitation afoot in Britain, the United States, and other belligerent countries, to commandeer the supply of gasoline for war purposes owing to its scarcity. The wholesale tie-up of privately owned automobiles which would result, is unnecessary in a country which is highly productive of potatoes, for potatoes are an economical source of industrial alcohol—as the Germans have found out. Years ago the Huns discovered the wonderful possibilities of alcohol for commercial purposes and as far back as 1891 their Government freed industrial alcohol from taxation with the result that they soon had the largest industrial alcohol trade in the world. At the present time some 6,000 farms in Germany owe their existence to potato distilleries.

An English journal states that one acre of potatoes will yield 300 gallons of alcohol, and it urges the British Government to encourage the production of potato alcohol. In this country normal times sees a danger of over-production of potatoes which would be wasted, but which could be converted into industrial alcohol if potato distilleries were established.

BURMO BEANS BARRED

Customs authorities at Ottawa have notified officials at Frederickton, N.B., to prevent delivery of Burma or Rangoon beans coming through from the Orient. They are warned to hold such shipments until further advice is received. The beans are easily distinguishable because of their yellow color and peculiar veining, and they are considered dangerous on account of the prussic acid they contain. The authorities state that the beans are neither good for planting nor are they fit for human food, since they yield hydrocyanic acid in quantities which might be dangerous to health.

THE WHEAT CROP.

According to official Washington estimates, the wheat crop in the United States will be at least 150,000,000 bushels less than that harvested in the banner year. Reports from our own Canadian West, from Winnipeg and Regina, also tell of serious injury to growing grain in considerable areas. In Ontario, fall wheat suffered damage in the early spring, while in Europe the elements of internal trouble and other difficulties will probably result in a total wheat yield in Europe smaller than that of any recent year.

With such prospects, a bread shortage in 1918 cannot well be avoided, and with such an outlook, the call for more wheat should be sounded loud and long. The Province should aid with the assistance of Government tractors to sow all the available land to fall wheat. Every acre from which the hay crop has been removed, and not absolutely necessary for meadow next year, should be made ready for fall seeding. Under such urging, much can be accomplished in the next six weeks.

JOHN McEWAN RETIRES AFTER LONG BUSINESS CAREER

John McEwan who for the past forty years has been directing the affairs of McMeekin and Company, of London, England, has severed his connection with the firm because his health was not equal to the demands that the activities of the business made upon it. He will live in future at Carisbrooke, Enfield, England.

CHANCE TO EXPAND.

According to a Birmingham grain merchant, the present is an opportunity to increase the sale of Canadian shredded wheat in the United Kingdom. Before the war, the United States supplied \$25,000 worth, and Canada \$130,000 of shredded wheat out of the total of \$155,000 worth imported. In 1915, the United States supplied \$102,000 worth, while receipts from Canada fell to \$15,000.

GLYCERINE FROM SUGAR

A new process has been discovered for the manufacture of glycerine from sugar which, in addition, will reduce to slightly more than one-fourth the present cost, which is a heavy factor in the manufacturing of explosives. Glycerine is at present manufactured almost entirely from fats at a cost of ninety cents a pound, which is six times its cost of production before the war. Extraction of the product from sugar will ensure productions at 25 cents a pound or less, say officials.

LOBSTERS STATISTICS FROM YARMOUTH DISTRICT

During the season of 1916-17 there were 44,101 hundredweight of lobsters, valued at \$537,300, caught in the Yarmouth district. Of this total 14,085 cases were canned and 18,201 hundredweight were shipped in shells to the United States and other parts of Canada. The average price was \$12.18 per hundredweight. During the 1915-16 season the catch was 60,754 hundred weight, which was valued at \$614,946. This average price during that season was \$10.12 per hundredweight.

In spite of the fact that lobsters were scarce, the past season was fairly successful, owing to the good price brought by live lobsters.

The prospects for next season are not bright owing to the likelihood of the British embargo being continued and the scarcity of tin for canning the lobsters

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Aug. 7.—Wholesale business, which was greatly tied up by long-shoremen's strike, has been going rush this week. Many daily shipments for the north are being rushed through as well as goods, help being brought in. July has been a big month, despite the strike holding up trade last week. Fruit dealers' business was hurt somewhat by the rise in sugar. The raspberry season has been a failure as regards domestic trade, but the jam factories have absorbed the surplus. New season preserves are already on the market. Potatoes are becoming normal, helped by the fact that farmers, now through haying, are crowding the market by digging up fall potatoes to get the advantage of the high prices. Eggs are firm, though there is a prospect of an advance to 48c. Butter is easy, with plenty of supplies, mostly Alberta.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	9 50
Flour, first patents, Manitoba, per per bbl., in car lots	12 50
Salmon, Sockeye, 1-lb. talls, per case 4 doz.
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 12½
Beans, B.C., white	0 16
Potatoes, new, per lb.	0 02½
Potatoes, per ton	40 00 95 00
Lard, pure, in 400-lb. tierces, lb.	0 26½
Butter, fresh made creamery, lb.	0 42
Eggs, new-laid, incartons, doz.	0 42
Cheese, new, large, per lb.	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Aug. 7.—Sugar advanced 25c to \$10.15 per 100 lbs. Further advances appear likely. Rogers syrup is up 20c per case. Advances on cornmeal and corn syrups are expected. Wagstaff's raspberry and black currant jams are again up 2c per pail. The new season's pack lobster is now here. Quarters are \$1.95 to \$2.15; halves are \$3.15 to \$3.25. Hams are down a cent a pound. Eggs are advancing being \$10 to \$11 per case. Gallon apples are \$2.65 to \$2.85 per case. Small white beans are 13c to 15c per pound. Tapioca is 13c per pound. Corn is from \$3.90 to \$4 per case. Lemons have advanced again, and are now \$10 per case.

CALGARY:

Beans, small white, Japan, lb.	0 13	0 15
Flour, No. 1 patents, 98s per bbl.	12 10
Molasses, extra fancy, gal.	0 82	0 90
Rolled oats, 80s	4 50
Rice, Siam, cwt.	5 65
Tapioca, lb.	0 13
Sago, lb.	0 12
Sugar, pure cane, granulated, cwt.	10 15
Cheese, No. 1 Ontario, large	0 24½	0 25
Butter, creamery, lb.	0 40
Do., dairy, lb.	0 27
Lard, pure, 3s, per case	16 80
Eggs, new laid, case	10 00	11 00
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 90	4 00
Peas, 2s, standard case	2 95
Apples, gals., Ontario, case	2 65	2 85
Strawberries, 2s, Ontario, case	5 50	5 85
Raspberries, 2s, Ontario, case	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case	4 75
Lemons, case	10 00
Salmon, pink, tall, case	7 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Aug. 7.—Sugar showed an advance of 30c per hundred during the week, and is now quoted at \$8.90 to \$8.95 for extra granulated, \$8.40 to \$8.45 for No. 1 yellow; Paris lumps, \$10.15 to \$10.25. Case eggs are firmer at 32c to 34c per dozen. Pure lard registered a slight advance, being quoted at 28½c to 29c per pound. American clear pork has again advanced, and is now quoted at \$53 to \$56. Fresh strawberries are now off the market, while the canned product has dropped to \$5 and \$5.25. Hot weather has forced up the price of lemons during a time when transportation difficulties are retarding shipments. Messina lemons are quoted at \$8 to \$9 per case, and California lemons at \$10. California pears are lower at \$3.75 to \$4, but plums are higher at \$2.75 to \$3.50. Old crop native potatoes are scarce at \$7 per barrel. New American potatoes are selling at \$6, while new native are being quoted at \$5.70 to \$6. Texas onions are quoted from \$2 to \$2.25 per case. Bermuda onions are off the market. Ontario tomatoes are now coming into the market, and are quoted at \$1.75 per basket. Cucumbers have declined, and are selling at 30c to 40c per dozen.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	13 90	
Ontario	13 35	
Cornmeal, gran., bbls.	13 50	
Cornmeal, ordinary, bags	4 20	
Molasses, extra fancy, gal.	0 72	0 73
Rolled oats, bbl.	10 00	
Beans, white, bush	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	7 50	8 00
Sago and tapioca, lb.	0 13½	0 14
Sugar—
Standard granulated	8 90	8 95
No. 1 yellow	8 40	8 45

Paris lumps	10 15	10 25
Cheese, N.B., twins	0 22½	0 23
Eggs, new-laid	0 34	0 38
Eggs, case	0 32	0 34
Breakfast bacon	0 33	0 35
Butter, dairy, per lb.	0 34	0 36
Butter, tub	0 32	0 34
Lard, pure, lb.	0 28½	0 29½
Lard, compound	0 21¼	0 21½
American clear pork	53 00	56 00
Beef, corned, ls	4 25
Tomatoes, 3s, standard, case	4 70
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case	4 30
Corn, 2s, standard case	3 80
Peas, 2s, standard case	2 80
Apples, gals., N.B., doz.	3 50
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—
Lemons, Messina, box	8 00	9 00
Lemons, Cal., box	10 00
Oranges, Cal., box	4 50	5 50
Pears, Cal.	3 75	4 00
Peaches, Cal.	1 75	2 00
Plums, Cal.	2 75	3 50
Grapefruit, per case	6 00	7 00
Potatoes—
Old native, barrel	7 00
New, native, bbl.	5 70	6 00
New, American, bbl.	6 00
Onions, Texas	2 00	2 25
Tomatoes, Ont., basket	1 75
Cucumbers, doz.	0 30	0 40

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Aug. 7.—The market situation is quiet locally this week. The preserving season is in full swing, there being a good supply of all kinds of B. C. small fruit. Sugar advanced 25c on Friday, Aug. 3, and the quotation is now \$9.84. Japan white beans have advanced to \$7.25 per bushel, an increase of 10c. New-laid eggs are 32c, and strawberries, 2's, Ontario, a case are quoted at \$5.75. B. C. milk shows an increase of 65c.

REGINA—

Beans, small white Japan, bu.	7 25
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	12 00 12 20
Molasses, extra fancy, gal.	0 71
Rolled oats, bails	5 10
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 13½
Bacon, smoked backs, lb.	0 30½
Bacon, smoked, sides, lb.	0 30
Sugar, pure cane, gran., cwt.	9 84
Cheese, No. 1 Ontario, large	0 25
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	16 50
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 32
Pineapples, case	4 75 5 35
Tomatoes, 3s, standard case	4 50
Corn, 2s, standard, case	3 75
Peas, 2s, standard, case	2 95
Apples, gals., Ontario	2 35
Strawberries, 2s, Ont., case	5 75
Raspberries, 2s, Ont., case	5 45
Peaches, 2s, Ontario, case	3 75
Salmon, finest sockeye, tall, case	13 50
Salmon, pink, tall, case	7 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24

PRODUCE AND PROVISIONS

Scarcity of Live Hogs Is Noted

Montreal.
PROVISIONS.—Live hogs are becoming exceedingly scarce in supply, and the prices for these have advanced accordingly to still firmer levels. On Saturday last from \$16.40 to \$16.75 per 100 lbs. was quoted for them; on Monday from \$17.50 to \$18.00 was the range. It is surmised that the pressure of harvesting operations is preventing the farmers from bringing their hogs in to market, and a better supply is hoped for later on. Dressed hogs were quoted at correspondingly firm figures from \$24.00 to \$24.50 per 100 lbs. The market for the meats was also showing firmness, and it is very unlikely that meats will be found cheaper as the season advances, but rather the reverse. Shortening is a shade easier in price again this week, the hot weather being responsible for reduced demand.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Bacon—		
Plain 0 34	0 37	
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.		0 42
Hams, roast, per lb.		0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 25½	0 25½
Tubs, 60 lbs.	0 25¾	0 26
Pails,		0 26
Bricks, 1 lb., per lb.		0 27
Shortening—		
Tierces, 400 lbs., per lb.	0 20¼	0 20¾
Tubs, 50 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21¼
Bricks, 1 lb., per lb.		0 23

Poultry Market is Steady and Firm.

Montreal.
POULTRY.—Poultry conditions this week are reported unchanged from those described last week. There are sufficient supplies of live poultry to meet market needs, and while quality is not entirely satisfactory in some cases, many consignments are very marketable, and help advance the popular opinion of poultry as a flesh food. No alterations in prices of poultry are made this week, and the market continues steady.

Poultry—	Dressed	Live
Old fowls	0 21	18-20
Chickens, milk-fed, crate fat.		
@ seed, lb.	0 25	0 22
Old roosters	0 16	0 14
Roasting chickens	0 28	0 22
Young ducks		0 25
Turkeys (old toms), lb.	0 31	0 25

Eggs Scarce and Higher Priced.

Montreal.
EGGS.—There is very great firmness in the egg market and it is extremely probable that higher prices for eggs will be heard of within the coming weeks. Strictly new-laid eggs were commanding prices as high as 40 cents per dozen in the country. From 38 cents to 39 cents was the range as a rule. There have been heavy losses of eggs due to hot weather's effects on them in transit and at the farm. Eggs have been withdrawn from cold storage to meet local demand in quite considerable quantity, but it is said that abundant supplies have been laid by in cold storage. Some cars of good quality Western eggs have been arriving for local consumption, but not a great deal of export business is going forward at present as the weather is hot and space is hard to get. Receipts of eggs in Montreal for the week ending Aug. 4, were, 4,824 cases as compared with 11,763 for the corresponding period last year, and 5,381 cases for the week ending July 28.

Eggs—	
New laid, specials	0 50
Selects	0 46
No. 1's	0 42
No. 2's	0 36

Cheese Market in a Busier Stage.

Montreal.
CHEESE.—Brisk export demand and eagerness of buyers to secure supplies made the cheese market lively during the past week, as far as present conditions of Commission ruled prices can make for liveliness. There was certainly more activity. The Commission paid 21½ for No. 2 cheese which is a quarter of a cent higher than was their figure last week, otherwise the prices paid remained as quoted last week. From 21 1-16 cents to 21 3-16 cents was the average range of prices in the country, and prices to retailers have not altered from those quoted last week. Arrivals of cheese at Montreal for the week ending August 4, were 72,329 boxes as compared with 77,812 boxes for the corresponding week a year ago and 75,628 boxes for the last week of July. Supplies thus show a slight falling off, but figures over a longer period will probably offset this later.

Cheese—		
Large (new), per lb.	0 22	0 22¼
New twins, per lb.	0 22	0 22½
Triblets, per lb.		0 22½
Stilton, per lb.		0 25
Fancy, old cheese, per lb.		0 30

Butter Market is Two Cents Firmer.

Montreal.
BUTTER.—There is more strength

than ever to the butter market. On Friday at last week at the Dairymen's Exchange a lot of pasteurised butter was sold as high as 39 cents a pound and at Cowansville on Saturday 38½ cents was paid for Creamery butter. Probably the activity of the cheese market has something to do with the firmness of the butter market which is rather unusual at this time of heaviest production. The market is likely to remain firm according to indications at present, and local firms have been amongst the considerable buyers lately, providing for requirements later on. Receipts of butter in Montreal for the week ending Aug. 4 and 8,421 pkgs. as compared with 19,866 pkgs. for the corresponding period last year. For the last week of July 11,968 pkgs. of butter were brought in to Montreal.

Butter—		
Creamery prints (fresh made) ..	0 40	0 40½
Creamery solids (fresh made) ..	0 39½	0 40
Dairy prints, choice, lb.		0 35
Dairy, in tubs (choice)		0 34
Bakers		0 30

Honey Offerings Are Made Late.

Montreal.
HONEY AND MAPLE.—Only a couple of offerings of clover honey have been received so far by one of the leading handlers of this article, but more abundant supplies may be expected though there is some doubt as to the extent of the crop this year. It is anticipated that by September there will be offerings of honey on a larger scale. At present the marketing was only tentative, and prices were not set for new crop. The market for such old crop honey as remains in stocks is unaltered from last week, and the maple sugar and syrup market keeps firm with unusually good demand.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.		0 13
Clover, 5-10 lb. tins, per lb.		0 15½
Clover, 60-lb. tins,		0 14½
Comb, per section	0 18	0 19

Maple Product—		
Syrup, 13 lbs. Imp. meas., ..	1 45	1 50
per gal.		1 25
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 16	0 17

Lard Firmer; Hogs Higher

Toronto.
PROVISIONS.—There was a firmer tone in the market for pure lard during the week, prices moving up from the lower level 1c and quotations ranging from 24c to 26c per pound, tierce basis. Lower prices that were quoted last week had the effect of stimulating buying. Cooler weather is furthermore helping consumption and dealers are inclined to

look for a firm market. There has been a good demand for cooked meats during the week and prices were 1c higher on boiled hams, but roast hams and shoulders held steady at last week's quotations. Live hogs advanced \$1 per hundred during the week and were quoted at \$17. Fairly good supplies came forward and with the coming of feed grain it is anticipated prices may be somewhat easier.

Hams—		
Medium, per lb.	0 29½	0 31
Large, per lb.	0 24	0 26
Bacon—		
Plain, per lb.	0 31	0 37
Boneless, per lb.	0 38	0 40
Bacon—		
Breakfast, per lb.	0 34	0 38
Roll, per lb.	0 27½	0 28½
Wiltshire (smoked), per lb.	0 28	0 31
Dry Salt Meats—		
Long clear bacon	0 26	0 26½
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 40½	0 41½
Hams, roast, per lb.	0 44	0 46
Shoulders, roast, per lb.	0 41	0 43
Barrel Pork—		
Mess pork, 200 lbs.	47 50	48 00
Short cut backs, bbl., 200 lbs.	50 00	50 00
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 24	0 26
Compound tierces, 400 lbs., lb.	0 20½	0 21¾
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	24 00	
Live, off cars	17 25	
Live, fed and watered	17 00	
Live, f.o.b.	16 25	

Butter in Great Britain Higher

Toronto.
BUTTER.—The British Government recently advanced the price of butter eight shillings which makes the price f.o.b. Montreal, 37c, which represents an advance of 1¼c per pound during the week. This condition affects the local situation and puts firmness into the market although no change was recorded during the week. Locally there is not very much movement in the market. There is a good demand. Hot weather has interfered with the creameries in putting the butter into prints and the greater part has been reaching the market in the form of solids. Fresh-made creamery prints were accordingly scarce.

Creamery prints, fresh made.	0 39	0 40
Creamery solids	0 38	0 39
Dairy prints, choice, lb.	0 35	0 37
Dairy prints, lb.	0 32	0 34

Manitoba Eggs Keeping Market Down

Toronto.
EGGS.—Manitoba eggs that have been arriving in the market have been a factor tending toward easier prices temporarily at any rate. These eggs have arrived in good shape and are being quoted at 40c per dozen ex-cartons while Ontario eggs are being quoted at 42c. Deliveries of Ontario eggs are short and there seems little prospect of any improvement until the hens get on the stubble about next week. Some Prince Edward Island Co-operative Society eggs also came into the market during the week.

Eggs—		
New laid, cartons	0 45	0 47
New laid, ex-cartons	0 40	0 42

Cheese Market Maintained Steadiness

Toronto.
CHEESE.—There was a continued steadiness in the cheese market during the week, lacking incentive to change prices because of the apparent fixture of the price of the Cheese Purchasing Commission. There is a steady export business being done and local consumption is keeping up fairly well. Prices remained unchanged locally.

Cheese—		
New, large	0 22¼	0 23
Old, large	0 29	0 31
Stilton (old)	0 29	0 32
Stilton (new)	0 23½	0 25

Good Shipments of Ducks Coming Now

Toronto.
POULTRY.—Plentiful supplies of ducks came into the local market during the week and found ready sale. Price being paid by commission men was 30c per pound live weight. Prices on other lines of poultry were firmer during the week, with a decrease in arrivals. Farmers are apparently busy with their harvest activities and cannot find time to look after the movement of this line. Quality of arrivals was somewhat improved and prices were firmly maintained.

Ducks, live, lb.	0 30	
Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 16	0 18
Hens, fresh, dressed, per lb.	0 18	0 20
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 22
Do., dressed, 2 lbs. and over.	0 25	0 30
Squabs, dozen	4 00	

Prices are those paid at Toronto by commission men.

First New Honey In Market This Week

Toronto.
HONEY.—The first arrival of new crop honey reached the local market during the week and is being quoted at 14c to 15c in 5-lb. and 10-lb. tins, while 60-lb. tins are quoted from 13c to 14c. There are conflicting reports as yet respecting the condition of the new crop. Some producers assert the production will be light while others state that it will be a good crop and will be up to the production of last year with quality equally as good. One of the factors that is working toward higher prices this year is the additional cost of tins. In ordinary times the cost of tins is reckoned at ½c to 1c per pound whereas it is stated the cost this year will be from 1½c to 2c per pound. More definite information respecting the crop is looked for in the near future.

Honey—		
Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 50	2 75
Maple Syrup—		
8-lb. tins	1 25	
Gallons, Imperial	1 75	

Pure Lard Declines 1½c. Compound Down a Cent.

Winnipeg.
PRODUCE AND PROVISIONS.—The hog market was firmer last week end, and live hogs were bringing \$15.75. Receipts have fallen off somewhat, and the demand, both local and from the East, has been fairly active. It is expected that prices prevailing to-day will remain steady. There was further decline in the price of pure lard, which dropped to a basis for tierces of 25c, this being a decline of 1½c in about ten days. Compound lard also dropped a cent, and is to-day quoted on a basis of 20½c for tierces. Packers here doubt whether there will be any further decline in lard. Eggs.—Eggs have advanced, and wholesalers in Winnipeg are paying, 30c-32c to shippers, and the trade in Winnipeg are paying 34c for candled eggs. Receipts are only fair, but the quality is surprisingly good. Creamery Butter.—The general tone of the market is unchanged, and the quality has fallen off perceptibly on account of the extreme hot weather. Price to the trade for No. 1 creamery in cartons is 38c. Dairy Butter.—There is practically no change in the situation; prices being quoted to the country range from 29c to 30½c although higher prices are being quoted. Cheese.—Eastern market is easier, and Manitoba cheese is quoted 20¼c to factories.

Hams—		
Light, lb.	0 30
Medium, per lb.	0 23	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 35	0 36
Backs, regular	0 32	
Backs, select, per lb.	0 34	
Dry Salt Meats—		
Long clear bacon, light.	0 25
Backs	0 26
Barrelled Pork—		
Mess pork, bbl.	45 00	
Lard, Pure—		
Tierces	0 25½	
20s	5 40	
Cases, 5s	15 82	
Cases, 3s	15 90	
Lard, Compound—		
Tierces	0 20¼	
Tubs, 50s, net	10 38	
Pails, 20s, net	4 40	
Fresh Eggs—		
New laid	0 36	
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large, fresh	0 22½	0 23
Butter—		
Fresh made creamery, No. 1 cartons	0 38	
Fresh made creamery, No. 2	0 37	

THE TEA OUTLOOK

The difficulties of the tea situation are still considerable, and settle to a great extent around transportation. There is plenty of tea in primary markets, but the job is to get it. Shipments via the Suez Canal have closed entirely and tonnage on the Pacific and via the Cape of Good Hope is scarce. On the Pacific the freight rates are over 12c per pound and in some cases have reached as high as 18c. Experts expect there will be sufficient tea forthcoming to supply the Canadian trade, however, unless people become excited and buy up larger quantities than are required.

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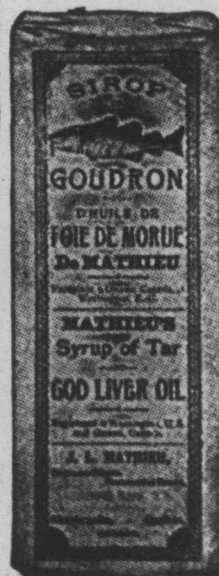


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HOW he got out, what he saw, heard, learned and concluded, he tells in the August number of MACLEAN'S MAGAZINE. Colonel MacLean knows Europe thoroughly. He knows high-up men in all the great political and commercial capitals of Europe — diplomats, bankers and great merchants. These men told him freely and plainly many startling things about Germany and her intentions.

In a contribution of truly sensational interest, abounding in most startling facts, Colonel MacLean points out "The Dangers Ahead." His aim is to arouse Canadians out of their unwarranted confidence and out of their content. You will

find in this article by Colonel MacLean strange, even shocking revelations, and things hard to believe—and you ought to read "The Dangers Ahead" in order that you may help in their avoidance by Canada and her people.

MacLean's for August Is a Midsummer Number

The August MACLEAN'S is excellently balanced, as you will see from these contents:

CONTENTS

- The Dangers Ahead. By John Bayne MacLean.
- The Menace of Canadian Titles. By Joseph Martin, M.P.P.
- Rev. C. A. Eaton—A Canadian Who Speaks Out. By Beatrice Redpath.
- Frenzied Fiction for the Dog Days—(Done by the Dipperful.)
By Stephen Leacock.
- The Human Side of Conscription. By H. F. Gadsby.
- Winning the War in the Air. By Agnes C. Laut.
- A Circus Story. By L. B. Yates.
- Mam'selle Butterfly. By Arthur Beverly Baxter.
- The Captain of the Susan Drew. By Jack London.
- An Andy Doolin Yarn. By Hopkins Moorhouse.
- A Detective Story. By Robert E. Pinkerton.
- The Gun Brand. By Jas. B. Hendryx.
- Canada's First Woman Member.
- Economy in Preserving and Canning.
- Women and Their Work—A New Department. Review of
Reviews—Regular Department.

Yates who writes the Circus Story, was born in Hamilton. He wrote those stories about Paragon Pete and The Singin' Kid in the Saturday Evening Post.

Leacock is excessively humorous in his Dog Days Sketch, in which he talks about summering and simmering.

Miss Laut fancies that the war may be won by the birdmen, and if Uncle Sam produces 100,000 planes, she may be right.

Gadsby sits in the Press Gallery at Ottawa, and writes brilliantly always. His "Conscription" article is in order.

Pinkerton who writes the detective story, "Old Twilight," knows how to write this class of story.

By the way, Lord Northcliffe has promised an article for the September MACLEAN'S.

You can see that MACLEAN'S for August is just the right type for August.

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 THE FISH THAT MADE STAVANGER FAMOUS!



A/s NORWEGIAN CANNERS EXPORT OFFICE
 STAVANGER (Norway)
 Apply: Standard Imports, Limited, Montreal

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



Display a few boxes of *Mechanics Antiseptic Hand Cleaner* and note how well it sells, the satisfaction it gives and the profits on your day's sales.

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

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

Write for particulars.

French Soap Company
 1613 Notre Dame Street East
 MONTREAL

The best
Orange Marmalade

is

Wethey's

Are you selling it?

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



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

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



The Sea Foods that
Broaden Your
Sales

BRUNSWICK BRAND

A stock of these widely known and justly popular sea foods is what you need to secure a bigger turnover in your fish department.

You'll like Brunswick Brand from the very first — they'll give you a profit that repays your best selling effort.

And your customers will be captivated with the deliciousness of these quality sea foods.

Order a supply from your wholesaler. See what you require from the following list:—

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

Connors Bros., Limited
BLACK'S HARBOR, N.B.



QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

ROYAL BAKING POWDER

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

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

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

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

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

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

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

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

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

BLUE

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

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate)	.37
Supreme Chocolate, 12-lb. boxes, per lb.	.36



helps everyone who has anything to do with it.

It helps the *maker* by increasing the consumer's confidence in his ability to make good soap.

It helps the *dealer* by increasing his soap business and incidentally his profits.

It helps the *user* by supplying her with the best piece of laundry soap ever sold in Canada at the price.

The St. Croix Soap Manufacturing Co., Limited
ST. STEPHEN, N.B.

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

WEST INDIES

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



The best way to answer the telephone

is to announce yourself. The old method of saying "Hello!" wastes your own and your customer's time because of the inquiries that must naturally follow.

By giving your name right at the start you enable the customer to place order promptly, at the same time speeding up your own service and freeing your line for the next caller.

Impress upon your clerks the value of prompt and polite telephone service. The increased business will more than cover both the cost of your telephone and the rental also.



The Bell Telephone Co. of Canada

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

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90	Jersey Brand, small, each 48 cans 2 60
Sweet Chocolate— Per lb.	Peerless Brand, small, each 48 cans 2 60
Queen's Dessert, 10c cakes, 2 doz. in box, per box..... 1 80	CONDENSED COFFEE
Diamond Chocolate, 7s, 4-lb. boxes 1 10	Reindeer Brand, "Large," each 24 cans 5 50
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 23	Reindeer Brand, "Small," each 48 cans 5 80
Diamond, 1/4's, 6 and 12-lb. boxes 0 28	Regal Brand, each 24 cans.. 5 20
Icings for Cake—	Cocoa, Reindeer Brand, large, each 24 cans 5 50
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz. 1 25	Reindeer Brand, small, 48 cans 5 80
Chocolate Confections Per doz.	COFFEE
Maple buds, 5-lb. boxes..... 0 39	WHITE SWAN SPICES AND CEREALS, LTD.
Milk medallions, 5-lb. boxes. 0 39	WHITE SWAN
Chocolate wafers, No. 1, 5-lb. boxes 3 39	1 lb. square tins, 4 doz. to case, weight 70 lbs. 0 37
Chocolate wafers, No. 2, 5-lb. boxes 0 35	1 lb. round tins, 4 doz to case, weight 70 lbs. 0 35
Nonpareil wafers, No. 1, 5-lb. boxes 0 33	ENGLISH BREAKFAST COFFEE
Nonpareil wafers, No. 2, 5-lb. boxes 0 28	1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 23
Chocolate ginger, 5-lb. boxes 0 42	1 lb. tins, 2 doz. to case, weight 35 lbs. 0 21
Milk chocolate wafers, 5-lb. boxes 0 39	MOJA
Coffee drops, 5-lb. boxes..... 0 39	1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 32
Lunch bars, 5-lb. boxes..... 0 39	1 lb. tins, 2 doz. to case, weight 35 lbs. 0 31
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.. 0 95	2 lb. tins, 1 doz. to case, weight 40 lbs. 0 31
Nut milk chocolate 1/2's, 6. lb. boxes, lb. 0 39	PRESENTATION COFFEE
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake. 0 75	A Handsome Tumbler in Each Tin.
Almond nut bars, 24 bars, per box 0 90	1 lb. tins, 2 doz. to case, weight 45 lbs., per lb. 0 27
CALIFORNIA FRUIT CANNERS ASSOCIATION	FLAVORING EXTRACTS
CALIFORNIA RIPE OLIVES DEL MONTE BRAND	WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS
Size—	1 oz. bottles, per doz., weight 3 lbs. \$1 00
2 1/2-quart Tall Cylinder Can	2 oz. bottles, per doz., weight 4 lbs. 2 00
No. 1 Pint Cylinder Can ...	2 1/2 oz. bottles, per doz., wght 6 lbs. 2 25
No. 16 Jar	4 oz. bottles, per doz., weight 7 lbs. 3 50
No. 4 Jar	8 oz. bottles, per doz., weight 14 lbs. 6 50
No. 10 Can	16 oz. bottles, per doz., weight 23 lbs. 12 00
YUBA BRAND	32 oz. bottles, per doz., weight 40 lbs. 22 00
2 1/2-quart Tall Cylinder Can..	Bulk, per gallon, weight 16 lbs. 10 00
No. 1 Pint Cylinder Can....	GELATINE
No. 10 Can	Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 75
Picnic Can	Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. 1 85
BORDEN MILK CO., LTD.	Cox's Instant Powdered Gelatine (2-qt. size), per doz.. 1 85
CONDENSED MILK	W. CLARK, LIMITED
Terms net 30 days	MONTREAL
Eagle Brand, each 48 cans...\$8 25	Assorted meats, 1s, *\$4.25.
Reindeer Brand, each 48 cans 7 95	Compressed Corn Beef—1/2s, *\$2.90: 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.
Silver Cow, each 48 cans... 7 40	Lunch Ham—1s, *\$4.25; 2s, \$8.
Gold Seal, Purity, each 48 cans 7 25	Ready Lunch Beef—1s, *\$4.25; 2s, \$9.
Mayflower Brand, each 48 cans 7 25	English Brawn—2s, \$8.
Challenge, Clover Brand, each 48 cans 6 75	Boneless Pigs' Feet—1s, \$8.
EVAPORATED MILK	Roast Beef—1/2s, \$2.90; 1s, \$4.25; 2s, \$9; 6s, \$34.75.
St. Charles Brand, Hotel, each 24 cans 6 15	Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.
Jersey Brand, Hotel, each 24 cans 6 15	Jellied Veal—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.
Peerless Brand, Hotel, each 24 cans 6 15	Corned Beef Hash—1/2s, \$2.
St. Charles Brand, Tall, each 48 cans 6 25	Beefsteak and Onions—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.
Jersey Brand, Tall, each 48 cans 6 25	
Peerless Brand, Tall, each 48 cans 6 25	
St. Charles Brand, Family, each 48 cans 5 50	
Jersey Brand, Family, each 48 cans 5 50	
Peerless Brand, Family, each 48 cans 5 50	
St. Charles Brand, small, each 48 cans 2 60	

Where do your customers buy candy ?

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

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

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

MOIRS, LIMITED
HALIFAX, CANADA



You too!

can prove the big selling value of **Barnes Pure Concord Grape Juice** by ordering a trial supply to-day.

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

HEINZ 57

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont. Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada: TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax St. John Quebec Ottawa Winnipeg Edmonton Lethbridge Calgary Fernie, B.C. Moose Jaw Saskatoon Vancouver Victoria	John Tobin & Co. Baird & Peters. J. B. Renaud & Co. Prevost & Allard. The Codville Co., Ltd. The A. Macdonald Co. The A. Macdonald Co. Simington Co., Ltd. Western Canada Wholesale Co. The Codville Co., Ltd. The Codville Co., Ltd. Kelly, Douglas & Co.
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HEINZ 57

HEINZ 57

HEINZ 57

HEINZ 57

HEINZ 57

HEINZ 57

HEINZ 57

HEINZ 57

HEINZ 57

Cultivate the demand for these two favorites— Royal Salad Dressing and Royal Mayonnaise



There is no resisting the sweet, delicious goodness of these Canadian-made leaders—one sale leads to another and another, bringing the dealer a daily stream of repeat orders that puts the profits where they should be.

ROYAL SALAD DRESSING is a good seller throughout the year and *ROYAL MAYONNAISE* is particularly adapted for snappy Summer selling. It's a peerless dressing for dainty fruit salads. Put the Two Royals on display to-day.

Horton-Cato Mfg. Co.
WINDSOR, ONTARIO

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



Vegetables

How do you keep them fresh for your customers and in view? Keep them in view and they are easier sold.

FREEMAN

VEGETABLE DISPLAY STAND

takes care of everything and allows a fine mist to fall on your vegetables and keeps them in the best of condition.

Write for catalogue and prices.

W. H. FREEMAN & CO., LIMITED
Hamilton, Canada

ROLLED BACON

Sugar Cured, Boneless, nice fresh goods and low in price.

Let us have a sample order from you.

F. W. FEARMAN CO. LIMITED
HAMILTON

- Cambridge Sausage, 1s, \$4; 2s, \$7.75.
- Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
- Lambs' Tongues, 1/2s.
- Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
- Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
- Tongue, Ham and Veal Pate, 1/2s, \$1.95.
- Ham and Veal, 1/2s, \$1.95.
- Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
- Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
- Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
- Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
- Minced in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
- In Pails, 25 lbs., 15c lb.
- In 50 lb. Tubs, 15c lb.
- In 85 lb. Tubs, 14 1/2c lb.
- In Glass, 1s, \$3.
- Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
- Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
- Clark's Tomato Ketchup, 16 oz.
- Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
- Individuals, 85c doz.
- Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
- Individuals, 95c doz.
- Pork and Beans, Chilli, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
- Individuals, 95c.
- Tomato Sauce, 1 1/4s, \$1.85; Chilli Sauce, 1 1/4s, \$1.85; Plain Sauce, 1 1/4s, \$1.60.
- Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
- Clark's Chateau Chicken Soup.
- Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
- Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
- Spaghetti with Tomato and Cheese, 1/2s, \$1.30; 1s, \$1.75; 3s, \$2.90 doz.
- Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
- English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

BASIN DE VICHY WATERS

- L'Admirable, 50 bottles, litre cs. 8 00
- Neptune 9 00
- San Rival 9 00

VICHY LEMONADE

- La Savoureuse, 50 bottles, cs, 11 00

IMPORTED GINGER ALE AND SODA

- Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 35
- Ginger Ale, Trayders, cs., 6 doz., splits, doz. 1 25
- Club Soda, Trayders, cs., 6 doz., pts., doz. 1 30
- Club Soda, Trayders, cs., 6 doz. splits, doz. 1 20

BLACK TEAS

- Victoria Blend, 50 and 30-lb. tins, lb. 0 48
- Princess Blend, 50 and 30-lb. tins, lb. 0 41

JAPAN TEAS

- H. L., ch. 90 lbs., lb. 0 85
- Victoria, ch. 90 lbs., lb. 0 25

COFFEES

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

MUSTARD

COLMAN'S OR KEEN'S

- Per doz. tins
- D. S. F., 1/4-lb. \$ 1 85
- D. S. F., 1/2-lb. 3 50
- D. S. F., 1-lb. 6 80
- F. D., 1/4-lb. 1 15
- Per jar
- Durham, 4-lb. jar, each. 1 30
- Durham, 1-lb. jar, each. 0 37

JELL-O

GENESEE PURE FOOD CO.

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

JELL-O ICE CREAM POWDERS

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

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

- White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

- | | 5c | 10c |
|---|----------|----------|
| | Round | Oval |
| | litho. | litho. |
| | drudge | drudge |
| | Per doz. | Per doz. |
| SPICES. | | |
| Allspice | \$0 48 | \$0 95 |
| Arrowroot, 4 oz. tins | | 0 95 |
| 90c | | 0 95 |
| Cayenne | 0 48 | 0 95 |
| Celery salt | | 0 95 |
| Celery pepper | | 0 95 |
| Cinnamon | 0 48 | 0 95 |
| Cinnamon whole, 5c. pkgs., window front 45c | | 0 95 |
| Cloves | 0 48 | 0 95 |
| Cloves, whole, 5c. pkgs., window front 45c | | 0 95 |
| Curry powder | | 0 95 |
| Ginger | 0 48 | 0 95 |
| Mace | 1 25 | |
| Nutmegs | 0 48 | 0 95 |
| Nutmegs, whole, 5c. pkgs., window front 45c | | 0 95 |
| Paprika | 0 48 | 0 95 |
| Pepper, black | 0 48 | 0 95 |
| Pepper, white | 0 51 | 1 00 |
| Pastry spice | 0 48 | 0 95 |
| Pickling spice, window front, 95c | | 0 95 |
| Shipping weight per case | 10 lbs. | 15 lbs. |
| Dozens to case | 4 | 6 |

Raspberries and Cherries

will about finish this week.

Then Canadian

Lawton Berries, Blueberries,
Peaches, Pears and Plums.

We are receiving daily

California and Southern

Peaches, Pears, Plums,
Bananas, Oranges, Lemons,
Watermelons and Cantaloupes.

Send us your orders.

HUGH WALKER & SON
GUELPH, ONT.

Established 1891

Peaches and Pears

Pears from California.

Peaches from Arkansas and
California, Fine Quality.

*Now Arriving. Shipments Will
Be Heavy This Coming Week.*

WHITE & CO., LIMITED
Wholesale Green Fruits
TORONTO

New Crop

“St. Nicholas”
“Queen City”
“Kicking”

are shipped. Get these brands
for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-
top in every way, and our
service entirely satisfactory.

The fruits we sell are the
kind you need to satisfy your
customers and to build up a
thriving fruit business.

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

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

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale
Fruit and
Produce
Merchants

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

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

This is Sterling Tomato Catsup



If your customers appreciate delicious flavor combined with absolute purity suggest this high grade Sterling Product.

You'll find it an easy seller and the profits are good.

Try a window display of Sterling Tomato Catsup to-day.

T. A. Lytle Co., Ltd.
STERLING ROAD, TORONTO

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Mann, C. A., & Co.	64
Marsh Grape Juice Co.	15
Marshall, H. D.	11
Mathieu, J. L., Co.	51
McCabe, J. J.	61
McWilliam & Everist	61
Millman, W. H., & Sons.	10
Moirs, Ltd.	57
N	
Niagara Falls Wine Co.	16
Norwegian Cannery (Export)	53
O	
Oakeys	64
Ontario Grape Growing & Wine Mfg. Co.	57
O-Pee-Chee Gum Co.	5
Oury, Millar & Co.	2
P	
Patrick, W. G., & Co.	10
Perry, H. L., & Co.	8
Pullan, E.	64
R	
Red Rose Tea Co.	19
Rock City Tobacco Co.	Inside front cover
Rose & Laflamme, Ltd.	11
S	
Sarnia Barrel Works	64
Scott-Bathgate Co., Ltd.	8
Shaw & Ellis	12
Spratts	Inside back cover
Smith, E. D., & Son	18
Stephenson-Blake	7
St. Lawrence Sugar Co.	Inside front cover
Sunset Soap & Dye, Inc.	60
Supplies, Ltd.	11
T	
Tanguay, A. T., & Co.	11
Thompson, G. B., & Co.	9
Tippett, A. P.	6
Trent Mfg. Co.	64
Toronto Butchers' Supply	64
Toronto Pottery Co.	19
Toronto Salt Works	64
Turgeon, E.	11
Turton, J. E.	11
U	
Universal Importing Co.	11
V	
Varty, Geo.	10
W	
Wagstaffes, Ltd.	4
Walker, Hugh, & Son	61
Walsh, Martin M.	10
Watson & Truesdale	-9
Wethey, J. H., & Co.	53
White & Co.	61
Woods, Walter, Co.	Inside back cover

Wanted

CLASSIFIED ADVERTISING

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

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

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

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

AGENCIES WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A L., Box 86, Timmins, Ont.

YOU MAY BE ABLE TO HANDLE ANOTHER line or two and desire to get in touch with some manufacturer, etc., who could probably give you the right line. Try a condensed ad. in CANADIAN GROCER, stating your qualifications, etc. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion. If you need a box it will be 5 cents extra per insertion.

TWO GROCERY SALESMEN COVERING ALBERTA with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

FOR SALE

A GROCERY BUSINESS FOR SALE — GOOD stand in centre of the city of Sault Ste. Marie, doing \$30,000 a year business; good reasons for selling. Apply Box 239, Canadian Grocer.

FOR SALE—MEAT BUSINESS IN OKANAGAN VALLEY, B.C., doing good business; reason for selling, other business; a snap to the right party. For particulars, apply Box 238, c/o Canadian Grocer.

GROCERY, CONFECTIONERY AND ICE cream parlor, established business in manufacturing town. Good reasons for selling. Cheap for cash. Apply Box 235, Canadian Grocer.

AGENTS WANTED

MANUFACTURERS' AGENTS AND TRAVELERS can make good money as side-line, soliciting accounts in their vicinity from Grocers and General Stores, and send to us for collection. Reliable services. Write for proposition. Nagle, Mercantile Agency, Westmount, Que.

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

Use this page — the page that is never overlooked — from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

POSITION WANTED

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

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

HELP WANTED

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

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

GOODS FOR SALE

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

FIXTURES FOR SALE

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide

Try **MANN & CO.** for
FANCY POULTRY

Roasting Chickens, Boiling Chickens
Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

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

THE SARNIA BARREL WORKS, SARNIA, ONT.

Toronto Butchers' Supply Co. LIMITED

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

49 DUNDAS STREET. - - TORONTO


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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

AKERS
2012-11-10
KNIFE POLISH



JOHN OAKY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

LARGEST CANADIAN DEALER

WASTE PAPER
ADEL 760
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/2-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO.

Agents Montreal

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

Six Thousand Copies Sold

A recent circular describing THE GROCER'S ENCYCLOPEDIA contained several pages of commendations by wholesale and retail grocers; by manufacturers and food experts; by editors, librarians, and educationists. But even more impressive is the fact, just announced, that **Six Thousand Copies** have been sold. This is wonderful testimony to its practical money-making and money-saving value.

If YOU do not already own a copy, why not make yourself a present of one?

The Grocer's Encyclopedia is the source from which hundreds of up-to-date grocers, scattered throughout the country, are obtaining the information that is creating for them new and higher business reputation and is delighting and astonishing their customers.

Why not help yourself into the same class when you can do it so easily—merely by reading a book which you will find much more entertaining than a daily newspaper?

You will read a few lines here and an article there, and, before you realize it, you will have absorbed a great deal of knowledge on the goods you handle—you will have, at your tongue's end, interesting information that customers will enjoy hearing from you—and that will speedily give you the reputation of a man who "knows everything about all kinds of foods."

You will be surprised to observe what a difference such a reputation will make in the way that people think of you and refer to you. It establishes you as an authority in your line of business. Your word and your opinion will carry much more weight than they do to-day.

Such knowledge and such reputation are a great deal in return for an outlay of only \$10.50—the price of the Encyclopedia, delivered to you.

Copies can be obtained from **THE CANADIAN GROCER**, 143-153 University Ave., Toronto.

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

PROHIBITION **BY THE BRITISH GOVERNMENT**

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

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

BETTS & COMPANY, LIMITED

1 Wharf Road - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

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

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

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

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

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

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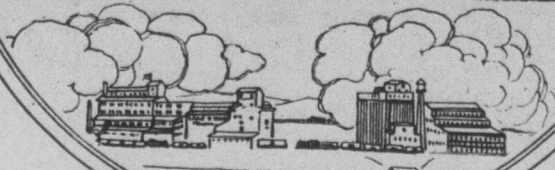
Ask Us For
**Wrapping
Papers**

10,000 Rolls and Reams
and

Twines

Very large assortment.

Walter Woods & Co.
Hamilton and Winnipeg



A Tale of Two Grocers

How it happened to Brown

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. It is sent on the 4 o'clock delivery.

5:00 P.M.—Customer 'phones for a cake of chocolate she had forgotten to order earlier. Delivered next morning at 8.

9:45 A.M. (Next Day)—Customer now 'phones for lard. Had started *baking* and ran short. Is promised immediate delivery.

11:00 A.M.—Brown called up (and down) by irate housewife still awaiting the lard. Has to send boy out with it.

* * *

Three separate deliveries that devour the profit. No goodwill.

And how Smith handled it

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. So Smith logically suggests possible need of vanilla, icing sugar, raisins and other *baking ingredients*.

Customer had *forgotten* she required extract. Also ordered shortening and a few spices.

3:45 P.M.—Customer leaves store after buying considerably *more* than she had intended. Appreciative as well for Smith's helpful suggestions.

8 A.M. (Next Day)—Smith delivers complete order in ample time for the baking.

* * *

One single delivery. Profitable sale and goodwill.

WHEN a woman orders a bag of FIVE ROSES flour, she suggests to YOU the ready sale of other baking ingredients. It is an opportunity that a good salesman never misses. When she mentions a baking ingredient, why not suggest FIVE ROSES and every other single article that goes into the oven with flour?

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal

"The House of Character"

Winnipeg

Offices in 16 Canadian Cities