

**PAGES
MISSING**

IN THIS NUMBER—REPORT OF MANITOBA R. M. A. CONVENTION.

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, JUNE 15th, 1917

No. 24

Kkovah Health Salt

The Premier
Saline Aperient.



Sole Manufacturers:
SUTCLIFFE & BINGHAM, LTD.,
MANCHESTER,
ENGLAND



A teaspoonful in
the morning makes
life worth living.

A Line Worth Pushing!

Worth pushing because it gives satisfaction always—secures the confidence of your customers—enchances your goodwill. There isn't a finer saline aperient on the market—*Britain's best.*

During the hot weather there will be a big demand—it makes a deliciously refreshing drink and there's health in every spoonful. Focus the demand to your stores—display "Kkovah" on your counters and in your windows.

If you don't stock it send your order now!

Canadian Agents:
MACLURE & LANGLEY, Ltd., Front Street East, TORONTO.

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

Preserving Season

is close at hand. Give your customer

St. Lawrence  Granulated

and insure satisfaction and
success with these jams
and preserves

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

BORDEN'S

Don't let the Campers
Trade escape you



Nothing will appeal so tellingly to the prospective camper as a supply of Borden Milk Products. Their well-known utility and great

convenience have won for them an enviable reputation in every community.

Hence a display on counter, show case or shelves will remind those planning camping trips, picnics, etc., of Borden's suitability and good, active selling is sure to result.

While the immediate profit is worth while, the increased customer-satisfaction that every Borden sale produces, means a great deal to the grocer in steady, year-round sales.

Keep your stock of Borden's well displayed and get your share of the summer demand. Order from this list—

- "Eagle Brand" Condensed Milk
- "Reindeer" Condensed Milk
- "St. Charles" Evaporated Milk
- "Jersey" Evaporated Milk
- "Reindeer" Coffee and "Reindeer" Cocoa.



Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

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

Have you tried

WETHEY'S ORANGE MARMALADE?

It has made
a hit.

Make friends of your customers
by recommending

Sani-Flush



Every housewife who knows its merit will welcome its use. Keeping toilet bowls clean and odor-free in warm weather is a necessary and disagreeable task. **Sani-Flush** makes it easy.

Tell your customers about the good features of **Sani-Flush**. Cleans the bowl thoroughly without dipping or scouring. Reaches and cleans the unseen trap. Will not injure bowl or connections.

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



The Profitable Demand

for **COW BRAND BAKING SODA** makes a display of this old-time favorite very advisable.

Its quality will justify your very best recommendation. Stock it. **Boost it.**

Church and Dwight

LIMITED
Manufacturers
MONTREAL

Before you build your home

You will save many dollars, avoid many mistakes, and add vastly to the satisfactoriness of final results if you make yourself thoroughly familiar with the book—

Building a Home

By Desmond and Frohne

These two men are editors of the *Architectural Record*, the leading paper in its field on this continent. The book is full of sound sense, and is inspiring and educational. Many fine illustrations assist the text.

The price, post paid, is \$1.65 (\$1.50 at our office). This price is as nothing in comparison with the value of the book to those planning to build.

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

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



This was the prize-winning window in the Vancouver Daily Sun's window display contest

OUT of many entries the judges selected the window trim of Geo. Payne, 24th Avenue, Vancouver, a trim conceived and carried out by a boy of 18 years.

This winning window is a striking example of the compelling power of "single" displays. There is a sales-winning appeal in the neat simplicity of this KELLOGG Product trim. All too often a window display loses its effectiveness through too many different lines being shown.

Make up a neat KELLOGG display to-day along the lines of the one here shown. The bigger sales resulting will prove to your satisfaction that single trims of KELLOGG'S are an unusual source of quick-selling and better profits.

Are you well stocked with KELLOGG'S Krumbles, Dominion Toasted Corn Flakes and KELLOGG'S other Products?

KELLOGG TOASTED CORN FLAKE CO.

Toronto, Canada, and Battle Creek, Mich.

W. K. Kellogg Cereal Co., Sales Agents, McKinnon Building, Toronto

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

All these forces working for you

Shirriff's has been a familiar friend of discriminating cooks for thirty years.

Its reputation for quality extends all over Canada.

Shirriff's True Vanilla

is 50 per cent.
stronger than
Government
requirements

It is made from the best vanilla beans the world produces (Mexican).

Our secret process brings out ALL the flavor.

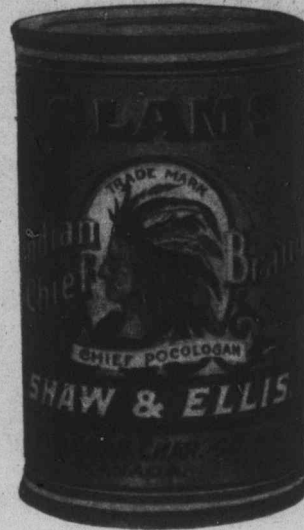
Add to these special selling advantages your own selling forces and the result is profits worth while.



Imperial Extract Co.
Toronto

INDIAN CHIEF BRAND CLAMS

Always Reliable



Prepared and packed ready for market the same day they are taken from the Clam beds. By so doing they are always put into the cans fresh and new.

Another thing is, in our new and up-to-date factory, the most careful attention is given to having the work done in the most sanitary manner.

Order from your Jobber.

Packed By

SHAW & ELLIS
Pocologan, N.B.



Wonderful Soap is an easy seller

The neat red label will help you to make nice attractive displays and after a first sale you'll find repeats coming in steadily.

The profits are worth going after. Stock up now.

Another good line is "Crystal Soap Chips."

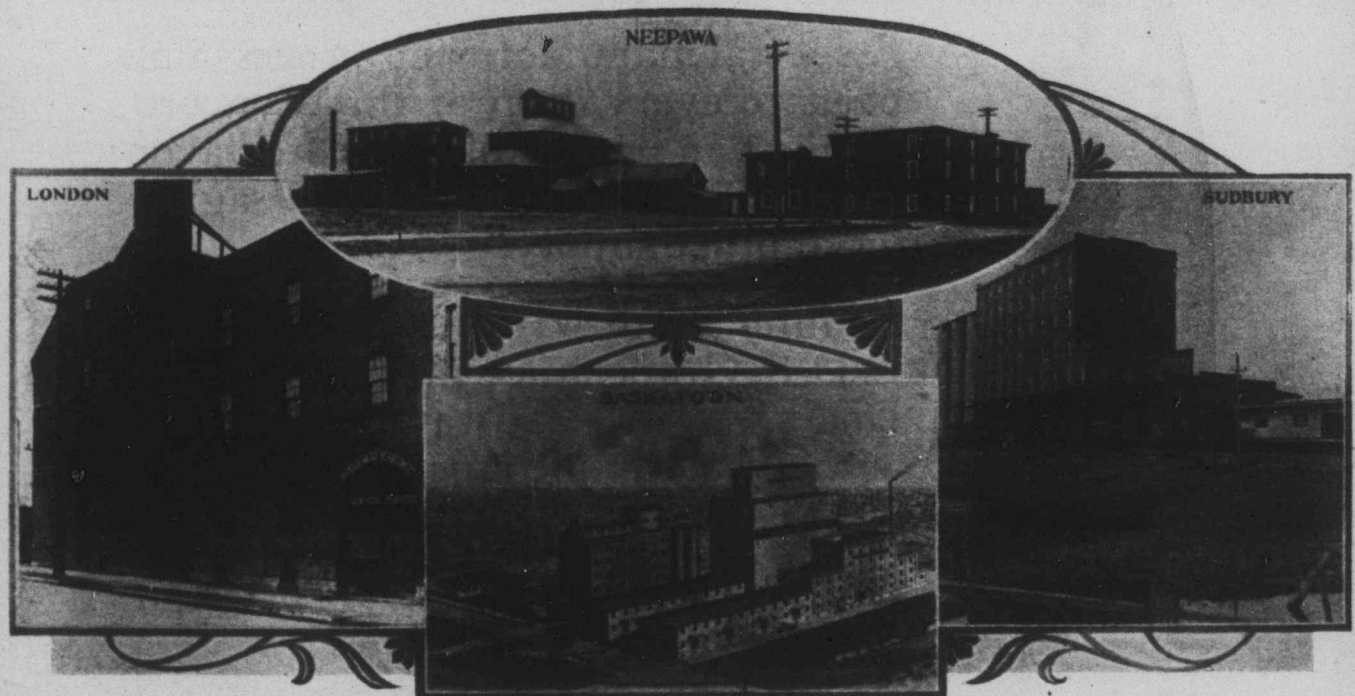
Guelph Soap Co.
Guelph, Ont.

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

THEN, NOW AND SOON



Our plant at Peterborough, on the night of December 11th, 1916.



As at present equipped to handle business on Quaker Oats, Tillson's Oats, Quaker Flour and Victor Flour, etc.

We have now commenced rebuilding at Peterborough a plant which will be the most modern and complete Cereal and Flour Mill on this continent.

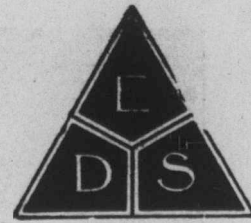
The increased cost of building at this time will be great, but we put first the need of serving the Canadian and British trade in the most efficient manner.

We shall endeavor to post you of our progress from time to time, believing you will be interested.

The Quaker Oats Company

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

DAILY SALES and BIG PROFITS



are the rule when you display that most popular of all summer drinks:

E. D. S. GRAPE JUICE



*Made in
Canada*

A special manufacturing process imparts to every drop of this Concord Product an irresistibly delicate flavor that brings the customer in again for another supply.

Counter and window displays of E. D. S. Grape Juice pull big results. Don't let the "heat wave" catch you without an ample stock to meet the big demand that is ever growing.

Order now and get your share of this profit making business.

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

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

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

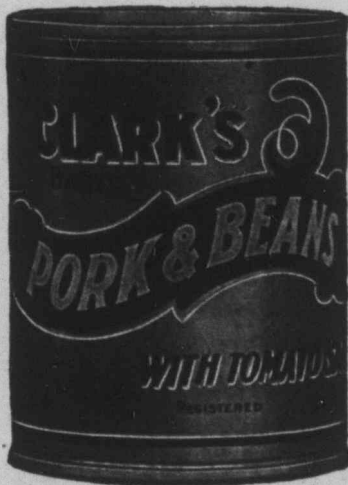
CLARK'S

You realize, Mr. Business Man, that reputation is built upon quality and that your best advertising agent is the "sale" of quality goods.

Clark's



PORK and BEANS

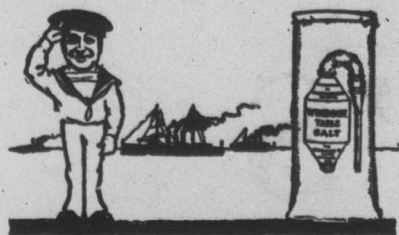


We also think you realize that Clark's Pork and Beans are THE quality Beans and the best of BUSINESS BUILDERS.

Keep your stocks to Standard.

W. CLARK, LIMITED
MONTREAL

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



The World's Best

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocer's esteem, than

Windsor Table Salt

Made in Canada

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED



It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Write us for free sample cake and particulars.

Gleba Polish Company

Oshawa, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

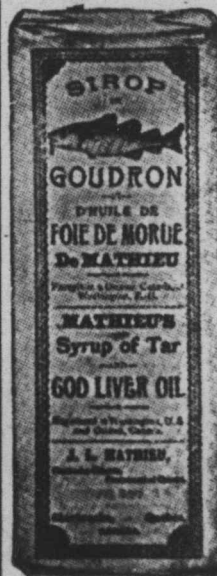
GELATINES

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

SOLE AGENTS FOR CANADA

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

Lots of Your Customers Require Mathieu's Nervine Powders



Mathieu's Syrup of Tar and Cod Liver Oil—a splendid body builder.

and will appreciate your suggesting this effective cure for headaches, neuralgia, etc.

Mathieu's Powders are perfectly harmless. They contain no dangerous drug, such as opium, morphine or chloral, and can be strongly recommended to everybody.

J. L. Mathieu Co.
PROPRIETORS
SHERBROOKE - QUEBEC



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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

F. D. COCKBURN

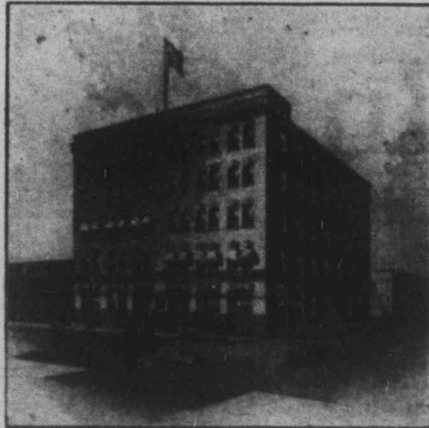
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue East, Winnipeg

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



Western Representation

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

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

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East
WINNIPEG

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

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WESTERN PROVINCES

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers Agents

Do you want the services of a live firm to sell your line in the West? Then write us.

402 Chambers of Commerce, Winnipeg

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent.

We can handle a few more good lines. Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE

from

COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET

WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

Kindly mention this paper when
writing to advertisers.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. 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 with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

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

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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The REGINA STORAGE & FORWARDING [CO., Limited
 Halifax and Sixth Avenue, REGINA, SASK.
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

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**

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

KINDLY MENTION THIS
 PAPER WHEN WRITING
 ADVERTISERS

Boutilier's "Golden"
 Finnan Haddies
 Also
 Herring in Tomato Sauce
SOMETHING NEW —
 "Golden" Lobsters in ½ lb. flats. Nothing better on the market.
GEO. ADAM & CO.
 410 Chamber of Commerce
 WINNIPEG

Why Not Increase Your Income

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

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

The MacLean Publishing Co.
 143-153 University Ave.
 TORONTO, ONT.

A quick turnover and a neat margin of profit

With a supply of BULL DOG BRANDS in stock you will be in a splendid position to meet every cleaning requirement of your customers.

There are 19 sellers in this quick-selling line and every one is a winner. Try them out.

"WE CLEAN UP EVERYTHING."

The Jno. B. Paine Company
 Factories at Toronto and Winnipeg
 Agents:
 Mowat & McGeachy,
 Saskatoon. Oppenheimer Bros., Vancouver

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

POTATOES

in
GOOD DEMAND

What have you to offer?
Get in touch with us at once.

WHITE & McCART, LIMITED

Fruit Brokers and Distributors
TORONTO ONTARIO

Phone Main 2319

Reference: Dominion Bank, Toronto, Ont.

Maclure & Langley, Limited

Manufacturers Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

Loggie, Parsons & Co.

Merchandise Brokers and
Manufacturers' Agents

Grocery and Drug
Specialties.

"We cover Canada 3 times a year."

Foy Bldg., Front Street W.
TORONTO ONTARIO

W. G. PATRICK & CO. Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

Gallon Apples

Fancy and Choice
Seeded Raisins

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

The HARRY HORNE CO. 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.)

Hamblin-Brereton Co., Limited

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties.

H. W. Ackerman

BELLEVILLE ONTARIO

COVERING PORCUPINE DISTRICT

Agent with headquarters in Timmins, calling on
mines and retail trade, wants number of other
lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont.

W. F. ELLIOT

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

FORT WILLIAM, ONT.

Established 1909.

OPEN FOR AGENCY FOR THE CITY OF OTTAWA

Satisfaction Guaranteed.
Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

A Salesman Always on the Job

IT is the constant dropping that wears
the stone away. It is the constant
knocking at the door of attention and
favor that in the end gives you ready
access to the good-will of buyers of your
merchandise.

You can keep up a constant knocking—a
bid for attention, a reminder of yourself,
a spokesman of your message—this by
using regularly

The FARMER'S MAGAZINE

No man whose customers and should-be
customers are farmers should be absent
from their attention. Their will and pur-
pose to buy may mature at any time. The
salesman on the spot stands the best
chance to get the order.

All this you know, but—do you live up to
the behest of your knowledge?

Let us tell you more about The Farmer's
Magazine in a special letter.

*N.B.—Objectionable advertising not
accepted. Both editorial and adver-
tising columns are closely censored
to keep them clean and decent.*

Published by

The MacLean Publishing Co., Limited

143-153 University Avenue, Toronto, Ontario

One Inch Space
\$1.00 Per Issue
on Yearly Order.

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

**ROSE & LAFLAMME
LIMITED**

Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

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

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

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. TANQUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. QUEBEC CITY

**Trade Papers are
Pioneers of Business
Expansion**

SUCCESS COMES THROUGH KNOWLEDGE

TO know all about your business means more profits and bigger business.

THE GROCERS' ENCYCLOPEDIA

was compiled by specialists who spent years of toil and spared no expense to make it worthy of a permanent place on your desk.

Full information on practically every article handled by the grocery trade is given in such a manner that it is never forgotten. Contains a complete food dictionary in five languages: English, French, German, Italian and Swedish.

SEND FOR A COPY TO-DAY

It cost \$50,000 to produce and contains 748 pages on 1200 subjects, with 500 illustrations, 80 full-page color plates, printed on heavy calendered paper, and bound in strong buckram to withstand hard usage. The cost is comparatively small for such a comprehensive volume.

ONLY \$10.50, ALL CHARGES PREPAID

Send Your Order to

MacLean Publishing Co., Book Dept., **143-153 University Avenue**

Toronto, Canada

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

WAGSTAFFES'

New Season 1917

Strawberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

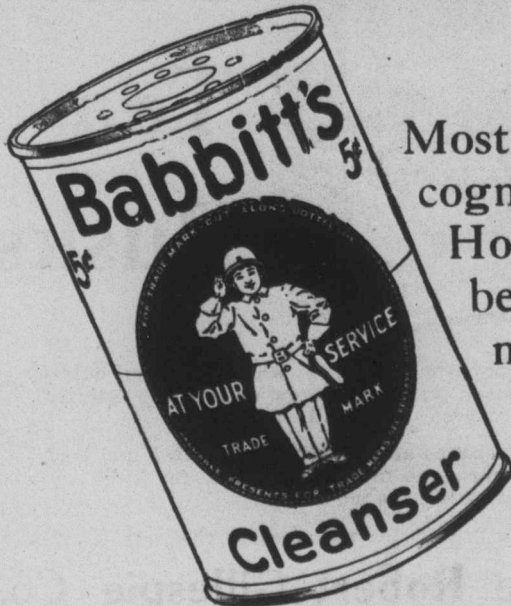
Pure Fruit Preservers

HAMILTON, CANADA

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

Are you acquainted with this selling proposition

?



Most Grocers know Babbitts. They recognize it as a real "snappy" line to feature. Housewives the country over know it to be the biggest cleaning value on the market—*a 10c. can for 5c., 100% satisfaction and Premiums for Trade Marks.*

If you are not selling Babbitts get a trial supply now and begin at once.

WM. H. DUNN, Limited, Montreal
General Representatives for Canada

DUNN-HORTOP, LIMITED, TORONTO, SPECIAL AGENTS

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

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

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

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

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

ONLY \$10.50, DELIVERY PREPAID.

Send your order to Book Department

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

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

You should sell

REGINA BAKING POWDER

It's a big favorite with every woman who has ever tried it. Put up in 16 oz. tins only. Retail at 50c per lb.

Keep a stock displayed and note the "repeats."



The Robert Gillespie Co.
WINNIPEG, MANITOBA, Agents for Canada

The New Breakfast Food



Dutch Tea Rusks

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.
Agents for Canada

NORWEGIAN BRISLING Not to be mistaken for Sild, or what you buy as Sardines!
(SARDINES)
THE FISH THAT MADE STAVANGER FAMOUS!



A/s NORWEGIAN CANNERS EXPORT OFFICE
STAVANGER (Norway)

Apply: Standard Imports, Limited, Montreal

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

If you have failed to put

OCEAN BLUE

in your window; if such a QUALITY article is out of sight; if your clerks omit to mention Ocean Blue, many of your customers will buy it elsewhere. They get the impression that you don't stock Ocean Blue, and buy from other dealers.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba, Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

You can guarantee it

Every leaf in the Red Rose Tea package is—

**Pure,
fresh,
clean,
full flavor
full strength.**

We guarantee it. You, in turn, can guarantee it to your customers.

When offered a *bargain* in tea get a sample of it first and test it, as owing to the scarcity of tea a lot of stuff is going around that is very poor, and

China Congous are being mixed in with other teas to cheapen them.

The honest opinion of any tea expert will be that the quality of Red Rose has been strictly maintained through all these market changes. Surely a safe tea to hand out to your customers.



Quality and Prices that will interest every customer

Here are three delicious Canadian - made table favorites:

*H-G Sauce,
E-P Sauce, and
Ta-Bell Vinegar.*

Send for samples. Get your customers acquainted with the unequalled goodness of these lines. Then you'll find the demand steady and the profits worth having. Order now and support Canadian enterprise.



The Canada Sauce & Vinegar Co.

519 King St. W. - Toronto

It's easy to sell because it's needed in every home

Here are a couple of good sellers from the big line of good-looking, useful pottery we are offering the trade. Send for our complete illustrated list.



Preserve Jars
(With Stone Covers)

	Per doz.
1/4 gal.	\$1.15
1/2 gal.	1.50
1 gal.	2.00
1 1/2 gal.	2.50
2 gal.	3.60
3 gal.	5.00
4 gal.	6.50

Black Top Tested Shoulder Jugs.

	Per doz.
1/4 gal. Imperial	\$ 1.02
1/2 gal. Imperial	1.53
1 gal. Imperial	2.04
2 gal. Imperial	4.08
3 gal. Imperial	6.12
4 gal. Imperial	8.16
5 gal. Imperial	10.20

Jar can be made air-tight by sealing with wax.

The Toronto Pottery Co., Ltd.

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

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



Let this card help you Your stocks of Keen-Colman Products will move more rapidly if you get one of these handsome show-cards working for you. Ask us to mail you one. Hang it where it gets the eye—then watch your stocks diminish. Write for that card now.

Magor Son & Company, Limited, 30 Church St., Toronto, 191 St. Paul St., Montreal



The Sugar that every housewife likes

The peerless sweetening qualities of *Royal Acadia Sugar* have met with unstinted approval from the most particular housewives.

Every quality grocer should make a point of featuring this splendid line. A trial order will convince you of its selling value. Try it out.

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

The Acadia Sugar Refining Co.
Halifax, Canada Limited

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, JUNE 15, 1917

No. 24

Manitoba Retailers Meet in Winnipeg

Enthusiastic Welcome by the City Greets Delegates — Speeches of Welcome Open Session—President Rannard's Earnest and Forceful Address, Deals Broadly With Issues More Than Province-wide.

THE Third Annual convention of the Manitoba branch of Retail Merchants' Association convened on Tuesday morning, with a very fair gathering of delegates in attendance. The morning was spent in getting acquainted. The formal session of the conference started on Tuesday afternoon with President C. F. Rannard in the chair. His Worship Mayor Davidson extended the welcome of the city to the visiting delegates in some happily chosen words in which he lauded the work being done by the Association. President G. W. Markle of the Winnipeg branch, on the part of the local association added the welcome of the different members of the trade resident in Winnipeg to their visiting fellow workers.

Horace Chevrier, President of the Dominion Association replied expressing the appreciation of the Association as a whole of what the different Associations were doing, and meeting particu-

larly the beneficial activities of the Manitoba Association one of the newest among the Provincial Associations.

Some other members spoke in appreci-

ation of the welcome of the city of Winnipeg and the local Association, after which President Rannard gave his official address.

President Deplores Party Feuds

Address of President Manitoba Branch Retail Merchants' Association—Prohibition Has Helped Trade in Manitoba.

PRESIDENT RANNARD, in his address, referred to the deplorable petty partyism at Ottawa, which has been seriously interfering with Canada's progress in the war. He intimated that the true feeling of the general public in Canada is not being reflected by the country's representatives at Ottawa. The situation, he declared, appears especially deplorable to business men. President Rannard also referred to the excellent results of prohibition in Mani-

toba. He explained how drunkenness had decreased — how business had been improved—and how children in the schools in the poorer districts of Winnipeg are better clothed since prohibition went into effect a year ago. President Rannard urges the extension of the cash system in the West. He also urged merchants to make a closer study of the needs of the public. President Rannard's address follows:—

When you honore'd me first two years ago



View in Portage Avenue, one of the show streets of the Convention City.

with the office of President of this Association, Canada had already been in the grip of the greatest war in human history. The first flash of war activity was over and her resource power was being called upon. But although this was true the past year has been a period of real testing. It speaks well for the calibre and largeness of our men that Canada has passed through this period with credit and faces the future with a determination to do all, and to bear all, in the name of Liberty and Right. We have almost forgotten our old differences and we find that in the matters that really count at this moment—the vigorous prosecution of the war to a victorious ending—we are one in intention and desire. This unity among the people should be reflected in the Parliament at Ottawa. All party feuds and griefs should be forgotten and new issues not related to the war should be allowed to stand until we complete the task in hand. But while party spirit is low in the country it burns high at Ottawa and the great and pressing business, which calls for all our energies, has to wait until wretched partisan wrangles are settled. It is a situation that must appear specially deplorable to all business men. Cannot we expect that our leaders will give us a National Government composed of the very best men that can be selected in Canada, with one spirit of co-operation and patriotism so that our Canada's splendid record in the war to-day may not be blemished by any failure in the final phase of this terrible struggle.

The true men of our country have given themselves heart and soul to their country's need. Many have paid the supreme sacrifice in the firing line. Of those, truest of all patriots, we express our deepest appreciation.

Many Canadians are not yet awake to the fact that this war has gone to the length of a grim death struggle. One speaker who came from the battlefields of France gave this advice, "Take five minutes each day to think as hard as you can what this war means to you." I would add to this, try to conceive, if you are not of craven heart, what defeat to Canada would mean. Think!—think hard—victory is far from certain. England and France are in a death struggle even though the United States has entered the war as their ally. In the name of all that you hold sacred do not deliberately refuse to realize that this is your war. And the Retail Merchants' Association, now assembled, must recognize this tremendous fact.

In view of recent events our Government throughout the Dominion must be urged at once, to take drastic measures to the utmost limit of the law to punish all treasonable conduct of individuals or organizations. This would have a salutary effect upon the confused and hesitating attitude of certain peoples of this country in this time of crisis through which we are passing.

I recall, how during the Civil War, President Lincoln dealt with Congressman Vallandigham, an anti-draft and "Peace at any price" exponent. Vallandigham was court martialled for his conduct and sentenced to imprisonment, but Lincoln, exercising his war powers, ordered Vallandigham sent to the enemy's lines. At Murphysboro General Burnside carried out the command, and the anti-draft advocate was sent across "No Man's Land" to the enemy. I am convinced that to-day the same punishment should be meted out to anyone who opposes any effort to win the war. This may, possibly, seem rather radical but it is now opportune for us to speak out in this time of stress and tragedy.

Again, this war demands that the nation put its shoulder to the industrial wheel and concentrate on necessary work only. The sooner the public gets over the idea that we want "business as usual" during this great war the better for all. We must drop all unnecessary work and expenditures immediately and concentrate on the immense volume of work that has to be done. Business should get rid of any foolish fears

that economy would bring on a general paralysis of industry and trade. There is no danger of not having work for everybody. The trouble is that there is more work in sight than can possibly be done, and the question is whether we shall cut off luxuries or necessities.

By thrift and self-sacrifice, bravery and determination, the war will be brought to the successful conclusion desired. All we want out of this war is a victory which will guarantee security and the liberty of democracy that will light the future years as a star of the first magnitude or, even as the sun lights the heavens. And we have the will to get that victory, because we have set our teeth to win no matter at what cost.

Again, this struggle has emphasized the alarming labor unrest in the country. I would suggest that we plan to eliminate labor disputes during the war by creating nation-wide machinery for mediation. This could be brought about by co-operation, influential employers, and labor representatives, in every industrial centre being formed into an organization to co-operate with Federal and Provincial mediators with the object of influencing employers and union



C. F. RANNARD.

President of the Manitoba Retail Merchants Association.

leaders to submit to arbitration. They would have no Government authority but I feel confident that such influence would guarantee mediation in most cases.

Do you know greater production is being hampered by organized effort on the part of our pro-enemy?

This would be fashioned after Britain's method with labor. The British Government Act provides there should be no stoppage of work upon war munitions and related industries, but all differences shall be arbitrated. Women are employed where no men are out of work and must receive equal pay. The Government agrees that the places of men will be returned to them after the war. Munition workers are enrolled as munition volunteers and are assigned by the Government to the various parts of England.

Landlords are prohibited from raising rents, and employers from reducing wages of pensioned soldiers who have returned to their former employment. The Government joins with trade unionists in their opposition to child labor on the ground that if the war were won under those conditions it would be really lost as future generations would be destroyed. As to the wages, these should be increased according to or in proportion to, the increased cost of living,

but we must remember that the high cost of living is largely caused by all demanding more for their services.

Prohibition Helps Trade.

But although the war looms so largely on our horizon there are other things we cannot refrain from mentioning. This is the first anniversary of prohibition in Manitoba. What a good year it has been! This improvement is evidenced in larger stocks on merchants shelves, and quicker returns. Accounts have been paid more promptly. Also, it has been noted by many school teachers in the poorer districts in this city that the children have come to school better clothed and better fed. But this is not the only improvement. How rarely to-day do we see a man the worse for liquor on our streets? Our jails have been so empty this year that the cells have been lonesome. It became a double punishment to be there. Manitoba—for the eleven months' period from July, 1916, to May, 1916, drunks numbered 3,223. From June, 1916, to April, 1917, the last month for which reports had been completed, the total was 724 drunks listed, a decrease of 2,400, or, in other words, a decrease of from 9 per day to 2 per day.

It has been said that to pass legislation is one thing but another thing to administer it. These statistics, however, show how well the law has been administered, and it is only fair to say to the Government, and those who are charged with the direct responsibility of enforcing the act that they have our thanks and confidence. I am sure that intoxicating liquors sold over the bars will never be allowed in this country again. This association cannot do otherwise than place its stamp of approval up the inestimable good resulting from prohibition during this past year.

Drink has killed millions. Prohibition will save millions. Can you imagine what this will mean to our country in the future? I leave you to answer the question.

Our industrial and commercial system depends upon the people for existence. Each individual enterprise, be it farming, mining, manufacturing, wholesaling or retailing, depends for its success upon how well it fits into the great human economy and how well it serves its immediate community of customers. The unsuccessful store or factory is one that adopts a policy which does not conform to the harmony of the entire system or which does not serve its customers in the way they want to be served. Society notifies such that the right kind of service is not being given by cutting down its custom and thereby cutting down its profits.

Attempts may be made to overcome these weaknesses but in the long run people for whom our whole commercial system exists will eliminate that part of the system which is responsible for holding the price much above the cost of producing and handling. They will cease to trade with the merchant whose advertising on goods is dishonest and will buy as little as possible from the salesman who does not treat his customers with courtesy, or who does not serve them as they want to be served.

It is important that we get a clear conception of the social function of selling. It must never be forgotten that business is intended to serve the people and that the people are not to serve business. It is for customers that you and I are working. It is the customer which you and I are to please. Satisfactory service to customers is the keynote of good salesmanship.

Efficiency is the Watchword of Modern Merchandising.

Scientific management is being introduced into the industrial field and because of this the cost of production will be reduced to a minimum. The principles which are being applied to farming and manufacturing can be successfully applied to the distribution of merchandise. Modern retailing requires careful study owing to the growth of a number of special problems. Dealers can-

not afford to overlook the problems which they are facing in the competition among themselves, competition with neighboring towns, competition with distant cities, competition with the various "direct to consumer" movements being promoted here and there. Rising prices due to the increased cost of raw materials have reduced the scale of net profit.

Cash vs. Credit.

Every merchant should make a study of whether he can best serve his customers by cash or credit. I would urge upon you the desirability of the united effort to speed the day when retailing in our Western Provinces will be on a more cash basis. Credit was necessary when the West was in the making but it has encouraged men to assume a load of debt beyond their capacity. It has caused a heavy loading of interest—bad debts, and the indirect cost of resulting inefficiency of retail service. The banks have taken the initial act to encourage the farmer in cash buying.

We can help solve some of these problems ourselves but we must seek assistance from other sources as well. If we find obstacles are placed in the path of our progress by any other branch of business we must make every effort to overcome them. Each part of our system of distribution will have to justify its existence on a basis of practical economy. Failing this it will have to step aside.

Then again demands of the public for greater variety and increased service call for advanced knowledge in merchandising and show our need for a system which will provide intelligent help in selling. Would it be safe to say that this problem would be solved through our public school system, the high school, and the university? Salesmanship and the general principles of retailing should be taught in our educational institutions. Some provision should also be made by which men now engaged in business could attend short courses in modern merchandising.

The merchant must be an asset to the community. He not only is the right medium for the distribution of merchandise but he should so impress the public that he is filling his position in that respect so that they in turn will give him their support. The successful merchant will support to the best of his ability the local newspapers, churches, schools, and every good organization that helps to build up the community. We recognize to-day better than ever before that we are to render satisfaction to our customers and obtain for ourselves that profit to which we are entitled. This means that we must buy right, advertise right, sell right, and adopt a general store policy that is right towards our customers.

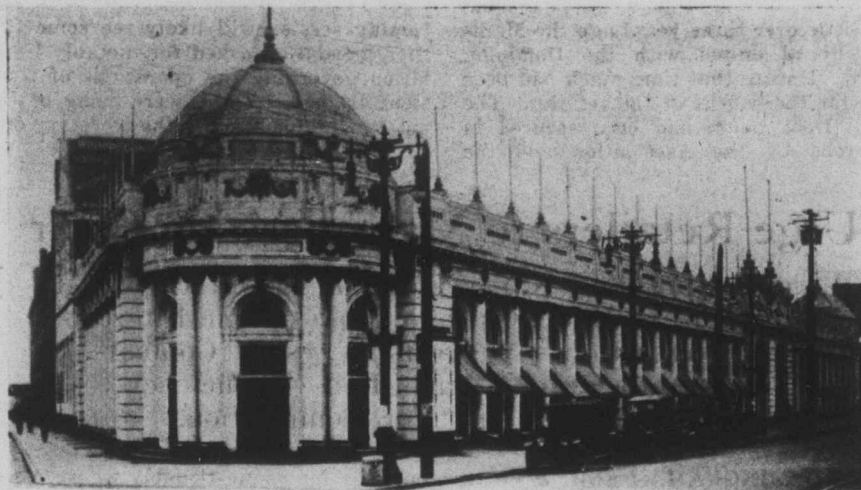
In addition to the problems already mentioned a consideration must also be given to securing uniformity in taxation. You know, and I know, that our present system of taxation has favored big business to such an extent that it stands condemned. We are entitled to no more, and we should receive no less. In the conduct of our business as retail merchants, we simply ask that there be uniform conditions fixed for all engagements in the retail business.

What I have said regarding taxation also applies to business in general. I am informed that rural municipalities make practically no effort to recover licenses from hawkers, pedlars, and transient traders. We must demand a change by which no special favors are granted to any class of business men. We should have no great difficulty in having these requests granted as we have right on our side.

Another problem will be that of insurance.

You have been requesting for some time the starting of our own mutual fire insurance.

The organizing of a mutual fire insurance company is not difficult. Our provincial law makes this easy. It requires the securing of a charter and at least thirty members guaranteeing \$50,000, of insurance.



The Industrial Bureau, Winnipeg, where the Convention is being held.

This, then, is on our program, as you will notice, on Thursday, and I hope that the Merchants' Fire Insurance Association of Manitoba will have become an actual fact.

Daylight Saving.

Again, no doubt, you will have all noticed by the papers that the Government has decided to put into force daylight saving throughout the Dominion. This is one of the things for which this Association has always stood and now heartily endorses the act of the Government. We would urge that the day for putting forward the clocks be set as early as possible.

These problems which I have mentioned are but a few of the many which are entitled to our consideration but which lack of time prevents me from bringing before your notice. However, I think I have shown that the scope of the Retail Merchants' Association includes more than merely selling an article over the counter.

We are fast passing by the day when the true picture of a business man was one who sat behind the windows of the great buildings that front our thoroughfares with his hand on the throttle of his community's, or his country's, industry, with every nerve and faculty alert to detect in the ceaseless roar about him the least sign of deviation from the path he is forcing commerce to take.

Too many men to-day are atoms tossed by the unremitting tempest of business interests instead of being the force behind the tempest. In other words, business rules their lives. Business is the utmost limit of their horizon line. Their gaze is on the sordid rather than supernal, the scum rather than the sky, the low rather than the lofty. Every being with whom they deal is measured by the business standard alone. The possession of dollars, or the lack of them, is all they can see. But even in business we are recognizing that there is more to the individual than just the dollar value, and the call for the public spirited business man who can realize this fact is ever insistent.

It is the man who answers this call that will feel the truth of the fact that every business transaction makes for better or for worse in the community. Retailers must be champions—driving dishonor from business.

The towers of our new and expanding commercial enterprises rocket up into the sky and herald new eras of business. But if they do not at the same time spell for the community, further humanitarian advancement, they fail in their high calling.

The multiplied wheels of industry whirl and sing of the country's life. But if that song is to be the nation's heart-throb it must have in it the note of a happy people, because that industry is honest and four-square to the world.

Every home of industry must be, not only a monument of commercial enterprise, but

a Statue of Liberty signifying to the world the larger life that such institutions bring to the people. Only is a country blessed by its commercial enterprises when it is not ruled by them but lifted, not enslaved, but liberated.

The members of this Retail Merchants Association are nerve-ends of a great business organization reaching out and touching the people. They are the mediums between large interests and individuals. Because of this they can be the means of bringing these together as factors in the country's upbuilding rather than factions hindering its progress. And the great work of bringing about the solidarity of the nation we, as an association, can be a powerful influence if, in this way, we act the motto, "Not dollars only but brotherhood"—a brotherhood that would make ours a Great Manitoba—ours a Great Canada—ours a Great Empire.

PROVINCIAL SECRETARY OUTLINES THE BENEFICIAL ACTIVITIES OF THE ASSOCIATION

The report of the Provincial Secretary, J. H. Curle, dealt at some length with the general history of the Retail Merchants' Association, outlining its development from the early days of the first Association in Toronto, to the Dominion-wide Association, with its vast membership and its unquestioned power to serve the merchant. All through its history the Association had championed the cause of the merchant, beginning with the reform of the Assessment Act in Ontario, the activity of the Association was one long series of activities for the betterment of business conditions. Notable among the advances made was the fighting of the trading stamp evil, a long and serious fight in the interest of both retailer and manufacturer, that only ended when the Dominion Trading Stamp Act was placed on the statute books. The Gold and Silver Marking Act was another triumph for the Association. The Pure Food Act was also so amended at the insistence of the Association that it was now possible to enforce the law against adulterations. As a protection against unscrupulous merchants, the Association fathered the False Advertising Act making it a crime under the Criminal Code to make false statements in any advertising. In these ways the Association has protected not only the honest dealer but the customer as well.

A little over three years ago the Manitoba Board united with the Dominion Board. During that time much had been done for the benefit of the retailer. The Small Debt Court had been secured in Manitoba by the Association and the

coming session will likely see some further legislation asked for, notably legislation governing the operations of transient traders. These were some of the outstanding points that the secretary outlined in his report.

Urge Retailers to Make Position Clear

Were Getting Bad Name Through Ignorance of Consumer—E. B. Moon, Chicago, Makes Some Interesting Suggestions—Suggests Ways of Combating Mail Order Competition—Inefficiency a Stepping-stone For Competition.

WR. INGRAM, of Swift & Co., a representative of the Manufacturers' Association, in addressing the convention, placed the onus of blame for the high cost of living on the general war conditions, and fully exonerated the manufacturing classes from the stigma of undue profiteering. He urged that every available method should be used for cutting down the cost of doing business and spoke favorably of the Cash and Carry system that was gaining such a hold in certain sections of the United States and even in Canada. He contended that the main reason why the public blamed the retailer for the high cost of living was that the retailer had made an effort to show the public generally just where the increases arose. The dealer should be able to discuss intelligently every phase of the situation and so free themselves from the stigma of having been the reason for the increased charges.

E. B. Moon, of Chicago, speaking on methods of meeting outside competition, laid great stress on the item of advertising. He thought that in meeting the incroachments of the mail order house the dealer could not do better than take a leaf out of their book. They might with advantage to themselves pattern their advertising on the alluring and enticing phraseology of the mail order catalogue. He also urged the extensive use of private mailing lists, that should tap the whole community, not forgetting to place on this list the names of children, who were among the most diligent readers of such circulars and could be counted on to do their part in the matter of furthering this advertising campaign. Another suggestion made by Mr. Moon was that grocers should buy a car of sugar at preserving time, selling at practically cost, making up on other lines of goods sold for the lack of profit in this one line.

Dealing with the other phases of business, Mr. Moon stated that it was impossible to overestimate the necessity of knowing the actual cost of doing business. The failure of so many grocers to pay sufficient attention to this great essential of their business was making it easy for the inexperienced to do business, and thus raising up an element to compete with themselves. The days were coming, he contended, when the man who did not pay attention to this side of his business would not be able to continue in

business for unquestionably we were seeing the dawn of a new efficiency in retailing. He urged in conclusion the ser-



J. H. CURLE,
Secretary of the Manitoba Retail Merchants
Association.

vice that could be given by the traveler in training the merchant in the knowledge of the goods handled.

COUNTRY NEWSPAPERS NEED SUPPORT

Merchant Who Does Not Advertise Is Handicapped—Good Will of Customers Is a Great Necessity

ON Wednesday afternoon, W. J. Keyes, of the Kelvin Technical School, delivered an address on "Better Business," country newspapers and retail merchants working together. The address in part follows:—

"Every man in business needs the service offered in the columns of the live newspaper if he wishes to develop his interests to the maximum. It is true that there are men who have made fortunes without advertising—but why try to labor under so great a handicap?

The time when everybody will know about you will never come. The audience of the business man is a constantly changing one. You have got to tell people who and where you are and what you are offering. And you have got to keep on telling.

If you are a good merchant, the biggest investment you have is not in stock, but in the good-will of your customers and good advertising, backed by good business methods, is a short cut in obtaining good-will.

Big Corporations Advertising.

The big corporations—corporations who have what appear to be monopolies are spending hundreds of thousands of dollars every year for good-will—such firms, for example, as the Bell Telephone Company, the Pullman Car Company—even your old friend the American Sugar Refining Company, from its receipts of the fiscal year has set aside \$1,000,000 as part of its reserve for advertising purposes.

This is probably the first time that a corporation has recognized advertising as a fixed liability on the same basis as insurance, betterment, depreciation and pensions.

This new departure puts advertising in newspapers and in magazines in its proper place in business estimates—not as a contingent or fluctuating item, but as a necessary permanent fixed charge, inseparable from the proper conduct of the year's output and sales.

Results of Advertising.

Kitchener's Army—the army that gave us time to prepare to do our bit and take our place in world affairs, was raised through advertising. Seven thousand recruits were brought into the British War Office shortly before the war broke out by advertising at 57 per cent. on the cost of old methods of recruiting.

At Dublin, a most difficult recruiting centre, the previous recruiting rate was doubled in a fortnight.

The first British war loan of three hundred million dollars was subscribed for in two weeks through advertising.

The Admiralty put on an advertising campaign that increased recruiting in that branch of the service from an average of 100 a week to an average of over 1,000 a week.

The successful experience of the Dominion Government in advertising for settlers, in stimulating the demand for Canadian fruit, fish and other products, caused it to turn to advertising as the means of marketing Government war bonds and loans, and in each case the issue was over-subscribed—in the case of the last issue the books were open only two weeks. Sir Thomas White asked for \$150,000,000, and advertising brought him requests for over \$100,000,000 more than he asked for, and I do not think it will be long before provincial governments and municipalities will take advantage of advertising's economical salesmanship to market bonds and debentures.

Japan is advertising various lines—tea, for one—to promote a better feeling for that country on this continent.

Examples of Advertising Successes.

The foregoing data may give you the impression that advertising is for governments and large manufacturing concerns only. That it is not for the merchant—but the reverse is the case. Thousands of merchants found the secret of successful advertising long before the large corporations discovered it. That wizard of merchants, John Wanamaker, sold the entire edition of the Century Dictionary and Cyclopaedia (a work in ten volumes, for which the purchaser had to pay from \$80 to \$120 a set) by advertising, and those of you who have had experience in selling books will appreciate the magnitude of that undertaking.

A knife grinder in Cleveland started in a small way. He has been able to buy a new cash register every year since starting business, and each time a larger one, because he has been able to put an edge on his advertising as well as cutlery.

Seven brothers operate a wholesale plumbing establishment in Cleveland, and by their unique business methods keep their books

(Continued on page 29).

C.M.A. Convention in Winnipeg

Forty-sixth Annual Convention of Canadian Manufacturers' Association — Appointment of Inland Trade Commission Not Likely — Knowles Bill Beyond Policy of Government—Workmen's Compensation—Railway Tariff Increase Unopposed.

ECONOMIC questions of great import were the subjects of consideration at the forty-sixth annual convention of the Canadian Manufacturers' Association, held at Winnipeg for three days, from June 12 to 14. With five hundred members on hand, representative of the manufacturing industries of the Dominion, the convention was fittingly opened by a short address from the president, Colonel Thomas Cantley, of New Glasgow, N.S., whose allusion to the great war shadow under which the association was met, expressed adequately the spirit of the whole convention.

Inland Trade Commission

The question of the establishment of a Commission of Inland Trade was extensively dealt with in the report of the Legislation Committee, for early in the year the Association was invited by the Retail Merchants' Association and the Wholesale Grocers' Guild to be represented on a delegation which these bodies were organizing to wait upon the Government for the purpose of urging the establishment of a Commission on Inland Trade.

Through a sub-committee which attended some of the conferences which preceded the interview, the committee found that the movement owed its origin to two things: first, the investigations that had been commenced by the Minister of Labor under the price control Order-in-Council of November last, into the methods of merchandising practised by the wholesale grocery trade, particularly in connection with sugar; and second, the introduction of a bill into the House of Commons by Mr. Knowles, of Moose Jaw, to amend the Criminal Code by making it an offence punishable by three months' imprisonment or a fine of \$5,000, or both, for any manufacturer, wholesaler, merchant or dealer to sell his goods under any form of resale price agreement.

This bill, if passed, it was contended, would affect practically every trade-marked article or commodity that is nationally advertised as purchasable through the retail trade or through agents at a fixed price, such as automobiles, pianos, agricultural implements, canned goods, toilet preparations, and all kinds of grocery and hardware specialties. So serious was the interference which it threatened with the businesses of a great many of our members, that the committee was deluged with letters, requesting that prompt action be taken to ensure its defeat. From the beginning, however, the committee felt that the bill need not be taken too seriously, because of the fact that it went far beyond the policy which the Government itself had

announced for the purpose of protecting the public against abuses of price fixing and exorbitant profits, and could only be made operative by over-riding an Order-in-Council which the Government was administering with a good deal of vigor.

In so far as the price control Order-in-Council itself was concerned, the committee recognized that the Government's action was dictated more or less by political necessity. In a matter of such great public concern as the steady advance in the cost of living, the Government could not afford to show itself indifferent to price maintenance agreements of any kind, and while the investigations it undertook were frequently disturbing to legitimate business, the committee felt confident that in the long run those investigations would clearly establish the fact that many trade practices and agreements, which upon superficial examination appeared to be against the public interest would eventually be shown to be not only justifiable, but in the real interests of the consumer, as providing him with articles of guaranteed quality and protecting him against fraud.

Second Reading of Knowles Bill

When the Knowles Bill came up for its second reading, the Minister of Justice requested the mover either to withdraw it or let it stand for the time being, pending the announcement of a proposal which the Government itself would bring down for the protection of the consumer. Owing to the political crisis, the announcement of the policy which the Government intends to pursue in this matter has been deferred, but it may be assumed from the inability of the Minister of Labor to find anything to criticize in the practices governing the merchandising of sugar, that the Government has come to the conclusion that there are good agreements and bad agreements, good combines and bad combines, and that some trade practices which really contravene the provisions of the Criminal Code not only work no harm upon the consumer, but are themselves a valuable adjunct for the stabilizing of business.

It seems unlikely therefore, that the request of the Retail Merchants' Association and the Wholesale Grocers' Guild for the establishment of a Commission of Inland Trade will be acted upon. The function of such a body would be to pass upon any trade agreements or practice that might be submitted to it, and to place its seal of approval upon those which could be justified and which were found to be not against the public interest. In this way immunity from prosecution would be secured by those who contravened the letter, but not the spirit, of the law, and the law would be left to

take its course against others whose combinations or agreements would not bear investigation.

Workmen's Compensation

Some reference was made to the present scope of the compensation of workmen for industrial accidents which is coming to be generally practised throughout Canada. It was explained that the Ontario system was one of compulsory mutual insurance administered by the State with the risks divided into groups of a more or less homogeneous character. In the main, this was the system followed by Nova Scotia and British Columbia whose Acts came into operation during the past year, except that with the smaller number and smaller variety of industries, their groupings had necessarily been less homogeneous. The British Columbia system differed from the Ontario system in one important respect, in that it required a small contribution from the workman for the purpose of maintaining a sick benefit fund. This was stated to be an advantage in that it caused every man to take an interest in seeing that the fund was properly administered and that charges against it were not magnified by malingering. The Manitoba system is also one of compulsory insurance, but instead of the State collecting assessments and administering the fund, it merely acts as a director, approving companies with which employers may insure, seeing that all payrolls are insured to the requisite amount, supervising rates, and adjusting claims. A very similar bill, but with the addition that compensation was to be payable in cases where the accident was due to the Workman's own wilful neglect, was introduced this year in the Saskatchewan Legislature. New Brunswick has a Commission investigating the subject with a view to recommending a system for that province, with the probability that it will advise following the lead of Nova Scotia. Quebec was really the first province to abolish the old time defences and require the payment of compensation regardless of responsibility, but the system it adopted was one of individual liability, leaving the employer free to insure that liability or not as he saw fit. It still follows that system, but its schedule of benefits is on a much less generous scale than prevails elsewhere.

Ontario Amendments to Act

Reference was made to the important amendments to the Act made effective in Ontario during the year, among which
(Continued on page 29.)

Get After the Summer Beverage Trade

A Line That is Only Played With by the Grocery Trade in General—Putting Some Steam Behind the Selling—Some Practical Suggestions.

ARE you getting your share of the summer beverage sales? Are you making any real effort to get it, or are you just letting the matter look after itself, getting what little drifts your way and letting whoever has the energy to go after it take the balance?

There are certain lines of goods that are natural sellers during the summer time, that will sell without any inducement to a certain extent, but which with proper activity would make an outstandingly good line.

The result of a good deal of observation in a great many grocery stores in different parts of the country certainly leaves the impression that the average grocery store pays little attention to this profitable line of business. Here is surely a great mistake to let one of the best of summer lines, a line that might readily be doubled in sale by any grocer, go by the board to all intents and purposes because of a failure to properly place this line before the public.

Did you ever see a window display of summer beverages? Sometimes, perhaps, but mostly in the confectionery and drug stores. Did you ever see a really effective inside display? Mostly also in the two kinds of stores noted above.

Now, there may be some excuse for letting this trade go to the confectioner, but there is certainly no reason for permitting it to be handled by the drug store, and of all the agencies for the sale of these goods the grocery store is the one that is certainly the most natural one.

How can this business be cultivated? By the old reliable method of advertising mostly. The reason that the average grocer does not do a better business in these goods is that they are not usually called to the attention of his customers, or at least not called in a way to particularly impress them. An array of boxes just as they come from the manufacturer, while they may suggest that you have the goods, are not likely to suggest to anyone a desire to purchase.

As an illustration of what may be done, take this example that the writer noticed in a confectionery store some little time ago.

Toward the rear of the store there was an oblong table with a high back decorated with soft shades of crepe paper. Surmounting this was a fan-shaped array of large quart bottles of carbonated drinks. This was simply enough arranged, a thin board bent in a half circle with holes bored at regular intervals in which the necks of the bottles were placed. The holes were placed just near enough for the bottles to make a continuous circle with no particular gaps. Behind this circle of bottles was an electric light shaded so that it would not be seen and

yet would throw its light through the bottle display. At each end of the table was arranged a hollow pyramid of grape juice commencing with the largest sized bottles and by the means of glass plates building the structure up several feet in height. Inside these pyramids there was also an electric bulb. The centre of the table was given over to a general display of these lines of goods including siphons of aerated water.

A very simple arrangement in itself

yet one that drew attention to these goods in a most effective way, and made a wonderful increase in the sales. Moreover it had this advantage that it did not encroach on the general display of the store. It was set in a dark corner and depended mainly for its display force on the concealed artificial lighting, that set off the many colored sparkling products, and made a really bright and compelling effect for an otherwise unused space that had a decorative effect quite aside from its selling value.

This is only one means. Any grocer could think out as good a one if he would devote a little time to it. All that has to be remembered is that these beverages have a decorative quality of their own, and that to disregard this and leave them in the background is to handicap the store unnecessarily. Even if the merchant has a limited space, there will be found room for some display. Not only on the shelves. Shelf display is all very well, but there is a whole lot of selling value in getting the goods near the customer. Even a small, attractively arranged display on the counter will be of untold value and then there are the columns of the local paper. Why not give the sale of beverages a fair share of your attention in your advertising? The fruit men are urging the wisdom of buying by the box, the manufacturer is using special inducements to sell goods of certain character in bulk. Why not try selling ginger ale, and grape juice and aerated waters by the case. If people have it in the house they will use it. If they haven't, the chances are that they will not go to the grocer to get it, but to the drug store or confectionery store on the corner that dispenses this kind of refreshment. It is pretty well a case of boosting the sale or losing the business, and faced by these alternatives it would seem to be a good idea to boost the sale.

Why Spend Your Time at the Soda Fountain? Get all the Pleasure in Your Own Home

DID You ever hear of a Grapefruit Dolly? It's the drink that is most in favor down where the Grapefruit grows. Try it in your own home.

Juice of half a grapefruit sweetened. Then fill the glass with charged water. Try it and say if that isn't a drink fit for a king?

DID you ever try a Grape Juice Punch? Make them after your own fancy, with Orange or Grapefruit or lemon or pineapple, any or all of these. We have all the materials, and you will be surprised what delightful drinks you can make with these different things.

WHAT about Ginger Ale? A good drink by itself. But you can use it in combinations as well, it lends a delicious tang to any drink.

These are only a few suggestions. Get the materials and work out the ideas for yourself. We have all the goods. Look at this list and buy them by the case.

	Per Bottle	Per Case
Grape Juice	\$....	\$....
Orangeade
Lemonade
Ginger Ale
Lime Juice
Raspberry Vinegar
Birch Beer
Cream Soda
Lemon Sour
Aerated Waters
Sweet Cider
Cherry Wine
Unfermented Port Wine

BRITISH ARMY A PRODUCER

That some sections of the vast armies engaged in the world conflict to-day are self-supporting, is a somewhat significant situation owing to the fact that such has never been the case, according to historical records, in the past. This interesting fact is based on reports that in Mesopotamia something like 3,000 acres of vegetable gardens are under cultivation, and there is certainly the hard economics of it in the fact that the waste fat now saved from the soldiers' rations produces 1,000 tons of refined glycerine a year, which means "propellant charges" for approximately 12,500,000 eighteen pounder shells and, incidentally, a saving to the Munitions Ministry of nearly \$1,000 a ton on the price of glycerine as purchased from America.

“Reckless Stock Carrying”

Some Mighty Instructive Side-lights Shed On My Contention That Stocks Are Too Heavy—Constructive Criticism Most Welcome.

By Henry Johnson, Jr.

HERE is the kind of letter I am most eager to get, and I welcome it. I have two of them this time, which I should like to handle at once; but space will not permit. But both these merchants are prospering, so a little delay will not matter so much.

—, Can., March 31, 1917.

Editor CANADIAN GROCER, Toronto:

Dear Sir,—I read with pleasure and profit many good articles in your paper. In a recent issue, Mr. Johnson writes re Reckless Stock Buying. If the stock was groceries, it was a large stock. If general, a small stock; the turnover was excellent and showed first class ability. Now, if Mr. Johnson is a real business man his advice is not practical. To reduce stock means a loss of trade, and his staff would be idle. If he did a trade of \$28,000, his profits would be nil. Take a general business: a \$30,000 turnover with a \$10,000 stock is extra good business outside of city trade. If he made \$2,000 above expenses he paid interest on the \$7,000 and in 3½ years would own a stock and fixtures of \$14,725, and it would be very good business. We find unless we have the goods and the clerk help we cannot hold our trade. All figuring of an average profit is not possible in actual business. We are getting to-day 20 to 40 per cent. more profit than in 1900 to 1914. The idea is good to keep down stock, but I say that extra sales of, say, \$15,000, by having a \$9,500 stock over a \$4,250 stock would pay interest charges and leave a large margin of profit. The man who enters the market to-day to buy has to pay 25 per cent. more for his stock over that \$9,500. Every line is up. Money is made by buying when the article is low (that must advance). If a staple like sugar, heavy, and lay light on articles not affected by change of prices.

We get freight paid on 6 cases soap, 6 dozen brooms, 6 cases matches, 6 bags oatmeal, and many staples. To buy single bags or cases means a heavy loss.

We who are actual merchants read the articles and profit very much by your forecasts of prices and consider your advice of money-value to us in many cases. Thanking you for looking over these remarks.

Sincerely,
K—, M—, A—.

A Big Order

To begin with, my good friend has outlined enough of the science of merchandizing to furnish texts not for a page or two, but for a thick volume. Also, to have covered the former communication exhaustively would have required a volume. Hence I must take the points which stick up in salient fashion and hit them rather hard. Let me do that same thing now, though I shall hope to cover more ground later on—especially if this most important discussion of the

correct inter-relation of turnover, margins, expenses, and profits can be made to continue.

First, my own experience has been in straight groceries. Second, I am very sorry to say I have mislaid the former letter, so cannot state now whether the man I called reckless is a grocer or general merchant. Third, I have been hoping he would write me further details, so I could perhaps make more pointedly useful suggestions.

In handling such letters I must think of two things: What I can do for the writer, and how, in doing it, I can help readers who have not written, but who may be thinking along similar lines, because of similar perplexities. And, since I cannot write a book each time, I must rely on the judgment and experience of my readers to interpret what I write correctly.

As to curtailment of stock and room, read my second instalment on Sick Business. There you will find my own actual experience and what it led me to conclude. But I am bound to add that there are two wholesale grocers in my home town from whom supplies can be purchased daily; and one outside large market is only 83 miles away, while a very large primary distributive centre is only 130 miles distant. All of which I try to keep in mind in analyzing others' troubles and suggesting remedies therefor.

The Man Owes Too Much

Now, you know, and I know, that many men have made fortunes by taking long chances; by plunging, by running along on a shoe string, and by being fortunate enough to clean up at the right time. But I am sure I do not need to argue that a man who states he has resources of \$14,725 and owes \$8,000, is in unsound condition. Even if taken at par, here would be a showing of upwards of 54 per cent. mortgaged to others. And it won't go at par, for here is the statement as given:—

Mdse.	\$ 9,500.00
Fixtures	1,500.00
Accounts	2,750.00
Notes	450.00
Cash	450.00
Credit memo.	75.00
	<hr/>
	\$14,725.00

What of that is “quick assets”? Only the merchandize (and I take that at value given, though probably it would shrink). the cash and the credit memo; or \$10,025. Indebtedness of \$8,000 against that is 80 per cent. of the total! If we take the other items at 50 per cent., which I think you will agree is enough, we shall have a total of \$12,375; and \$80,000 against that is over 70 per cent.

So what conditions have we? We have one wherein the merchant to-day has an

opportunity for salvation which comes rarely in an entire lifetime, and which may vanish in a moment. And what is that? The condition of advancing markets all along the line, which make it readily feasible for him to adopt my strong advice to SELL his stock down more than 50 per cent. without sustaining the shrinkage which, in usual circumstances, would follow such course.

For it must be remembered that some of these days values will shrink again. We do not expect that soon; but it is the unexpected that happens; and the man who will be in shape to withstand such shrinkage is he who trims sails to-day, gets out of debt, becomes independent so that he can feel it is nobody's business but his own how his affairs stand.

“Any Old Price”

And the expression, “any old price,” must be interpreted with judgment. The idea is to sell the stock. With enhancing values that can be done in most cases not only without loss, but with profit. But, in case he finds, as I feel sure he will find, that much of his “all first class” stock does NOT move out on an all-first-class basis, then all the more reason why he must get rid of it at any old price. For it is a cinch that if it does not move under pressure now when everybody wants goods, it will rot on his hands when the tide turns. Of course, common sense will prompt him to get as much as he can for his stock.

The essential difference between the “reckless” merchant and you, my present able correspondent, is, as I see it, that he is in imminent danger of failure, while you have funds on hand over and above your debts. Hence, you are independent to-day, while he is bounden to his creditors. So he owes it to himself to do certain things not incumbent on you at all. Many questions which with you are almost academic are vital to him. You can buy on a quasi-speculative basis, even though thereby you may be contravening sound business rules; you can also take advantage of conditions which temporarily upset business rules and buy beyond your immediate requirements; whereas he must take advantage of the same conditions to reduce stock with minimum loss.

I shall write further on this next week. Meantime, let me venture the opinion that a turnover of \$30,000 on a stock of \$10,000 can be called “extra good” only in far outlying regions; for that means that the stock is turned 2.4 times a year. I am saying this, also, of a general store and judging thereof on general principles. There are few places to-day where stocks cannot be replenished rather rapidly and regularly.

Take the department store, for example. In 1880 the turnover was once a year at long profits. Now it is six or more. Let us talk again next week.

Prospects in Canning Situation Brighter

Strong Probability That Prices Will be Considerably Below Those of Last Year, Though Even Granting Best of Canning Conditions; Prices Cannot be Low, Owing to Cost of Tin Plate and Other Fixed Charges—Possible Can Shortage Serious

WERE it not for the very serious can situation, due to the famine in tin plate, the canning prospects for the coming year would look fairly rosy. Always providing that adverse weather conditions do not set in from now on, the actual canning crop prospects would appear to be very satisfactory indeed. Peas, the first of the crop, are showing up well, with a better than ordinary set. These goods will be canned by the end of the month.

Tomatoes, again with the proviso that satisfactory weather continues, should show up well. Some crops have been weather killed, but the bulk of the plants has not yet been set out, and there is plenty of opportunity yet for setting on a full stand.

The most serious situation in the crop end of the business is in the lateness of the season, as it brings the young plants so near to the hot weather. It was this condition, though, of course, accentuated greatly, that brought about such a serious situation last year.

Everything at present is entirely dependent on the weather and the supply of cans.

Cannery Output Limited by Supply of Cans

This last is, of course, the most serious situation at present facing this industry. The great bulk of the Canadian supply of sanitary cans has to be imported from the United States. The American Can Company recently refused to fill any order for one Canadian factory, which has a capacity of 75,000 cases. When pressure was brought to bear on the president of that company, he stated that there was no purpose in their company accepting further orders as they would, he expected, be millions of cans short on their present orders. As a result, this factory will not be able to open for business this year. There will unquestionably be a grave shortage of cans when once the full rush of orders for canneries is on. Not only the scarcity of tin plate, but also the scarcity of labor to handle the available supply is a factor to be feared. The loss of the plant of the Dominion Cannery, can making factory has still further complicated the situation.

The shortage of cans, the difficulties of getting labor, both to harvest the crops for the canneries, and to man the canneries themselves, in addition to the high prices of all things entering into the process of can manufacture from the seed to the finished can, is the darker side of the picture.

No Reserve Supply in Canada or United States

In addition to this there is the general situation. The output was so short last year that all the reserve stock held over from a previous year has been ex-

hausted, so that by the time the new stock is ready, it will come on a market practically bare of canned goods. The same situation prevails across the line. They will have no surplus for export, during this year, and probably for some years to come. Therefore, Canada has to depend on her output, and cannot turn to her southern neighbor, as she did in the last year's scarcity to augment her supply.

That would appear to be a fairly dark picture. On the other hand, if good weather conditions prevail there should be an exceptionally fine crop—that in itself is a great advance over last year. The large canning interests have binding contracts providing for a supply of cans to handle a fair-sized pack. It will depend on whether further supplies will be available as to whether the pack will come up to other good years.

In the matter of the price situation, matters appear to be somewhat brighter. Some independent canners are already quoting futures. The price quoted on tomatoes is \$1.65. That is, of course, fairly steep. Representatives of the large canning interests expect to be able to set an opening price considerably below this figure.

They are in a considerably better situation to do this than they were last year. Last year they had a binding contract to deliver 70 per cent. of orders—this with a pack of only 25 per cent. in some lines and slightly better in others. It was necessary, therefore, for them to protect themselves against the possibility of having to buy from the American market to fill their contracts.

No Contracts This Year

This condition does not obtain this year. No contracts have been entered into by the larger packing companies. They are therefore not hampered as they were last year, and the dealer and consumer will get the benefit of this greater freedom. Orders were taken for canned goods up to May 5. On that date the lists were closed and tabulated. These orders will be delivered pro rata if, as is not unlikely, the actual output falls below the total order and only after these orders have been filled in full will any order received subsequent to this date be considered.

While no figure has been set by these companies, officials state freely that the opening figure will be well below even the compromise figure of last season.

The following rules will govern the purchase of cheese by the Cheese Commission, and may be subject to alteration at any time, with or without notice, at the option of the Commission:—

- 1.—Prices shall be fixed at which the Commission are prepared to purchase all cheese of different grades f.o.b. steamer, Montreal, or other ports available, at the option of the Commission.
- 2.—There shall be three grades of cheese, known as No. 1, No. 2 and No. 3. Any cheese unsuitable for these grades will be classed as "culls" and purchased according to their merits at the option of the Commission.
- 3.—Payment will be made in exchange for shipping documents, accompanied with invoices, grader's and public weighmaster's certificates, all shipping charges being prepaid by dealers. Quantities of 500 boxes (5% more or less) to each bill of lading and invoice will constitute a delivery.
- 4.—Payment will be made only after documents have been delivered in proper order to the satisfaction of the Commission.
- 5.—White or colored cheese, or cheese of different grades, or cheese known as Quebec and Ontario makes, must be invoiced and shipped separately.
- 6.—In event of delays in shipment taking place exceeding three weeks and three days from date of grader's inspection, payments will be made thereafter under the following conditions:
Such cheese in all cases must be stored either in cold or ordinary storage, as required by the Commission, and approved warehouse receipts and fire insurance certificates must accompany invoices.
The dealer or dealers will ship such cheese at his or their own cost when instructed to do so by the Commission, giving a "bailee" receipt for his or their warehouse receipts. The bailee receipt will be returned to the dealers on delivery of shipping documents. In event of the Commission requiring dealers to store and carry cheese beyond the period of three weeks and three days, the Commission will pay the current cost of storage, interest and fire insurance.
- 7.—All cheese to be coopered to the satisfaction of the Commission, and boxes clamped with iron hooping, as and when required, and shipped in good order. Cheese badly "boxed" will be graded lower.
- 8.—Boxes are to be marked in such a manner as may be directed by the Commission, and each dealer will use a separate and distinct mark for each grade of cheese shipped by him, as may be directed by the Commission.
- 9.—As graders can only examine samples of each delivery of cheese to the Commission, dealers shall be responsible for the weights and qualities of their respective shipments, notwithstanding inspection in Montreal, in the same manner as they would be if cheese were sold c.i.f. London rules.
- 10.—Cheese to be free from any adulteration whatever, and all deliveries must be fresh current receipts.
Cheese held in factories or storage of any kind will not be considered a good delivery.
- 11.—All invoices and documents must truly represent the grade of cheese tendered to the Commission. Any deviation therefrom on the part of any dealer will be deemed by the Commission sufficient reason for discontinuing to purchase further cheese from such dealers.

Glowing Tribute to Trade Press

American Jewelers' Association in Conference Recently Demonstrate Appreciation of Support of Trade Papers

A TRIBUTE filled with recognition of the value of the trade press to the business men of the country, was contained as a feature of the souvenir program of the American National Retail Jewelers' Ass'n., on the occasion of their recent annual convention.

The tribute to the trade press was as follows:

"Among the many things we have to be thankful for in these days is our wonderfully helpful Trade Press. Always on the job correctly describes the tale of their activities. Association workers may come, and go, organizations flourish and lose their enthusiasm, but the labors of the Trade Press know no ending, no cessation of its endeavors, no holiday from its endless task of aiding the merchant to uplift himself.

"What has become of the old fashioned merchant who said he had no time to read the trade papers? If the sheriff has'nt got him by this time it's probably because someone else in his establishment does read the trade papers and manages, in spite of the old Fogey, to keep things moving.

"Who supplies us with the latest news of what will sell and what the times demand?

"Who gives us the information that will lead us to the source of supply?

"Who shows us, constantly, and in such a painstaking way that even the least tutored may understand how to reckon the cost of doing business so that we may have something left after the bills and expenses are paid?

"Who places the danger signals along the rocky business road so that we may not take too many hard bumps while running the business machine?

"Who sends out storm signals at proper intervals that we may avoid overbuying, long time dating and quantity purchases?

"Who prompts us to keep shop in a manner that will leave small chance for criticism, to make success an ambition and perfection an ideal always to be striven for?

"Who encourages us to give the public the best that is in us and then to have the backbone to exact what this service is worth?

"Who always, at all times, stands ready to give us a hand to pull us out of the slough of despond and to lead us to the broad highway of better methods and better business?

"And finally, who strives to bring us all together in that spirit of co-operation that will make us one in our aims and ideals, in the end gathering us as one at the goal of honor and success?"

"Fellow merchants, the trade papers are our friends and we should keep company with as many of them as we can possibly find time to associate with."

RUMORED BRITISH GOVERNMENT WILL PROHIBIT EXPORTATION OF HERRING

Secretary Redfield, of the U. S. Dept. of Commerce, urges all fish curers to pickle herring for use during the coming fall and winter. It is reported that the British Government will prohibit the exportation of this fish. About 300,000 barrels have been supplied by European countries annually.

4,000 CARS, B. C. FRUIT CROP

Fruit production in the Province of British Columbia increased by 150 per cent in four years, according to a recent statement of the Department of Agriculture, the increase being from 1,290 cars in 1913 to 3,178 last year. The estimate for the coming season is placed at 4,000 cars. Owing to its heavy production of tree fruits, the Okanagan and Boundary districts lead the province, having produced 2,500 cars of the total of nearly 3,200 last year. In small fruits the Lower Mainland was the best producing district, with 89 cars out of 190 for the whole province last year. The Islands, including Vancouver and the Gulf of Islands, produced nearly 50 cars, and the Kootenays 37 cars.

DELICACIES IN CANS AND PACKAGES

The variety of our stock of Delicacies in cans and packages is almost unlimited, and comprises a great many lines not before offered the people of Cornwall and vicinity. All are strictly fresh and of the highest quality.

Look over this list and you will find something to satisfy your likings.

BROWN BREAD (in tins). Something new. Is particularly nice with Corned Beef

"A FULL MEAL" (in cans). Contains Vegetables and Meats and may be served as a Soup, Stew or Roasted. This is different. **CREAMED CHICKEN à la King**. Ready to serve or in shell patties.

ASPARAGUS TIPS. Nice, tender and juicy. As a vegetable or for a salad there is nothing nicer.

SPAGHETTI (in tins.)

SNIDER'S, CAMPBELL'S AND CLARK'S SOUPS in all flavors. **PITTED PRUNES** (in packages.)

HORSERADISH IN VINEGAR—has the real natural flavor **SLICER HAWAIIAN PINEAPPLE**—makes a delicious dessert. **PRESERVED FIGS**

C. E. DERUCHIE

Successor to R. RUNIONS

Phone 214

Pitt Street, Cornwall

A good advertisement for moving specialty lines—some of which might otherwise be dead.

Should Get Rid of Luxury Lines

THERE is a general and not unnatural slackening up in the demand for luxury lines. Every grocer knows this, and every wise grocer is protecting himself against any further trouble in this matter by curtailing his buyings in these lines of goods that have proved themselves slow.

That of course is all very well as far as the future goes, but it does not shed any little rays of sunshine over the past. There was a good trade in these lines and many a grocer has a stock of them that is gradually growing dust covered

in the shelves. No use weeping over that of course. Still there is no reason to sit down and write it off as a loss. Get behind it and move it out. It may be that the grocer will have to shear off his profit on these goods, but better so than have them standing on the shelves. For once the appearance of these goods is gone, their chances of sale have declined to pretty nearly zero. Better make no money, or even lose a little now than take a bigger loss a little later. The first loss is always best, it only grows by waiting. Get behind these goods and move them out.

Merchants Vindicated by Commissioner

Report of W. F. O'Connor to Labor Department Completely Exonerates Trade From Stigma of Profiteering—Commissioner Admits Mistake and Speaks Highly of High-minded Basis on Which Food Distribution Has Been Conducted — Deprecates Powers of Municipalities Under Order-in-Council—Some Criticisms.

SO much attention has been given by the public press of Canada to the activities of the Hon. T. W. Crothers and the High Commissioner, W. F. O'Connor, which they mainly used as a text for accusing all and sundry of the manufacturers and handlers of foodstuffs of a criminal conspiracy to exploit the consumer for their own benefit, that it seems in the interest of the manufacturer and food distributors that they should be made conversant with the actual report of the commissioner appointed to investigate the high cost of living, and see how far afield are the deductions that so freely besprinkled the newspaper field. There are some hints, too, in this report that the trade generally may do well to ponder.

The preliminary report of Commissioner W. F. O'Connor is as follows:—

Traders and Manufacturers Resist Temptation

"I cannot too earnestly impress upon you, as I would like to impress upon all concerned, that notwithstanding any impression anywhere or by anybody held to the contrary effect, the manufacturing and trading classes of Canada, so far as my investigations have extended (and they have been wide and deep), seem, with very rare exceptions, to have resisted the temptations and withstood the strain of the times through which we are passing in a most commendable manner.

Few Cases for Criticism or Complaint

"In the investigation of some lines, notwithstanding greatly enhanced selling prices, I found that dealers were making less profit than when they had been selling the same lines for about half the present prices. In others I found dealers in loyal performance of contracts made before advances in cost, selling to consumers away below cost. Rarely only have I heard even of cases meet for criticism or complaint. I know that this isn't the popular conception of the situation, it isn't in fact the conception with which I began investigating. I know that what I am now writing is not the most popular thing that I could write. But I know my facts and have the proofs. This makes quite a difference when one's endeavor is to be fair. In the various reports that I shall place in your hands you will find these proofs, laboriously gleaned from many quarters. They are not based upon the word or oath of those investigated, merely. I have tapped many outside sources. I have had tireless assistance from a small but exceedingly competent staff.

Business Methods Criticized

"I wish that I could as highly compliment the manufacturing and trading

classes of Canada upon their accounting systems and business methods as I can upon their generally fair conduct so far as taking profits is concerned, but I cannot do so. I have experienced the greatest difficulty in securing from most of them data which their own best interests would dictate that they should have always immediately available. Very many manufacturers and merchants have no precise idea as to what their products or wares cost, and so they find it impossible to work out their precise profits.

As to price fixing, some seem to sell for what they can get. They do not know their costs. Others make their prices the same as those of their competitors. Frequently I have noted that returns made showed profits in excess of real earnings. Essential elements entering into costs had been left out of calculation. Such manufacturers and merchants are simply "fooling themselves." Far too many of them charge themselves with nothing, or with too little, for depreciation. Others have no costs accounting system at all. Some are manufacturing or selling some lines which pay and other lines which do not pay, the losses due to the latter operating as a drag on the profits earned on the former. If they knew the facts they might drop the unprofitable lines. In the next block, maybe, is a struggling manufacturer or dealer who, if he could add to his trade the lines being manufactured or dealt in at a loss by the first-mentioned manufacturer, could 'coin money.' The installation of a proper costs system by the first-mentioned manufacturer would save, perhaps, both concerns. Its absence may mean in the course of time two bankruptcies.

How Unwise Business Methods Add to Cost

What has this to do with the high cost of living? Much. Every business loss must be met, and the consumer pays. John Jones, the shoe manufacturer, fails. Smith, the tanner, loses \$1,000, and Anderson, the machinist, a like sum. These losses are part of the operating expenses of Smith's and Anderson's businesses. Every sensible manufacturer or merchant calculates as part of this operating expenses an amount, based upon experience, to cover his losses by bad debts. He calculates his profits, in addition to his operating expenses. The consumer pays, as part of the purchase price of every article he buys at ordinary prices, these operating expenses, and profits as well. It is, therefore, to his interest that business be established as much as possible, that it be well conducted, that bankruptcies be avoided. He is the one who pays. He may purchase a watch worth \$20 for \$10 on January 1 at a bankrupt sale, but during the rest of the year he

will be contributing to somebody his share of the amount necessary to pay the full price for not only that watch, but for every other article that was sold below the cost of production and marketing within an undiscoverable area of influence. He cannot escape. If he could, so could we all. We do not; we pay.

Order-in-Council No Insurance Against H. C. L.

"I do not believe that any sane and thoughtful person ever imagined that the making of Order-in-Council No. 2,777, of November 10, 1916, or anything possible to be done under it or under any other law, could obviate any direct consequence of the war, prevent a reduction of any crop, cheapen any ocean freight rates, or replace the lost productivity of many millions of men. It has its function, which I have explained. I do not understand it to be an insurance against the high cost of living. I venture to submit that if on August 4, 1914, any one had predicted and been believed that on May 15, 1917, practically the whole world would be at war, with 30,000,000 men or more under arms, that over 400,000 of those would be Canadians withdrawn from production and being financed and fed by Canada at an expense of over a million dollars per day, and that coincidentally there would occur an almost worldwide shortage of crops, that a quotation of presently prevailing prices would not at all surprise. I think that the predominant thought would have been: "Anything, any hardship, any sacrifice, so long as we pull through." So I say that insofar as high prices are really due to war and crop conditions, only hard work and saving, production and avoidance of waste can serve.

Doubts Wisdom of Civic Powers of Investigation

"Next I feel bound to express to you my doubt as to the wisdom of further continuance of the present investigating powers of municipalities into the cost of living and to suggest the advisability of repealing these powers and of making it necessary that municipalities which undertake the institution of investigations shall see them through to a finish. Such powers were granted at the request of municipalities. The result of the grant has been, in almost every instance, an attempt to shelve upon this department irregularly instituted, irregularly conducted and half-concluded inquiries, which in some cases have constituted a mere duplication by way of local investigation of work already done and in process of being done by this department as part of a general investigation. There is temptation to civic gov-

erning bodies to institute such inquiries, carry them along while any eclat is to be derived from the exhibition of a popular activity, and in case nothing is discovered which justified the statements or charges which usually precede and accompany municipal investigations, or in case any circumstances develop which necessitate the unpopular proceeding of recommending a definite prosecution, to attempt to unload upon this department, at a time when perhaps it is engaged in investigating other and different matters of Dominion-wide importance, all responsibility in the premises. Resort is had to the provision which authorized 'further investigation' by this department, a provision intended mainly for different circumstances, arising when a municipality, by reason of the limitations of its territorial jurisdiction, finds that local conditions have been produced by extra-territorial causes which it cannot inquire into.

Municipalities to be Held Responsible

"While I believe that as respects such purely local matters as the price of milk or ice within a municipality can best be, and ought always to be, inquired into by a local body (or else the larger and more important matters of inquiry necessary to be carried on by this department, must be submerged and neglected owing to the necessity of attending, at great expense, to a multitude of purely local matters extending over 1/16th of the land surface of the globe), I submit that the conditions as related call for some remedy. To descend to the vernacular, there has developed on the part of municipalities considerably too much of the art of 'passing the buck.' I therefore recommend that municipal investigations into the cost of living be instituted hereafter by mayors, wardens, reeves, or other head officers of municipalities and only upon prior application to the Minister of Labor and with his consent, and that once instituted the whole responsibility for such investigations to the end rest with those who institute them. I know of no case of a satisfactory municipal investigation, properly instituted and seen through, but I believe that with proper responsibility imposed upon municipal officers and with no opportunity afforded for evasion of that responsibility, satisfactory municipal investigations could be had."

C.M.A. CONVENTION IN WINNIPEG (Continued from page 23.)

it was provided that whereas in the past the charge for medical attention, nursing and hospital services had to be borne by the patient, the theory being that the benefits had been fixed upon a high enough scale in the first place to enable him to meet such expenses himself, that commencing July 1, all such expenses would become a charge on the group funds, in consequence of which it was expected the rates would have to be materially increased.

Strong objection was made to this proposal by the Committee on the ground that with the State guaranteeing all medical bills, the tendency would be

for charges to be exaggerated, thus leading to additional and unnecessary burdens upon the employer. On behalf of manufacturers, the Committee expressed willingness to have them made individually responsible for seeing that proper medical aid was provided, but the recommendations were not acted upon.

Railway Tariff Not Opposed

A report of the Transportation Committee dealt with the increase of five per cent. in rates in Eastern Canada, and the more recent request of the railways for a further advance of fifteen per cent., on all tariffs of tolls, freight and passenger, in order to meet increases in cost of material and labor. The Railway Commission had been advised by the Committee that the suggested increase would not be opposed provided that it was considered strictly as a war measure, and would be ample guarantee that the railways would be able to provide an adequate service throughout, and also provided that it remain in force for only a limited period to be determined by the Board.

The Committee recommended that the Association make some representations to the Government in regard to the minority report of A. H. Smith, President of the New York Central railroad, in connection with the Railway Commission enquiry into railways and transportation. The report says:—

"The railways of Canada are in desperate need of equipment. Whatever decision is made with reference to the railways, the transportation problem is now acute in so far as equipment is concerned. I would, therefore, recommend that the Government undertake at once to provide an ample supply of freight cars and locomotives against immediate and imperative needs. These cars and engines may be had, if desired, under trust agreements. It will be a simple matter to turn these cars and engines over to the operating companies under lease or contract of purchase, which may be exercised when conditions are more nearly normal."

It was also urged by the Transportation Committee that the investigation and reports of the Royal Commission appointed to investigate transportation conditions should embrace conditions generally, both rail and water. In concluding its survey of this question, the report says: "If the report does nothing else, it discloses the fact that owing to lack of proper Government regulation, there has been unnecessary duplication of lines and facilities, and that legislation is absolutely necessary to guard against such evils in the future and to protect investments already made."

MANITOBA RETAILERS MEET IN WINNIPEG

(Continued from page 22.)

on a cash register—(think of plumbers doing a strictly cash business)—and through their clever advertising have built up a trade that reaches to every part of the world.

Merchants and Publishers Interdependent.

The merchant and the publisher have interests in common and interests that are dependent one on the other.

The merchant requires the services of the publisher's newspaper in order to carry his message economically to the group of people he wishes to interest in the goods he has to sell.

The publisher requires the patronage of the merchant that he may continue to publish his newspaper, and both merchant and publisher must work to make that paper readable and influential, that the messages it carries shall have weight, and through their justice and sincerity build up a prosperous, growing community.

To do this successfully the publisher must publish a paper that gives the entire news of the district it serves in a truthful and accurate manner, and to enable the publisher to accomplish that desired result the merchant must pay a price that will enable the publisher to do his part without financial loss, and there is not a local newspaper publisher among you who can bring his paper up to the highest possible efficiency on the rates now being charged for advertising, without financial loss, and there is not a merchant among you who will secure the maximum amount of benefit from the money he spends on advertising until such time as he devotes more care in the preparation of his advertising copy.

Now let us deal with these two points.

A newspaper, to command the respect of its readers and secure complete paid distribution in the territory it serves, must give the news of that territory in full and accurately. To do this and meet its obligations it has to sell one column of advertising for each column of reading matter carried, and the price charged for the column of advertising must pay the cost of setting the type for both the advertisement and the reading matter, and cover the cost of writing and editing the reading matter as well.

Time was when subscriptions paid these expenses, but in these days the dollar and a half received from the reader in most cases does not cover the price of the blank paper, the office rent and taxes, so the publisher must look to the returns from the advertising space to cover his other expenses.

How often have you heard this quotation from the book of books: "As ye give, so shall ye receive." It is true to-day as the day it was written, but, gentlemen, it probably has seldom been brought right home to you, for the reason that in its utterance it has probably been coupled with some appeal made in the name of charity, and the common or garden variety of charity seldom impresses the people appealed to, so we will take this old truth and dress it in the language of the day, and say you pay for what you get, and you get what you pay for.

The surest way to get more is to give more; more impetus means more income.

If your business is a success you have paid for it in hard work. That work may have been done when you prepared yourself to grapple with the problems of business, or it may have been applied directly to the business in its building.

And so it is with everything you buy, whether it be goods or service.

To insure an adequate supply of dependable merchandise passing through your store, you must pay an adequate price for the goods.

To insure the steady services of competent employees, you must pay an adequate price—they cannot be had on a job-lot basis, and, gentlemen, to enable the publishers in your town to produce reliable, readable, live newspapers, you must pay an adequate price for the space you use and use a sufficient quantity of space to enable the publisher to cover the news of the territory tributary to your place of business as you would want it covered.

The convention was still in progress when the CANADIAN GROCER went to press.

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
H. V. TYRRELL - - - General Manager

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 1313.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

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

PUBLISHED EVERY FRIDAY.

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

Vol. XXXI.

TORONTO, JUNE 15, 1917

No. 24

EDITORIAL BRIEFS

WHEN the Rev. Byron Stauffer of Toronto, cuts loose against the folly of Canadian titles we can all join the Reverend gentleman in a hearty Amen.

* * *

GENERAL Pershing of the U. S. Army has arrived in England, the vanguard of the American Expeditionary Force. Here's hoping he will be more successful in his new task than he was in rounding up that unsavory gentleman, Francisco Villa.

* * *

COMMISSIONER W. F. O'Connor of the Department of Labor, Ottawa, reports that there is less anthracite coal in Canada than there was at this time one year ago. Householders who have been to their dealers within the last few months will not ask Mr. O'Connor for proof.

* * *

FIVE Canadians have received the Victoria Cross, the greatest tribute that can be paid to a soldier in the field. Though these men occupy comparatively small space in the newspapers, the simple, yet splendid honor they have received confer more credit to Canada than a whole peerage of Barons could ever do.

* * *

KING CONSTANTINE, of Greece, has joined the large colony of Kings who are out of a job. While most of these Kings have failed from reasons that do not do them great credit, of them all, the King of Greece has the least creditable record. He was disloyal to the countries that gave him his throne, and supported him on it. He played false with his own country. Disloyalty and ingratitude lost him a throne.

DAYLIGHT SAVING FOR CANADA

FOR a number of years past the Trade Papers of the MacLean Publishing Company have been championing the cause of Daylight Saving. They have pointed out on many occasions the advantages that would accrue to the merchants and to the people at large were such a change put into universal operation.

It is true that such measures have been tried in different parts of Canada with only indifferent success. Lack of uniformity in time and the disorganization that is unavoidable when such measures are of only local application has been the only outstanding drawback.

Now it appears that the Government is contemplating removing this drawback by making the measure one of Dominion-wide application. Sir George Foster has given notice of legislation to this effect. All clocks throughout Canada on a certain day will be set ahead one hour, and continued so during the summer. This is a measure to which the whole of Canada should give its ungrudging support.

CANADIAN CONTROLLERS

THE appointment by Order-in-Council of a Fuel Controller and a Board of Grain Commissioners seems to be an effort to meet two situations that have threatened to become very serious. Canada passed through a coal famine last winter, and there is the possibility of this famine being still more acute this coming winter if prompt and efficient measures are not taken to meet the unsatisfactory conditions. The Grain Commission will serve a useful purpose in stabilizing grain prices, by a reasonable control of wheat and the methods of trading therein as well as the question of transportation. C. A. Magrath, the Fuel Controller, and Dr. Magill, the Chairman of the Board of Grain Commissioners, would seem to have a man-sized job on their hands.

GOVERNMENT CONSIDERING ADMISSION OF MARGARINE

DURING the course of the discussion on Agricultural estimates in the Dominion House recently, the Hon. Martin Burrell stated in reply to a question regarding the removal of the embargo on Margarine during the war, that the Government was considering the matter of admitting Margarine duty free for the duration of the war. J. A. McMillan, of Glengary, though the representative of a dairy farming district, stated that he would support the Government in any move to introduce Margarine free during the course of the war, as a means of alleviating in some measure the distress of the poor.

This discussion is surely a step in the right direction. In these times the need is for every wholesome food, and the cheaper it can be produced the better. Legislation against wholesome food products at the

instance of certain interests, no matter how important these interests may be, is anything but patriotic.

MR. HOOVER BELIEVES IN THE LOYALTY OF COMMERCIAL INTERESTS

IT IS generally conceded that President Wilson's choice of Herbert Hoover, the former administrator of the Belgium Relief Commission, as the Food Controller for the United States, was well advised. Every act of Mr. Hoover's up to the present has seemed to justify the choice. It is evident that he realizes the responsibility and the possibility of harm that lie in such large powers as are his. His own statement is in itself an assurance, "The commercial interests of the country," he says, "are the only people who know anything about food that is practical, and to them I shall look exclusively for aid, in helping me to solve the complex problems which are involved in this work."

These words are a refreshing change from the general indictment that seems to place all the regular channels of trade in the category of those who have their own petty interests rather than those of the whole country at heart. It is the right and reasonable and sane view.

THE CONSCRIPTION BILL

THE long expected Conscription Bill has actually been presented, and withal it seems a wise and just enactment. The criticism that it is unwieldy in actual practice has yet to be proved, the fact remains that it, as nearly as such an arbitrary measure can, deals equably with a whole people. Every man except the very old and the very young are called. There are comparatively few exemptions provided, and these exemptions will not cause discussion. The only grave question in connection with the Bill if it is passed in its present form, will be the spirit in which it is administered. Herein lies the grave danger. If the spirit of the Bill is lost sight of, if exemptions are granted for other than justifiable reasons, or if on the other hand the circumstances of every man, whether single or married, who feels his right to exemption are not justly considered, then there is room in the great powers of this Bill for tragic mistakes.

The taking of another hundred thousand of Canada's young men is going to prove a serious enough element in trading circles, but the worst feature has been and still is, the uncertainty. Only a hundred thousand to be actually called, but a million men have been left in doubt as to whether or not they would be of the number. That matter it is to be hoped will soon be settled, and the people generally can set about putting their house once more in order to meet the new and stringent conditions imposed by the great war. Business must go on. It was

"Silver Bullets" that Lloyd George said would win the war. There is nothing unpatriotic in making the best of business conditions. Therefore, it is to be hoped that the discussion of the Conscription Bill may be short-lived, so that the country may know what is expected of it at the earliest possible moment.

MR. O'CONNOR VINDICATES CANADA'S TRADE

W. F. O'CONNOR, High Commissioner under the Hon. T. W. Crothers has filed his preliminary report on the High Cost of Living Investigation.

Mr. O'Connor, as he himself admits, set out on his investigation with the firmly fixed idea that there was undue profiteering. That Mr. O'Connor now as sincerely and honestly proclaims that he was mistaken in his first attitude is a tribute, not only to his disinterestedness, but also to the merits of the case of those activities that he set out to investigate.

THE CANADIAN GROCER has consistently championed the view that there was no undue profiteering, at least among the vast bulk of merchandizing industries and that the persistent accusations, that were, in a measure, fostered by the silence of the government investigators, were doing untold harm by encouraging a feeling of suspicion on the part of the buying public, against all manufacturers and handlers everywhere.

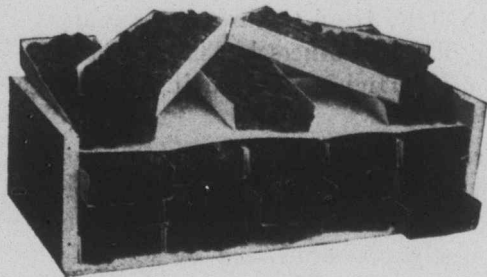
On another page we publish comprehensive excerpts from Mr. O'Connor's report, which is a full justification of the trade interests of Canada, made by a man who for many months has been making investigations, with all the power of the government at his back to enable him to get the fullest and most complete information, and who started with an acknowledged prejudice.

It is impossible of course for this late report to undo the harm that has been done by unjustifiable suspicion, it is, however, but fair to Mr. O'Connor, to say that his report is a generous admission of a misconception, and should in a measure at least set at rest the clamor for investigation. Indeed Mr. O'Connor puts himself on record as being opposed to the investigating powers granted to municipalities. He sees in this an incentive to capture public favor by apparent championing of public interest, that is let drop as soon as the fickle public interest wanes. It is Mr. O'Connor's belief that Municipalities opening such investigations should be bound, themselves to bring such investigations to a conclusion instead of turning it over to the Government when they have grown tired of it.

We wonder now—when the chosen investigators of the Government have given to the manufacturing and Distributing forces of Canada a clean bill of health—we wonder will the people believe?

Just About Raisins

Here is something that will interest you, Mr. Live-Wire Grocer. A new method of packing raisins that means more economical handling, greater display possibilities and consequent quicker turn-over.



Our New Tray Pack

A wonderfully effective display package

Cases contain 20 trays, each holding approximately one pound, 20 lbs. raisins net to case. A clean, convenient method of packing which absolutely eliminates waste—a saving to the grocer.

A display case in itself that permits of great variation—a pack that means greater volume, greater profit and satisfied customers.

Sun-Maid Seeded Raisins

The standard seeded muscat raisin, selected from the crops of 8,000 California vineyards, seeded and pasteurized by the most modern process. Sun-Maid Seeded Raisins are packed in one pound cartons, 36 and 48 to case, and both package and container are particularly attractive for shelf or window display. The use of raisins is constantly increasing because of Sun-Maid Raisin Advertising. If you will **DISPLAY RAISINS** you can increase the volume of your sales, with consequent profit to you.



Sun-Maid Seedless Raisins

These are the Thompson seedless raisins, grown without a seed. They are rapidly gaining in popularity with the housewife, owing to their ease of handling. As an introductory proposition for this new member of the Sun-Maid family, we are including one dozen attractive samples with each 47-pound case—you pay for 47 packages and get the samples absolutely free. Packages 15 oz. net each. The distribution of the samples to your customers will increase your business appreciably.

Raisins are Active

Our intensive sales and advertising campaign, carried on extensively, has made **RAISINS ACTIVE**. People are to-day thinking of raisins as a concentrated food—not as a luxury. In thousands of homes they are as much a necessity as anything else you handle. This activity means greater sales and greater profit for you if you will take advantage of the opportunity to **DISPLAY RAISINS**—to merchandise them. Raisins will **SELL THEMSELVES** if you give them proper display in your store.

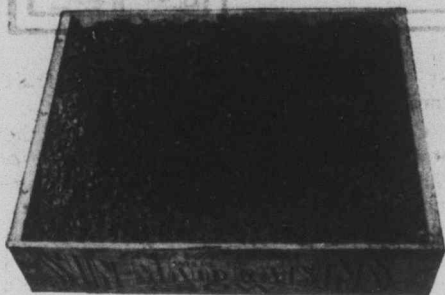
California Associated Raisin Company

Membership 8000 Growers

Fresno - - California

Sun-Maid Brand

Vineyard Run Layers



Direct from the vineyard to you. A big feature for the holiday trade. Wonderful display possibilities, with all the appeal of the raisin—and the raisin is its best salesman. 50 and 100-pound boxes. Your jobber can supply you. Hundreds of grocers who tried out the mass display of raisins last year are doubling their orders for this season. Sell them by the pound, and at a price that not only means quick sales, but good profit as well.

Sun-Maid Cluster Raisins

A fancy, one-pound pack, 24 to the case. Large, luscious muscat raisins, Sun-Maid quality. Fine display package for show cases, shelves or windows. Your trade will appreciate this cluster. Also put up in two-pound cartons. A quick seller with good profit to you.



Sun-Maid Imperial Clusters

Five-pound fancy souvenir boxes, four to the case. The highest grade of cluster raisins put up for the trade. A magnificent article for display purposes and a heavy holiday seller. These raisins are carefully hand-selected and hand-packed. They are largest in size of any raisins packed by us and will give the highest satisfaction to the consumer.

Sun-Maid—The only extensively advertised brand of Raisins

Extensive advertising in the world's greatest mediums is a distinctive feature of Sun-Maid Raisins. We have created a demand for our product by the expenditure of hundreds of thousands of dollars. We are inducing YOUR customers to "EAT MORE RAISINS"—seeded, seedless and clusters. They are being educated to demand SUN-MAID, and this demand spells quick turn-over for you. Identify yourself with SUN-MAID ADVERTISING—DISPLAY RAISINS—merchandise them as you merchandise oranges, vegetables and berries. Suggest their use to your customers who are already HALF SOLD through our efforts. The result will be greatly increased sales and greatly increased profits.

California Associated Raisin Company

Membership 8000 Growers

Fresno - - California



CURRENT NEWS OF WEEK

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



Maritime Provinces

John Byrne & Company, Charlottetown, P.E.I., are opening a grocery business on the site formerly occupied by Messrs Stewart & Son.

Marysville General Store, at Marysville, N.B., has closed after thirty-five years of business. The property has been purchased by a pulp and paper company, which may re-open the business.

At a joint meeting of the executive and advisory committee of the New Brunswick Retail Merchants' Association which was held in St. John recently, reports submitted showed excellent progress since the last meeting. A Committee was appointed to wait upon the legislature to support several bills of interest to the retailers.

Nearly one hundred leading business men of Moncton met recently for a "get together" banquet under the auspices of the Retail Merchants' Association. A. E. McSweeney presided and addresses were given by J. E. Masters, the Mayor; E. V. R. Richardson, U.S. Consul; F. W. Daniels, vice-president Provincial R.M.A.; T. R. S. Smith, Provincial Organizer, and Robert Reid provincial secretary.

On Thursday last a delegation from the executive of the Provincial R.M.A. waited on the Provincial Government to discuss several changes in existing legislation. They asked that the act passed in 1911 empowering city councils to pass by-laws concerning stores, be so amended that, upon petition from two-thirds of the merchants of every place praying for an early closing law, such a by-law shall be passed. They also asked that an execution issued by any justice shall be made good in any part of the Province, and that the garnishee provisions, which now apply only to debts of \$80 or more should be made to apply to debts of \$25 or more.

Quebec

Amedee Poitras, grocer, Montreal, is dead.

David Kaufman, of Mile End Grocery, Montreal, is registered.

H. A. Montmarquette, grocer, of Lachine has suspended business.

C. Ritz, Montreal manager for Robin Hood Mills, is on a business trip West to Moosejaw and Calgary.

R. Neilson, assistant secretary of the Lake of the Woods Milling Co., Ltd., Montreal has returned from New York.

W. A. Matheson, Western manager Lake of the Woods Milling Co., has been appointed a member of the new Grain Commission.

F. Munn of St. John Newfoundland, was a visitor in Montreal last week, spending a few days in the city, and returning home via New York.

Edwin Scruton, Alberta representative of Chase and Sanborn, coffee importers, Montreal, was a visitor at headquarters of the firm during the past week. Mr. Scruton's Western headquarters are at Calgary.

J. E. Hunsicker, veteran grain merchant of the Board of Trade Building, Montreal, is back at business after a rather protracted period of indisposition, and is welcomed by many friends in business circles.

Mr. De W. De Mar representing Granger & Co., Packers of Royal Blend Coffee who has been on a business tour of the Maritime Provinces passed through Montreal on his way to Buffalo on Sunday Morning. Mr. De Mar expects to be back in Montreal at the end of this week. C. B. Hart broker is looking after the interests of this firm in Montreal.

Ontario

N. Christakos, confectioner, of Sudbury, is dead.

J. R. Reid, grocer, Toronto, has sold to Mrs. F. Cosburn.

H. A. Lamont, grocer, Stayner, Ont., has sold to Wm. Sellars.

R. J. Ford, grocer, of Toronto, has been succeeded by W. G. Radford.

McCallum & Wallace, grocers, Kenora, Ont., have commenced business.

S. D. Wilson, grocer, of Hamilton, has been succeeded by G. B. Donnelly.

W. E. Phillips, grocer, 443 Woodbine avenue, Toronto, has sold to Mrs. E. Grills.

F. A. Scott & Son, grocers, Ottawa, Ont., have closed their Wellington street store.

Mr. Clarkson, grocery merchant, of Welland, Ont., will occupy new premises shortly.

C. W. Watson, general merchant, Tilbury, Ont., has sold out and removed to Kingsville.

J. J. Casey, general merchant, Windham Centre, Ont., has been succeeded by J. S. Griffin.

The store recently purchased by Howard Bros., Wallaceburg, Ont., from J. C. Shaw, is being altered to accommodate increased trade.

F. Frederick, grocer, of Windsor, recently had his store burglarized. Considerable supplies were found missing after the getaway.

Railton Cheese Factory, Limited, has been incorporated at Railton, Ont., with a capital of \$2,000 to manufacture and sell butter and cheese.

Libby, McNeil & Libby, of Chicago, are to erect four pickling stations, to be located at Tupperville, Dresden, Mount Brvdges, and Thamesville, Ont.

Large numbers of women volunteer workers are assisting in the fruit cleaning work at the Dominion Foods, Ltd.,

St. Catharines, in order to avoid fruit spoiling.

Construction work is proceeding on the new pickling plant of Libby, McNeil & Libby, Chatham, Ont. Material for laying a railway spur to the plant has been secured.

Domville Dairy Company, Limited, has been incorporated at Domville, Ont., with a capital of \$4,000, to manufacture cheese and butter and deal in feed and all dairy products.

G. S. Winter, formerly manager of Paterson's wholesale confectionery, and later a grocery merchant, died recently at Brantford. Deceased settled in the district in 1854.

Maple Leaf Milling Company, Port Colborne, Ont., is increasing its capacity from 9,000 barrels to 12,000 barrels of flour per day. This is the largest mill in the British Empire.

At the last regular meeting of the London Retail Grocers' Association, it was decided to hold the annual picnic at Port Stanley on Wednesday, July 18. A committee was named to make arrangements with the London & Port Stanley Railway for special trains to carry the crowds to the lakeside. All grocery stores will close all day, so the clerks can have a baseball match in the morning. Another very important matter taken up at the meeting was the report of the committee that waited on a local biscuit manufacturer, re buying groceries from local wholesalers and dividing them up among their employees. The correspondence between the secretary and the firm was read. The firm tried to make it appear that the employees were doing this themselves without their knowledge. But the wholesale grocers claim they would not sell the employees. The committee hope to get the matter settled to the satisfaction of the association. The committee that waited on the City Council in reference to a license of \$25 for the sale of temperance beer and \$5 license for selling cigars, reported that they were successful in having the license fees dropped, which was good news for the grocers.

Western Provinces

E. A. Bompas, grocer, Lestock, Sask., is selling out.

R. C. Ross, grocer, Cluny, Alta., has discontinued.

S. Dubnov, grocer, Winnipeg, Man., has discontinued.

S. Shien, grocer, Winnipeg, suffered fire loss recently.

B. Nemin, general store, Wroxton, Sask., has sold out.

Palace Grocery, Swift Current, Sask., sold to Law & Mackay.

A. Toby, grocer, Winnipeg, has been succeeded by R. Dubnov.

R. J. McCracken, grocer, of Medicine Hat, Alta., has sold out.

John Buhr & Sons, general store, Morse, Sask., is dissolved.

Wylie's Grocery, Saskatoon, Sask., has been sold to R. McGregor.

Bay Bros., Ltd., general store, Prelate, Sask., has been incorporated.

J. J. Christopher, grocer, of Wetaskiwin, suffered recent fire loss.

F. Aslin, general store, Smoky, Alta., has moved to Ft. Fraser, B.C.

A. Mulligan, grocer, Winnipeg, has been succeeded by S. McBride.

R. J. Snell, general store, Blackie, Alta., has sold to H. E. Beattie.

R. McDonald, grocer, Medicine Hat, Alta., has sold stock to S. E. Gust.

C. Bayzerman, general store, Spy Hill, Sask., has sold to D. E. Campbell.

M. Rodnunsky, general store, Howell, Sask., has moved to Edmonton, Alta.

Parks & Silverman, general store, Cowan, Man., has sold to I. J. Baru.

F. J. Brown, general store, Alderson, Alta., has opened a branch at Millicent.

Matthews & Kidney, general store, Cluny, Alta., have opened a branch here.

Kelson & Co., Ltd., general store, Theodore, Sask., has been incorporated.

Lemberg Supply Co., general store, Lemberg, Sask., is sold to Venier & Gibbs.

MacNaughton Bros., general store, Mossbank, Sask., has sold out at Mazenod.

Rex Fruit Co., Ltd., Moose Jaw, Sask., has increased capital from \$35,000 to \$50,000.

Jack Smythe, well known tobacco merchant, of Saskatoon, Sask., is opening a new store.

Dillon Bros., general store, Mawer, Sask., have opened a branch at Tompkins, Sask.

Dominion Cannery plant at Vernon, B. C., has been doubled in capacity to take care of the large output expected.

H. B. Urquhart, of Moose Jaw, has taken charge of the grocery department of Smith's, Ltd., Weyburn, Sask., succeeding A. H. Mealing.

J. A. Maharg, president of Saskatchewan Grain Growers' Association, has been nominated as the Grain Growers' candidate for the Federal constituency of Moose Jaw.

"TOBACCO KING" DEAD

Sir William Macdonald, Multi-millionaire Head of Large Tobacco Concern, Is Dead in Montreal

Sir William C. Macdonald, founder and head of the Macdonald Tobacco Company, and widely known as the "Tobacco King" of Canada, died recently in Montreal, after three years' illness. He was the son of the late Hon. Donald Macdonald, M.P., and born in Prince Edward Island in 1831. Leaving this province, in his boyhood, he settled in Boston and later removed to Montreal, where he first engaged in the commission business and later turned his attention to the tobacco industry. His business had grown to such an extent in 1865 that he employed three thousand hands.

Sir William got his start in the tobacco business at the time of the Ameri-

can Civil War, and at the time of his death it is estimated he was worth probably a score of millions. During his lifetime he took a keen interest in agricultural and affiliated colleges, and turned much of his wealth into these channels. His donations to "good seed," manual training and educational movements would run into many more millions.

At the time of his death, Sir William was Chancellor of McGill University, director of the Bank of Montreal and the Royal Trust Company, Governor of the Montreal General Hospital, head of the Macdonald Tobacco Company, and he was also founder of Ste. Anne de Bellevue and Macdonald Colleges, the latter at Guelph, Ontario.

SENATOR OWENS DEAD

Senator W. P. Owens, formerly a general merchant, is dead in Montreal. He was at one time Postmaster, Councillor, and Mayor of Chatham, Ont., and later took up business as a general merchant in Montreal, where he later became a member of the Board of Trade. In 1881 he became a member of the Quebec Legislature and was called to the Senate fifteen years later.

TORONTO GROCERS WILL DONATE PICNIC PROCEEDS TO RED CROSS.

There was a meeting of the grocers' section of the Toronto R.M.A. held in the Association Rooms College Street Monday night.

Matters of routine business was discussed. Among these was the report of the picnic committee, which was discussed and acted upon. It was decided to hold the annual picnic on July 18 either at Niagara on the Lake or Queenston

The proceeds of the picnic it was decided would be given to the Red Cross Fund. A proposition was presented by a representative of America's interests suggesting a scheme of co-operative buying. The representative was heard on the matter but no action was taken.

New Goods Department

A NEW EGG CANDLER

The Grant "Dalight" Egg Candler is one of the newest arrivals on the Canadian market. It is a metal dark box with a light behind that lights the egg, while from above there is an observation funnel that enables the candler to examine the egg at a glance.

The chief merit of this candler is that it entirely does away with the old necessity of a dark room for candling eggs. The dark is provided where it is needed immediately around the egg, and consequently it is suitable for any sort of candling work. Either in the retail store or in the wholesale warehouse.

A number of different attachments are made to accompany this little machine, to adapt it to particular uses.

It is claimed by the manufacturers that the method of candling with the Dalight is more sanitary, that it is much more rapid and that the machine is more compact and considerably more adaptable to different varieties of conditions than any of the old systems.

The "Dalight" candler is manufactured by the Grant Manufacturing Co., Kokomo, Indiana.

Spirit Vinegar vs. Cider Vinegar

One Opinion Regarding the Relative Merits of the Two—
A Discussion of Value at the Present Moment.

By Alby Robinson, Woodstock, Ont.

WHAT the Government analysts claim about cider and spirit, or what was called "white wine" vinegar, is that cider vinegar is made from apples, pears, etc., and the spirit vinegar is brewed from grain. The two vinegars of equal strength will have the same preserving qualities, but the spirit or malt vinegar is much preferable in every respect, as it is certainly cleaner and more healthful and should be used by every one, as it does not contain any decayed vegetable matter. Until a few years ago there was inferior vinegar made from acetic acid, with no particular flavor, and called white wine vinegar, and some people still think that all spirit vinegars are made from acetic acid and not as good as cider vinegar, which is not so much the case now, as the merchant is liable to a fine under the Pure Food Law if not up to standard. The spirits used in spirit vinegar are brewed from grain and the vinegar is made under Government supervision. The factory which has a large bonded

warehouse in which to store a quantity so as to age it, to give it body and flavor, has an advantage, as it can be taken out of bond, so many grains strong, and shipped direct.

The bulk of cider vinegar is made from all kinds of decayed and wormy fruit, generally shoveled from the ground in the orchards, where hogs, sheep, cattle and fowl pasture more or less. Even the best looking apple deceives you sometimes. After you have taken a bite or two you find a decayed core and a big grub, which you do not eat, but this good looking apple, along with the rest which are filled with worms and grubs, and others that are so decayed that they will hardly hold together, all go to make cider vinegar. Thus, in order to have clean cider vinegar, each apple would have to be cut open in order to ascertain that it was free from decay and worms. It is doubtful if this is ever done, and if it were done, this vinegar made from this sound fruit would not be any better or more healthful than spirit vinegar.

A RE-DISCOVERED GRAIN

The announcement that an ancient Mexican grain has been re-discovered, has been received with keen interest in view of the fact that the attention of the world is directed to the question of food supply now, as it has not been in centuries.

At the time of the Spanish Conquest, an edible grain was used in Mexico known to the Aztecs as Huáuhli. It was an ivory white seed, smaller than mustard. While it had ceremonial religious uses, it was an important food when maize was scarce. The identity of this grain was a matter of doubt, for apparently, it had disappeared. The late Dr. Edward Palmer made extensive collections of the flora of the Mexican states of Sinaloa and Jalisco, and among his collections were found the seeds of an amaranthus, small, like fish eggs. The plant producing them was found both wild and cultivated, and the natives make a paste from the seeds. Dr. W. E. Safford, of the U. S. Department of Agriculture has identified these seeds as the supposedly lost Mexican food grain.

THE CHEESE SITUATION

Commissioner J. A. Ruddick, appointed to investigate the cheese situation, has notified the Cheese Boards throughout the country that the Government is not proposing any action at present beyond the nomination of himself and Mr. J. Alexander to act with the representative of the British Board of Trade, Mr. J. McGowan, who has come to Canada for the purpose of arranging, if possible, for the entire exportable surplus of Canadian cheese. Commissioner Ruddick states that nothing definite can be done until instructions have been received from England, and added that the Admiralty control of shipping space rendered very slight the chances of shipping cheese from Montreal.

TO PURCHASE CANADIAN CHEESE After Much Negotiating British Board of Trade Over 21¼c a Pound for Finest Grade

Announcement has been made that the Cheese Commission at Ottawa has been authorized by the British Board of Trade to pay 21¼c. f.o.b. steamer, Montreal, for No. 1 finest grade cheese, and that buying on this basis will begin as soon as arrangements can be made. The price to factories will, of course, be less the inland freight and usual handling charges. The Cheese Commission will meet the trade in Montreal in the near future to complete the arrangements.

Following the recent commandeering of the New Zealand cheese at 19c. per pound by the British Government, Canada offered strong objection to similar treatment of the home market, and further suggested that in fixing prices the bad effect of low quotations should be taken into account as tending to curtail the supply of cheese by the diversion of the raw material to other products. The re-

sult of the negotiations has been the present offer of purchase from the British Board of Trade.

FOSTER SON OF BAKING POWDER MAGNATE BEQUEATHED HUGE FORTUNE

Mr. Ziegler, who was the chief owner of the Royal Baking Powder Co., left an estate to an adopted son, which has been estimated at from \$16,000,000 to \$30,000,000. William Ziegler, Jr., under the will of his foster father, has this great wealth turned over to him in four parts, the first when he is twenty-five. Mr. Ziegler will be 25 years old in July. Between now and July 20 it is estimated that the executors of the Ziegler estate will turn over to the young man real estate, bonds, and other securities valued at from \$4,000,000 to \$7,500,000. Part of the estate is in Canada, and the management of the entire estate is in the hands of Mr. Champ, formerly of Hamilton, and a brother of the general manager of the Steel Corporation of Canada.

CALIFORNIA DECIDUOUS FRUIT

Cherries and Apricots Will Soon be Moving Northward—The Latter Fruit Reported Scarce, but All Other Varieties Save Prunes in Fair Supply—Prices Will Probably Range Higher

It will only be a short time now before California deciduous fruit should be arriving on the Canadian market. The first cherries should begin to arrive in about two weeks. These are a welcome variety to the fruit display. Apricots will follow along in about a week's time after the cherries. Toward the end of this month there should be a very substantial showing of California soft fruit. There is a report that apricots and prunes are a fairly short crop, but other lines are reported to be showing prospects of a fine yield, and they are at the state now when they are past the danger mark and it can be fairly well estimated what the output will be.

Already there are reports of higher prices for California fruits. There seems no particular reason why these prices should advance, except that everything else has done so, and the California fruit grower is desirous of making the season as profitable to himself as may be. In California fruit, like Canadian basket fruit, there is this great safeguard against exorbitant prices. That it is of an extremely perishable nature, and can only be preserved for a very limited time. Moreover, the crop is so great that the supply naturally tends to keep the market at very even figures. It is probable, therefore, that despite the prophecy of higher figures that California fruit will be selling at around about the same figures as former years. Of course with the earlier fruits like the varieties mentioned, the supply is limited, and they may be expected therefore to bring fairly high prices.

NEWFOUNDLAND APPOINTS COMMISSION ON H. C. of L.

Newfoundland has shown the way in the matter of taking action regarding the High Cost of Living, and prior to indications of Canada's decision to appoint a Food Controller, a commission composed of five members has been appointed by the Newfoundland Government to investigate the food situation. The commission will institute enquiries and make such recommendations to the government as seem warranted, regarding the supplies for the domestic requirements of the colony, the local production of foodstuffs, importation of flour, pork, sugar and other necessary provisions, and deal with the situation generally. The following is the average annual crop production of recent years in Newfoundland; cabbage, 800,000 doz.; hay, 60,000 tons; oats, 5,000 bushels; oat hay, 1,200 tons; potatoes, 600,000 barrels; turnips, 1,000,000 barrels.

VALUE OF TRADE JOURNALS

Edwin N. Hurley, who recently retired as chairman of the Federal Trade Commission in the United States, says regarding trade journals in his book, "The Awakening of Business":—

"Business men do not realize the value which trade journals and technical magazines may be to them in increasing the efficiency of their factories and giving them a broad, comprehensive view of their business. Our trade journals and technical papers should be encouraged and supported by our business men. Copies should be placed where employees can see them, and they should be urged to read and study them. These papers are preaching the gospel of sound business on practical lines, and are helpful, not only to business, but to the country as a whole."

COMMISSION TO MARKET CROP

The entire grain marketing system in Canada will henceforth be under the control of a Government-appointed commission for marketing the 1917 crop. Dr. Robert A. Magill, Winnipeg, former chairman of the Canadian Grain Commission, will be chairman of the newly-appointed body. Other members will include T. A. Crerar, president of the Grain Growers' Grain Company, and a representative of the Saskatchewan Co-operative Grain Company.

CUBAN SUGAR MILLS BUSY GRINDING CROPS

Despite recent disorders in the Island of Cuba, 128 sugar mills, manufacturing and producing about 60 per cent. of the total sugar crop of Cuba, have continued their work without interruption and about 950,000 tons of sugar have been received at the ports for shipping.

According to present calculations, the loss of cane burned during the disturbances amounted to about 5,000,000 tons. The present crop is running about 20 per cent. behind last year, and this is explained by the fact that crops began late in December.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

WITH the upward tendency in cash wheat prices during the week flour again was quoted higher by some of the large milling concerns. Demand for millfeeds is lessening now that abundant grass is available for livestock. Sugar prices are in somewhat weaker position owing to the continued good reports of production on the Island of Cuba. Demand for sugar throughout Canada is light at present, but with the approach of the fruit-preserving season it is anticipated a heavier demand may put greater firmness into the market.

Advances in prices have not been arrested by a noticeable slackening in trade. However, the increases have not been so apparent in the more staple grocery lines, but rather in some of the commodities that are a necessary part of the stock-in-trade of every wholesaler. Butter dishes, milk powder, maple syrup, chloride of lime, jams and jellies are among the lines affected. On the other hand there were declines in the price of butter and cheese. Eggs were in steady market, but with the increasing production it is anticipated that lower prices will prevail in that commodity also. The naming of the price which the purchasing commission of the British Government is prepared to pay has had the effect of causing the cheese market to steady down.

There has been a slowing up in trade quite generally during the past two weeks and various reasons are assigned. One of the theories advanced is that there is uncertainty over the conscription issue. It is pointed out that retailers are of the opinion that with considerable numbers of men taken from civilian life there will be less demand for grocery commodities. Another reason given is that retailers are already carrying fairly heavy stocks and have enough to take care of their trade for some little time.

QUEBEC MARKETS

MONTREAL, June 12, 1917.—With flour a little higher, and the market for cereals firm the general tone of the markets has been for strength. Fish conditions are perhaps the exception, fish supplies having been plentiful, and prices lower. There was a glut of lobsters on the market, and at one period during the week these sold retail at less than quotations for them wholesale. Poultry prices are also on the easy side, but provisions have not entirely responded to the weakness in the market for live hogs. Eggs are cheaper. Butter and cheese are cheaper. Potatoes are higher and the seasonable changes in the vegetables and fruits come faster now. Beans keep very scarce and high. There have been fewer changes in miscellaneous articles this week.

Yellow Sugars Are Shaded Slightly

Montreal.
SUGAR.—Steadiness has been the characteristic of the sugar market during the past week. There is a cessation of heavy demand for the present.

This is welcomed by the refiners who have faced big pressure on productive powers for quite a few months of late. Prices keep steady and supplies of the raws come in satisfactorily. There has been a slight adjustment downwards of the yellow sugars, yellow No. 2 being now \$7.85 instead of \$7.95, and dark yellow \$7.75 instead of \$7.85. This is the only change.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 35
Acadia Sugar Refinery, extra granulated	8 35
Canada Sugar Refinery, extra granulated	8 35
Dominion Sugar Co., Ltd., crystal granulated	8 35
Special icing, barrels	8 55
Diamond icing	8 55
Yellow, No. 1	7 95
Dark yellow	7 75
Powdered, barrels	8 45
Paris lumps, barrels	8 95
Paris lumps (boxes), 100 lbs.	9 05
Crystal diamonds, barrels	8 95
Crystal diamonds (boxes 100 lbs.)	9 05
Assorted tea cubes, boxes	8 95
Cut loaf (50-lb. boxes)	9 20
Cut loaf (25-lb. boxes)	9 40

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 Firm And Scarcer Still

Montreal.
CANNED GOODS.—There is firmness in the canned goods market in every line more or less. Undoubtedly before new crop canned fruits, vegetables, etc., come on the market the present stocks will have dwindled very low. Canadian sardines are now at \$7.00 a case with perhaps a few lots available at \$6.75 per case. Canned salmon shows shortages in certain lines now, and is in firm market continually. Demand is good, and the outlook is for further firmness.

Salmon Sockeye—

"Clover Leaf," 1/2-lb. flats	2 45
1 lb. talls, cases 4 doz., per doz.	3 00
1/2 flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. talls	1 45
Pinks, 1-lb. talls	1 80
Cohoos, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case)	6 75

Canned Vegetables—

Tomatoes, 3s	2 25	2 30
Tomatoes, U.S. pack	2 25	2 25
Tomatoes, 2 1/2s	2 15	2 20
Peas, standards	1 35	1 35
Peas, Early June	1 45	1 45
Beans, golden wax	1 60	1 60
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	2 00	2 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

Prunes Incline To Greater Firmness

Montreal.
DRIED FRUITS.—Spot prunes are firmer, and while some wholesale firms are still quoting as below, other firms are advancing their prunes by from one and a half to two cents per pound. It is possible that by time of publication all prunes will be noticeably firmer. From the primary markets little news is heard this week. Firmness is rumored however, and there can be no doubt but that with the United States in the War prunes will be in demand for troops and scarce and firm for civilian use. Other lines of dried fruits are steady, but there was a weakness of tone noted in one quarter as to seedless raisins. This may be only a passing phase however, and prices were not actually affected.

EVAPORATED FRUITS. Per lb.

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

DRIED FRUITS.

Candied Peels (to arrive)—		
Citron	0 32	
Lemon	0 24	
Orange	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 prices are considered merely nominal.)

Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	0 12 1/2	
Fards, choicest	0 12 1/2	
Hallowee (loose)	0 13	
Excelsior	0 11 1/2	
Anchor	0 09	

Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 1/2	
1 lb. glove boxes, each	0 12	
Cal. bricks, 8 oz., doz.	0 95	
Cal. bricks, 10 oz., doz.	1 20	
Cal. bricks, 16 oz., doz.	1 40	
Cal. layers, 10 lb., 5 rows, box.	1 60	
Cal. fancy, table, 10 lbs.	1 60	

Figs—		
Spanish (new), mats, per mat.	2 40	
Comadore (Portugal), per mat 33 lbs.	2 40	

Prunes, California—		
30 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	

Prunes (Oregon)—		
30s	0 18	
40-50s	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	
Muscateles, loose, 2 crown	0 10 1/2	
Muscateles, loose, 3-crown, lb.	0 11	
Muscateles, 4-crown, lb.	0 11 1/2	
Cal. seedless, 16 oz.	0 12 1/2	0 14
Fancy seeded, 16 oz. pkgs.	0 12 1/2	
Choice seeded, 16 oz. pkgs.	0 12	
Valencias, selected	0 11	
Valencias, 4-crown layers	0 11 1/2	

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

Molasses Advances; Cane Syrup Line Up

Montreal.
MOLASSES AND SYRUPS.—Molasses is higher in price, and supplies are coming most irregularly to Montreal. There are doubts as to the future in this line. It is possible that much higher prices may yet be seen, and on the other hand better supplies might even lead to a slackening off. Demand is good, and market firm at present. Corn syrups are firm, but no changes have been reported this week. Changes might come in the direction of further firmness for the corn market is again strengthening. Cane syrup in cans has advanced quite sharply for one brand quoted below. At this new price owing to cost of containers there is actually less margin of profit for the manufacturers than at the former figure when can making material and packing case materials were at normal figures.

	Prices for	
	Fancy, Choice,	
	Island of Montreal	
Barbadoes Molasses—		
Punchons	0 74	0 68
Barrels	0 77	0 71
Half barrels	0 79	0 73

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
 Barrels, per 100 lbs..... 6 50
 Half barrels, per 100 lbs..... 7 00

Nut Markets Firm, But Peanuts Shaded Down

Montreal.
NUTS.—The firmness of market for nuts maintains steadily, and there will probably be few arrivals of nuts from Europe while the war lasts. Ships are so much diverted to war purposes, and the carrying of essential foodstuffs. This week finds all nuts in firm market, but there is a shading towards easier tone in peanuts. These are shaded down about half a cent by wholesalers, but the primary markets promises more firmness. Shelled walnuts are firmer in price. It costs more to import these now than retailers are asked to pay for them, but demand is not heavy at present. New Brazil nuts for fall will be about 16 cents according to one report.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	0 70	
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 18	0 20
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	
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	0 40	
Pecans (shelled)	0 80	
Walnuts (Grenoble)	0 18 1/2	
Walnuts (shelled)	0 52	
Walnuts (Marbots), in bags.	0 13	0 16
Walnuts (California), No. 1	0 24	
Cocoanuts, 100 size, per sack	7 50	

Beans Still Scarce; Hand-Picked Rare

Montreal.
BEANS.—Beans are as scarce, and as firm in price as ever in the history of the province it is believed, but still by a curious turn of business at this season there have come on the market in limited quantities some Canadian hand-picked, and Canadian 3 lb. pickers. Only about a carload of the hand-picked is heard of. These were kept for seed, but seeding time passed without their being used, and they are on the market for culinary purposes at \$10.50 per bushel. Similarly with three pound pickers, but only a few bags of these are available. These were quoted at \$9.50 per bushel. Imported beans supply the market for the most part now at firm prices also.

Beans—		
Canadian, hand-picked	10 50	
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers	7 90	8 50
Yellow Eyes, per lb.	0 15	0 15 1/2
Lima, per lb.	0 20	
Chilean beans, per lb.	0 14 1/2	0 15
Manchurian white beans, lb.	0 15 1/2	0 16
South American	5 70	
Peas, white soup, per bush.	5 00	
Peas, split, new crop, bag 98 lbs.	10 00	10 10
Barley (pot), per bag 98 lbs.	6 00	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice And Tapioca In Firm Market

Montreal.
RICE AND TAPIOCA.—There is not such a vigorous demand at present for rice, according to reports, and the market is steady at present. Prices as quoted below are found prevailing amongst the wholesalers, though in one instance lower prices were quoted, but with the reservation that they would probably firm up for general business. Rangoon "B" rice is quoted at \$7.35 per 100 lbs. Siam No. 2 was in the one source noted, quoted as low as \$7.25. Further advances were not anticipated at time of reporting, but it was remarked that Vancouver rice might be subject to fluctuations from which in the meantime the Montreal market is free. Tapioca is still exceedingly firm and scarce.
 "Texas" Carolina, per 100 lbs... 9 90
 Patna (fancy) 10 15
 Real Carolina, per 100 lbs..... 11 00 11 50
 Patna (good) 9 40
 Siam, No. 2 7 25 9 15
 Siam (fancy) 8 40
 Rangoon "B" 7 35
 Tapioca, per lb. 0 14 0 15
 Tapioca (Pearl) 0 14

Coffee And Cocoa In Steady Market

Montreal.
COFFEE, COCOA.—The market for coffee is unchanged this week. There was a passing firmness of late but this has not come to anything permanent. It is even believed that should the United States add further duties to coffee, the difference would be absorbed by Brazil before it was allowed to burden the market in Canada. With their markets so restricted by the war the growers are concerned mainly to preserve at normal and encourage if possible all the market they have. Thus coffee has kept at low prices for so long. Demand is normal, and the outlook is for steadiness. Cocoa is also steady, with the summer conditions of demand prevailing.

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 19 1/2	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 Is Firm As Ever

Montreal.
TEA.—Conditions as regards tea supplies in Montreal are not greatly altered from those prevailing last week. The tone of the market is still firm. There are only small and irregular arrivals of teas, and these are at high prices to the importer. Arrivals from the Orient after delays at transshipping points are sometimes found to have been damaged. Still for the most part the loss by damage is less than it would be under ordin-

ary conditions as teas of all kinds are scarce. In certain instances where wholesalers are content with normal profits on teas bought at normal prices of say six months ago, good bargains can still be picked up at prices not greatly advanced but this is a very transient condition. Japan teas are from 4 to 5 cents higher than at last year's market. The market for China teas will soon open.

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

Spice Market Is Steady And Firm

Montreal.

SPICES.—Irregularity characterises the main markets for spices at present, but the local condition of things is quiet though very firm. Peppers have shown a slightly easier trend in New York. This may be only a passing phase, probably is so. Cloves are very scarce. Nutmegs, mace, cassias and gingers are steady for the most part. Pimento is slightly easier and in steady demand. Seeds and herbs are quiet for the present. The question of ship space still bears greatly on the spice situation, and the American markets are still doubtfully poised anticipating duties.

	5 and 10-lb. boxes	
Allspice.....	0 16	0 18
Cassia.....	0 25	0 30
Cayenne pepper.....	0 28	0 35
Cloves.....	0 35	0 40
Cream of tartar, 60c.....		
Ginger, pure.....	0 25	0 35
Ginger, Cochon.....		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 25
Tumeric.....	0 21	0 23
Cardamom seed, per lb., bulk.....		2 00
Caraway, 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.

Changes Are Many In Season's Lines

Montreal.

FRUIT AND VEGETABLES.—Seasonable changes come rapidly in prices of vegetables, but there are still fluctuations up and down. Oranges are a shade more expensive this week. Grape fruit are easier. Lemons are firmer. Limes have appeared for the first time this season in small boxes of 80 at \$1.50. Pineapples are steady and fairly plentiful, but have passed their zenith of supply. Apples are at the fag end of their supply for old crop, and in very little demand. In the vegetables potatoes are up again to \$4.25 for Green Mountains. Quebecs are steady. Some red onions have arrived, also new carrots, turnips and beets. Tomatoes are easier, and Mississippi flats have arrived at \$1.75 a crate. Beans are shad-

ed downwards. Rhubarb is more plentiful and cheaper. Cucumbers are up. There will be more frequent changes in the seasonable lines now.

Bananas (fancy large), bunch...	2 75	3 50
Oranges—		
Navel, per box.....	4 25	
Florida.....	5 00	
Valencia, ordinary and large..	4 25	5 00
Grape fruit.....	2 75	3 25
Lemons.....	3 75	4 00
Limes, box of 80.....		1 50
Pineapples, Cuban, crate.....		3 50
Watermelons (U.S.) each.....	0 50	0 75
Apples—	No. 1	No. 2
Russets.....	7 00	5 50
Ben Davis.....	6 25	6 00
Cauliflower, per doz. bunches...	3 00	4 00
Celery, greentop, per crate.....	4 00	
Celery (U.S. washed), doz.....	1 25	
Celery (Florida), crate.....	3 50	
Onions, Bermuda, crate 50 lbs...	3 25	
Onions, Texas (crystal wax), crate 50 lbs.....		3 00
Texas onions (red), crate.....		2 90
Onions, Australian, sack 100 lbs.	7 00	
White onions, per bag (100 lbs.)	6 00	
Red onions, 100 lbs.....	6 50	
Potatoes (Green Mt.), bag, 80 lbs.	4 25	
Potatoes (new), per hamper.....	4 00	
Potatoes (new), per bbl.....	12 00	
Potatoes (red).....	3 75	
Potatoes (sweet), per hamper.....	4 00	
Carrots, per bag.....	4 00	
Carrots (new), doz. bunches...	0 90	
Beets, per bag.....	2 00	
Beets (new), doz. bunches.....	1 25	
Parsnips.....	1 50	
Peas (new), per hamper.....	3 00	
Turnips (new), per doz.....	1 25	
Lettuce, curly, per box.....	2 00	
Lettuce, Romaine, doz.....	1 00	
Lettuce, Boston, box of 2 doz.....	2 25	
Tomatoes (Florida), per crate...	3 25	3 50
Tomatoes, Mississippi Flats.....	1 75	
Horse radish, per lb.....	0 25	
Cabbage (new), Charleston, crate	4 75	
Cauliflowers (doz.).....	3 50	4 00
Cranberries (Cape Cod), barrel...	9 00	13 00
Beans, U.S. wax, basket.....	3 25	3 75
Beans, U.S., green, basket.....		3 75
Leeks, per doz. bunches.....	2 00	
Parsley, doz.....	0 50	1 50
Mint, doz.....	0 50	
Watercress, doz.....	0 50	
Spinach, per bbl.....	4 00	
Rhubarb, per doz.....	0 25	
Eggplant, per crate.....	6 50	7 00
Cauliflower, crate.....	4 00	
Garlic (Venetian), lb.....	0 10	
Endive (Canadian), lb.....	0 25	
Strawberries (Louisiana), pints...	0 12	
Strawberries (quarts).....	0 20	
Cucumbers (Fla.), basket.....	3 75	4 50
Artichokes (Jerusalem), bag.....	1 25	

Fish Supplies Are Quite Plentiful

Montreal.

FISH.—Trade is very active in fish, and demand is good, but owing to large supplies in almost every line prices have weakened since our last report. There has also been some competition between producers, particularly as regards haddock and halibut, and this has had the effect of bringing the prices pretty low. This situation should be welcomed by

consumers who substitute fish for flesh food. Gaspé salmon are now arriving in fair quantities, and are selling comparatively low. Mackerel are also more plentiful and demand is up to expectations. More halibut is being offered from the East and West lately than has been noted for some time. The market is well supplied and prices sag. Lobsters have been a drug on the market, selling at any prices they would bring for a time, but this condition is believed to be at an end now.

SMOKED FISH

Haddies.....	0 10	0 11
Haddies, fillet.....	0 14	0 15
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. box.....		1 40
Smoked eels.....		0 12

SALTED AND PICKLED FISH

Herring (Labrador), per lb.....	\$10 00
Salmon (Labrador), per bbl.....	20 00
Salmon (B.C. Red).....	17 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.....	10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box.....	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb..	0 12	0 15
Prawns, Imperial gal.....		3 00
Shrimps, Imperial gal.....		2 50
Scallops.....		2 75

FRESH FROZEN SEA FISH.

Halibut.....	16	17
Haddock, lb.....		06
Mackerel (med.), each.....		20
Mackerel (large), each.....		25
Cod steak, fancy, lb.....		8
Salmon, Western.....	15	16
Salmon, Gaspé.....	18	20

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 11	0 12
Smelts, No. 1.....		0 15
Smelts, No. 1 large.....		0 20

Oysters—

Selected, gal.....		2 00
Ordinary, gal.....	1 75	1 85
Malpeque oysters (choice, bbl.)		12 00
Malpeque Shell Oyst. (ord.), bbl.		10 00
Cape Cod shell oysters, bbl.		12 00
Clams (med.), per bbl.....		8 00

FRESH FISH

Haddock.....	0 05½	0 06
Steak Cod.....	0 06½	0 07
Market Cod.....	0 05½	0 06
Carp.....	0 10	0 11
Dore.....	0 14	0 15
Lake trout.....	0 14	0 15
Fike.....	0 10	0 11
B.C. Salmon.....	0 15	0 16
Gaspé Salmon.....	0 16	0 17
Gaspereaux, each.....		0 03
Western Halibut.....	0 17	0 18
Eastern Halibut.....	0 16	0 17
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 15	0 16

ONTARIO MARKETS

TORONTO, June 13.—Flour prices were again moved to higher levels during the week by some of the large milling concerns. Sugar prices were inclined to be in weaker market, with demand very light. It is anticipated with the coming of the fruit preserving season a heavier demand may develop, and thus put some firmness in the market. Price changes have not been as

numerous during the week, but were of sufficient number to give the impression that the market is still a rising one. Business was slow during the week. Some attribute it to the fact that retailers are fairly well stocked up, while others again assign the reason to the uncertainty attached to business in the face of conscription. It is pointed out that if a large number of men are taken from the

domestic consuming class that retailers will not have such a large field to draw from in the matter of trade.

Production Still Keeping Up Well

Toronto.

SUGAR.—The main centre of interest in the sugar market continues to be the conditions on the Island of Cuba. During the past week production has been proceeding at a good rate, and is rapidly catching up on the figures of last year at a similar period. Visible production on that Island has now passed the two and one-half million mark, being now at 2,532,760 tons, against 2,738,803 tons last year at the same time, and 2,199,092 tons in 1915 at the same period. During the week 34 centrals finished grinding, which now leaves the estimated number still grinding at 81 centrals, against 32 last year and 52 in 1915. Of the number of centrals that have finished grinding, the returns from 30 show that 3,859,146 bags were produced. One of the leading sugar authorities estimated at the first of the season that the production on these plantations would be 4,191,000 bags, and on this basis estimated there would be a crop of 3,600,000 tons. Stocks of raw sugars at Atlantic ports were heavy during the week and declines in raws of .07c per pound were recorded. Business in the United States is more or less restricted pending legislation at Washington. As to what will develop in the way of a revenue tax is still in doubt. Business in sugar locally is still very light. Heavy purchases made during the first four months of the present year were equivalent to about six months' supply in normal times. This sugar will have to be used up before any large demand begins again. With the coming of the fruit preserving season it is expected the demand from wholesalers will develop. Prices remained unchanged during the week.

Atlantic, St. Lawrence extra granulated sugars	100 lbs.	8 49
Acadia Sugar Refinery, extra granulated		8 49
Canada Sugar Refinery, extra granulated		8 49
Dominion Sugar Refinery, extra granulated		8 40
Yellow, No. 1		8 09
Special icing, barrel		8 69
Powdered, barrels		8 69
Paris lumps, barrels		9 09
Assorted tea cubes, boxes		9 09

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.

Milk Powder And Butter Dishes Higher

Toronto.

MILK POWDER, BUTTER DISHES. Increases were recorded in milk powder during the week of from 4c to 4½c per pound. This commodity is now selling in drums at 24½c per pound, an increase of 4½c, and in barrels at 23c, an advance of 4c. Klim milk in tins is now quoted at \$15.50 per case, an advance of \$1.50. Butter and lard dishes have been increased in the neighborhood of 50c per thousand. Half-pound size remains the

same at \$2.75; one-pound have been increased 50c, and are now selling at \$2.80. Two-pound size has been advanced 55c to \$3.30; three-pounds are up 40c to \$3.60, while 5-lb. size has also been increased 40c to \$4.20. Royal salad dressing in gallons has been increased 25c, and is now selling at \$2.75. Maple syrup in tins has been increased 20c per dozen to \$2.90, with larger size at \$4.85, an increase of 25c. Chloride of lime in cases one-half pound containers has been advanced 50c to \$3.20. One-pound containers have been advanced 25c, and are now quoted at \$2.50. Bulldog ammonia has been advanced 30c per case, and is now quoted at \$2.70. Gold Dust washing powder has again been increased slightly. The large size remains the same as recorded last week at \$5.75, while the medium and small size has been advanced 10c, now making the selling price \$5.60. Sunny Monday soap has made a further advance from the one recorded last week, the selling price being now \$6, an advance of 40c. N. P. soap prices were announced as withdrawn last week, and higher prices have been announced at \$4.10 per case, an increase of 35c. Carnation brand of condensed milk is now quoted at \$6.15 for 16-oz. size, 48 to case, while 6-oz. baby size, 96 to case, is quoted at \$5.15. St. William's jams, raspberry, strawberry and black currant have been advanced. In 16-oz., glass bottles, the new price is now \$2.85, being an advance of 10c to 25c. In 4-lb. tins the price is now 77c, the former price being 68c to 75c. Bulk jellies are up in price, having advanced from 25c per pound to 28c to 30c. Soap chips are now sold from the manufacturers at open prices. Manufacturers of Windsor salt have announced that on account of abnormal conditions with respect to labor, transportation and demand for salt for military uses, they are unable to promise delivery inside three months' time.

Demand For Canned Goods Is Excellent

Toronto.

CANNED GOODS.—Wholesalers report the demand for canned goods as keeping up wonderfully well, with corn and peas in a steady demand. In canned tomatoes there was an inclination toward higher prices during the week, 2½'s selling from \$2.35 per dozen up to \$2.50. Corn was in very firm market, with lowest quotations generally ranging around \$2.10 per dozen. Salmon is in good demand, but new pack prices have not yet been named, although orders are being placed by wholesalers at open quotations. The run of sockeye salmon will not begin at the coast until about the first week in July. This is the year of the big run in Western waters. Red spring salmon are now being caught, but the run is light. It is stated by those closely in touch with the situation that the prices of canned salmon will be higher than they were last year, due to the heavy demand both from foreign and domestic sources, and also to the increased cost of labor and tinplate. Ordinarily the new prices on salmon are named some time

in August, and it is expected prices will be announced about the usual time this year. Canned peaches, 2's, have been advanced 10c per dozen, and are now selling at \$2, while 2½'s are quoted at \$2.45 and 20-oz. at \$1.50.

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 00	3 25
Alaska pinks, 1-lb. talls	2 40	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 85
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
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, 2's, doz.	2 10	2 20
Pumpkins, 2½s	1 95	2 10
Apples, gallons, doz.		4 00
Pineapples, Hawaiian, 2s, doz.	2 45	3 00
Pineapple, Hawaiian, 1s, doz.		1 50

Molasses Holding In Firm Market

Toronto.

MOLASSES, SYRUPS.—Molasses quotations were firmly maintained during the week. Demand for the commodity has been fairly good. Firm prices on tinned goods of certain brands have been withdrawn, now being sold only subject to confirmation by the manufacturers. Corn syrups and cane syrups also held in a steady market during the week so far as prices are concerned.

Corn Syrups—

Barrels, per lb.	0 06½
Cases, 2-lb. tins, 2 doz. in case	4 60
Cases, 5-lb. tins, 1 doz. in case	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.	

Cane Syrups—

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

Molasses—

Fancy Barbadoes, gal.	0 78	0 82
West India, ½ bbls., gal.	0 46	0 48
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

Interest In Dried Fruit Is Waning

Toronto.

DRIED FRUIT.—Business in dried fruits is languishing somewhat, as indeed it has been within recent days in most grocery lines. The same condition is noted in the United States. As to the exact reason for such a condition it is hard to surmise. In the United States things are reported at a standstill in dried fruit so far as trading between jobbers is concerned. How much is due to apprehension with respect to a possible control of the food situation is not apparent, but it is stated by authorities in the market that general conditions in the market have much to do with the situation. Prunes in first hands are depleted so far that there is little interest in trading. New crop prospects are constantly improving, and the hope that lower prices will be named for the coming season continues to grow. The crop

of peaches is showing up to better advantage than was at first supposed. Apricots are also improving, and will probably run to larger sizes because of early damage to the crop. The crop outlook in raisins is regarded as fairly satisfactory.

Apples, evaporated, per lb.	0 13½	0 14
Apricots, choice, 25's, faced.	0 24	0 26
Candied Peels—		
Lemon	0 25	0 26
Orange	0 26	0 27
Citron	0 30	
Currants—		
Filiatras, per lb.	0 22	
Australians, lb.	0 21	0 23
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Drummedary dates, 3 doz. in case	4 50	4 60
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.	0 10	
Prunes—		
30-40s, per lb., 25's, faced.	0 15	0 16
40-50s, per lb., 25's, faced.	0 14½	0 15½
50-60s, per lb., 25's, faced.	0 14	0 15
80-90s, per lb., 25's, unfaced.	0 10½	0 12½
Peaches—		
Choice, 25-lb. boxes	0 13½	0 14
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 15½	0 16

Trade In Teas Has Been Light

Toronto.
TEAS.—Trading in tea has been light during the week, sharing in this respect the general condition in the grocery trade. There was no disposition for the market to be any easier in tone, there being an underlying tone of firmness to the situation. Some stocks of teas are reported to be on the way from Calcutta and Colombo, but definite information as to their whereabouts is still lacking. This shipping situation has not improved any, and it is anticipated that it may get worse before it shows any signs of betterment. Prices remained unchanged during the week. Arrivals of the S.S. "City of Durham" and "Karema" at Boston and the "Empress of Russia" at Vancouver during the week brought some additional stocks of tea for the Canadian market by the direct route. This has had the tendency of making the market somewhat easier in tone.

	Per lb.
Pekoe Souchongs	0 45 0 46
Pekoes	0 46 0 47
Orange Pekoes	0 48 0 50
Broken Pekoes	0 50 0 55
Broken Orange Pekoes	0 52 0 55

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.

New Coffee Crop Will Soon Be On Move

Toronto.
COFFEE.—The new crop of Brazilian coffee is expected to be a large one, and will soon be ready to harvest. This fact, together with the large supplies held in the United States, is expected to keep coffee in a steady if not a weak position. It is estimated there are supplies for at least six months' ahead in that country. The fact that more and more ships are

likely to be withdrawn from the South American trade for the purpose of carrying supplies to the Allied countries is given as one possible reason why prices of coffee should hold firm. During the past week in the primary market in New York there was a decline of ½c per pound, and purchases were fairly heavy in that market on this basis, as it was apparently considered a good speculation.

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
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Pepper And Cream Of Tartar Very Firm

Toronto.
SPICES.—Dealers in spices report the trade is picking up, being larger at the present time than at this time last year. Cream of tartar continues in a very firm position following the recent advances recorded in that commodity. Pepper is also in a similar position. While the market is strong, dealers are not anticipating an immediate rise in the very near future. Caraway seed in certain instances is quoted up as high as 90c.

	Per lb.
Allspice	0 15 0 18
Cassia	0 25 0 35
Cinnamon	0 40 0 50
Cayenne	0 30 0 35
Cloves	0 35 0 45
Ginger	0 25 0 35
Mace	0 90 1 25
Pastry	0 25 0 30
Pickling spice	0 20 0 25
Peppers, black	0 32 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
Caraway seed, whole	0 75 0 90
Cream of Tartar—	
French, pure	0 60
American high test	0 65

Shelled Almonds In Very Firm Position

Toronto.
NUTS.—There is a firm position in shelled almonds in the primary market, as indicated by an advance of 3c to 4c per pound recorded in the New York market during the week. There is very little interest in nuts locally at the present time. Brazil nuts, however, are quoted to arrive at 14½c to 15c per pound. Spot stocks are quoted from 17½c to 20c. Shelled peanuts are in a firm position, with quotations ranging as high as 18c.

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 19
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 14	0 18
Brazil nuts, lb.	0 17½	0 20
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California	0 26	0 33
Peanuts, lb.	0 16	0 18

Rice Prices Were Maintained During Week

Toronto.
RICE AND TAPIOCA.—Prices for rice held steady during the week, with a fair demand reported. There have been fair arrivals of stocks from the Southern rice fields, and this is taking care of the needs of the trade. Supplies in the Southern centres are reported to be not large, being chiefly held in second hands. Satisfactory progress is reported on the planting of the new crop. Tapioca held steady in price.

Texas, fancy, per 100 lbs.	10 50	11 50
Siam, fancy, per 100 lbs.	8 00	9 00
Siam, second, per 100 lbs.	7 50	8 00
Japans, fancy, per 100 lbs.	9 00	9 50
Japans, second, per 100 lbs.	8 00	8 50
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 13½	0 15

Bean Stocks Are Heavier Than Recently

Toronto.
BEANS.—With some recent arrivals of Rangoon beans there were larger supplies in the market during the week. Some wholesalers are out of the market entirely, and are not making any quotations. There has been a fair inquiry for beans. Yellow-eyes were again quoted in the market at 16c per pound, an advance of 1c, making the price per bushel now \$9.60. Lima beans are in firm market, with stocks locally in narrow compass.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel	9 60	
Japanese, per bush.	10 00	
Black eyes, Cal., bushel	6 50	
Limas, per pound	0 19	0 20

Price Movements In Package Cereals

Toronto.
PACKAGES.—Advances in several lines of package cereals have been recorded during the week. Krinkle and Quaker cornflakes are now being quoted at \$3 per case, an advance of 5c. Quaker oats, 18's, have been advanced to \$1.50 per case, while Tillson oats, 20's, have been increased 15c to \$4.90 per case. Recent prices on shredded wheat have been withdrawn by the manufacturers, and prices are subject to change without further notice. Business in these lines has been fairly good. Cornstarch and starches held steady in price.

Cornflakes, per case	3 00	3 40
Rollled oats, round, family size, 20s	4 00	4 50
Rollled oats, round regular 2-lb. size, case	1 45	1 80
Rollled oats, square case, 20s	4 00	4 90
Shredded wheat, case		4 00
Cornstarch, No. 1, pound cartons	0 10½	
No. 2, pound cartons	0 09½	
Starch, in 1-lb. cartons	0 10½	
Do., in 6-lb. tins	0 12½	
Do., in 6-lb. papers	0 09½	

Whitefish Lower; Eastern Salmon Down

Toronto.
FISH.—With heavier arrivals of whitefish during the week prices showed a decline by 1c per pound, making the range now from 14c to 15c. Salmon trout, on the other hand, was firmer in price owing

to the comparative scarcity of this class, and was quoted 1c higher. Restigouche salmon from New Brunswick is arriving in larger quantities and quotations were lower by 7c per pound. Slightly lower prices were also recorded in mackerel. British Columbia red spring salmon reached the market during the week, and was quoted at 20c. Pickerel or dore is also in, the price ranging from 13c to 15c per pound. Demand for whitefish is good

SMOKED FISH.

Ciscoes, per lb.	0 15
Haddies, per lb., new cured.....	0 11
Haddies, fillets, per lb.	0 14
Kipped 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 16½	0 17
Halibut, frozen	0 16½	0 17
Cohoe salmon (red), frozen	0 14½	0 15
Salmon, Restigouche, lb.	0 18	0 20
Haddock, fancy, express, lb.	0 08	0 09
Steak, cod, fancy, express, lb....	0 10	0 11
Mackerel, lb.	0 10	0 12
Flounders, lb., frozen	0 09	0 10
Winkles, per bag	1 75	

FRESH LAKE FISH.

Herring, lb.	0 10	0 12
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 13	0 13½
Whitefish, lb., fresh	0 14	0 15
Trout, lb., fresh	0 13	0 14
Herrings, frozen	0 06	0 06½
Tullibees, fresh, lb.	0 08	0 09

Old Potatoes Are Getting Cleaned Out

Toronto.

VEGETABLES.—Wholesalers are now getting pretty well cleaned out of old potatoes, and they are not anxious to take on additional stocks. The arrival of new potatoes is expected to have a weakening tendency on remaining stocks of old potatoes. Delaware potatoes are about cleaned out of the local market. A few Ontario potatoes reached the market during the week, and were sold at \$4.25 per bag. Inquiries among the farmers by local dealers recently revealed the fact that there are still small odd lots waiting to be marketed in some of the country districts. New potatoes in barrels from the South were quoted at \$13. Canadian asparagus was down 25c to 50c per basket. Green string beans in hampers were also lower by 50c. Cabbage in case were quoted considerably lower. Canadian head lettuce is now supplanting the California article, and is quoted at \$1.25 per dozen. Likewise Mississippi tomatoes in four-basket carriers are now in the market to take the place of the California product. They are selling at \$1.75 per carrier.

Asparagus, Can. grass, 11-qt. bkt.	1 25	1 50
Beets, new, hamper	2 25	
Beans, green, string, hamper	3 00	
Beans, golden wax, hamper	3 00	3 25
Cucumbers, Can., hothouse, 11-qt. basket	2 00	2 25
Cucumbers, Florida, hampers, 6 doz.	3 00	3 50
Cabbage, case	3 00	4 75
Carrots, new, hamper	2 00	
Celery, Florida, half case	3 00	
Lettuce, per doz. bunches	0 20	0 30
Canadian head lettuce, doz.	1 25	
Mushrooms, 4 lbs.	2 50	
Onions—		
Texas, 50-lb. box	2 75	
Green, per doz. bunches	0 30	

Potatoes—

N. Brunswick Delawares, 90-lb. sacks	4 75	
Elbertas, bag	3 75	4 25
New, hamper	3 25	3 50
New, barrel	13 00	
Peas, green, hamper	2 50	2 75
Radishes, doz. bunches	0 15	
Spinach, bushel hamper	0 50	0 75
Green peppers, doz.	1 00	
Tomatoes, Miss., 4-bkt. carriers.	1 75	
Parsley, basket	0 75	
Watercress, basket	0 30	0 50
Turnips, new, hamper	1 50	

Pineapples Will Likely Be Higher

Toronto.

FRUIT.—From present indications it would seem that pineapples had reached the lowest point for the season, and are now on the up-grade again. Arrivals in New York have been light in comparison with the demand for this fruit. Some of the fruit is showing a tendency to go bad,

MANITOBA MARKETS

WINNIPEG, June 13.—Unsettled with a generally upward tendency describes in brief market conditions prevailing here to-day. "It is almost impossible to get out a catalogue," said the manager of a big wholesale grocery firm to-day. "We were at work on one for six weeks and had no sooner received revised proofs than they had to go back to be recorrected, and by the time it was ready it was again in need of revision."

Wholesale houses, however, report an excellent city and country trade, but for some time there was great anxiety owing to the continued dry weather. Ample rains, however, which have fallen during the past few days have put the crops in splendid shape.

Very general interest has been taken in the Retail Merchants' Convention and a large number of country merchants are attending. They generally report rural conditions as good, but rain urgently needed.

Generally, the situation calls for extreme caution. Unexpected strains on staple lines supplies may come at any time caused by heavy purchases by the Allied Governments. A thorough survey of available supplies of all lines of foods and a more or less wholesale regulation of prices is not improbable. The fact that the handling of the surplus grain supplies of Canada and the United States will be under direct Government control will be likely followed by a direct control of meats and fats and not improbably sugar.

Sugar Still in Steady Market

Winnipeg.

SUGAR.—Sugar is still quoted at \$9.05 per cwt. standard granulated in bags and there is not much probability of a decline. It is true that the output from Cuba, the U.S. and other sources on this side will be heavier than average, but this is offset by a great falling off in European production, and a heavy European demand.

which is accounted for by the fact that shipments were held up for a considerable time at Havana on account of a strike. Porto Rican pines are off the market. California navel oranges are higher in price by 25c, and late Valencias are also slightly firmer. Rhubarb is again easier owing to the quantities reaching the market. Strawberries are arriving in good quantities, and quotations range from 16c to 18c per quart.

Apples—

Boxes, American	2 75	3 00
Bananas, yellow, bunch.....	2 25	2 75
Bananas, red, bunch	2 50	3 00
Cherries, Cal., box	2 50	3 25

Oranges—

Cal. Navels	3 75	4 00
Cal. late Valencias	4 00	4 25
Grapefruit, Cuban, case	3 75	4 25
Florida, case	5 00	5 50
Lemons, Cal., case	4 50	
Messinas, case	3 25	3 50
Pineapples, Cubans, case	3 75	4 00
Rhubarb, oz. bunches	0 20	0 25
Strawberries, 1-qt.	0 16	0 18
Watermelons, each	0 60	0 75

A well known authority estimates that 2,000,000 tons of American sugar will be needed abroad. This demand could be supplied if the tonnage is available, if not an easier feeling will prevail in prices on this side. This, however, would work only to a limited extent as the knowledge of the big outside market hungry for the staple will encourage holders to hang on.

Corn Acreage Heavy, Corn Products Steady

Winnipeg.

SYRUPS.—Some dealers have been looking for an advance in syrups due to a low carry over of corn and the present high price of that cereal. Against this logic is the fact of an enormous increase in the acreage under corn in the United States and promise of a record crop. With average yields there should be a great easing off of corn prices and corresponding drop in corn products. Manufacturers will from now on keep a sharp eye on the corn crop. Should a moderate expectation of from five to six billion bushels of corn be harvested there will be no very high-priced corn products, and these very valuable foods will be very reasonable in price. These considerations point to caution in buying. There may be advances between now and harvest, but a slump is coming, it is said.

2-lb. tins Beehive and "Crown".....	\$4 73
5-lb. tins "Beehive" and "Crown".....	5 13
10-lb. tins "Beehive" and "Crown".....	4 86
20-lb. tins "Beehive" and "Crown".....	4 87
¼ bbl. "Beehive" and "Crown"	7 50
Crown, in quart sealers	4 43
"Lily White," 2-lb. tins	5 23
"Lily White," 5-lb. tins	5 63
"Lily White," 10-lb. tins	5 36
"Lily White," 20-lb. tins	5 37

California Only Source Of Dried Fruit Supply

Winnipeg.

FRUITS.—There is nothing new to report on the dried fruit situation—prices seemingly being in a rut, the outlook for next season's supplies is, however, en-

couraging. The coast fruit crops are promising well. Some lines of California dried fruits are pretty well exhausted and will shortly be off the market until the new crop comes in. There is little prospect of supplies being obtainable from any but California sources for a considerable period.

Dried Fruits—

Apples, evap., 50-lb. boxes, lb.	0 13¼	0 14
Apples, 25-lb. boxes	0 13¾	0 14¼
Apples, 3-lb. cartons, each	0 44	0 52
Pears, choice, 25's	0 13½	0 15½

Apricots—

Choice, 25's	0 23
Choice, 10's	0 24

Peaches—

Choice, 25-lb. boxes	0 12
Choice, 10-lb. boxes	0 13

Currants—

Fresh cleaned, half cases, Australian, lb.	0 19	0 22
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Dates—

Hallowees, 68-lb. boxes	0 12¾
Fards, box, 12 lbs.	2 00

Raisins, California—

16 oz. fancy, seeded	0 11½
16 oz. choice, seeded	0 11
12 oz. fancy, seeded	0 09½
12 oz. choice, seeded	0 08¾

Raisins, Muscatels—

3 crown, loose, 25's	0 09¼
3 crown, loose, 50's	0 09

Raisins, Cal. Valencias—

3 crown, loose, 25-lb. boxes	0 10
3 crown, loose, 10-lb. boxes	0 10½

Figs—

Cooking, in mats	0 07½
Mediterranean, 33-lb. mats	0 08½

Prunes—

90 to 100, 25s	0 11¼	0 12½
40 to 50, 25s	0 15½	0 17

Peels—

Orange, lb., 7-lb. boxes	0 22½
Lemon, lb., 7-lb. boxes	0 21¼
Citron, lb., 7-lb. boxes	0 25

Sharp Advance In Whole Yellow Peas

Winnipeg.
DRIED VEGETABLES. — In white beans Manchurians are the only line available and they are selling around \$7.50 per bushel. California Limas have —Manitoba markets— 0v-d become more of a factor in the market and are growing in popularity. Whole yellow peas are becoming scarce and are now quoted at \$1.50 per bushel advance over last week.

California Lima Beans—

80-lb. sacks	0 20	0 25
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Peas—

Split peas, sack, 98 lbs.	7 00	7 50
Whole green peas, bush	5 50	
Whole yellow, bushel	5 00	

Must Expect Advances In Rice And Tapioca

Winnipeg.
RICE AND TAPIOCA.—A general advance in prices of rices, sagos and tapiocas is to be expected. Most retailers contracted for their supplies some time ago and are now getting them at a price that is below what the wholesaler is himself paying. Rices are selling at the prices quoted, but new contracts could not be got at them or even at a cent advance. Sago and tapioca are both worth 14c., and almost sure to go higher.

Japan, No. 1, lb.	0 06¼
Japan, No. 2, lb.	0 05¾
Siam, lb.	0 05¼
Patna, lb.	0 06¾
Tapioca, lb.	0 14
Sago, lb.	0 14

Salmon Run Has Been Very Unsatisfactory

Winnipeg.
CANNED GOODS. — There is little chance of any decline in prices of canned salmon. The Sockeye run is reported as very light and the canners have now nothing to depend upon but Cohoes, which are not nearly as popular with consumers as red Sockeye. The British Government has been a heavy buyer of the canned supply and Western Canada will this season have to consider as a luxury the canned salmon at one time so plentiful and cheap here.

Whitefish Plentiful; Cod Soon Off Market

Winnipeg.
FISH.—Codfish will be off the market shortly. The spring salmon run is over and Winnipeg will from now on have to be content with dog salmon. The Government is at last turning attention to the sadly neglected inland fisheries of the Canadian West. Legislation limiting the catch in several of the larger lakes has been passed and the removal of the Selkirk fish hatchery to the mouth of the Little Saskatchewan is a step that commonsense dictated long ago. Whitefish are plentiful, as are pickerel. In poultry there is not much doing. A few broilers are coming in for sale at fancy prices.

Whitefish	0 12
Salmon, frozen	0 15
Salmon, fresh	0 22
Halibut, fresh	0 15
Cod, black	0 06
Cod, Ling	0 05
Kippers, boxes	2 00
Bloaters, boxes	1 75
Lake trout	0 15
Pickerel	0 12
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13½
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails	1 50
Smelts, extra	0 23
Brook trout, frozen	0 35
Smoked fillets	0 17
Sea herring	0 07½

Sharp Advances In All Citrus Fruits

Winnipeg.
FRUITS AND VEGETABLES.—The week end feature of the market is the advance in oranges and lemons, both of which are up \$1 per case. Florida tomatoes are 50 cents lower. Strawberries, with the exhaustion of the Hood River supply, are off the market until B.C. berries come in. Potato prices are jumpy and latest quotations are at \$1.90 per bushel. There is much hot-house stuff on the market, while native-grown salad is conspicuously absent, Winnipeg market gardens being more backward than for many years.

Asparagus, crates	2 50
Manitoba potatoes, bushel	1 90
Celery, Cal., case	8 50
Celery, Florida, crate	4 00
Cucumbers, box	4 50
Cucumbers, hamper	5 00
Carrots, new, lb.	0 07
Turnips, old, lb.	0 02
Cabbage, Cal., lb.	0 07
Cauliflower, Cal., small crates	3 00
Head lettuce, Cal., doz.	1 25
Lettuce, leaf, doz.	0 40
Imported mushrooms	1 00

Parsley, imported, doz.	0 60
Peas, green, lb.	0 20
Tomatoes, Florida, case	5 50
Spinach, lb.	0 15

Fruits—

Oranges, navel, case	4 50	5 00
Lemons	6 00	6 00
Grape Fruit	6 00	6 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Strawberries, case of 24 qts.	5 50	5 50
Bananas, lb.	0 05½	0 05½
Rhubarb, Washington, box	1 25	1 25
Pineapples, Cuba, case	5 00	5 00
Cherries, box	3 50	3 50
Watermelons, doz.	9 00	9 00

U. S. WHEAT CROP LIGHT Food Administrator Estimates Allies' Needs This Year at Billion Bushels

The United States Department of Agriculture has forecast a less than normal wheat crop for 1917, despite a prospect for a more than ordinary yield of spring wheat. A total yield estimated at 656,000,000 bushels will give the country 16,000,000 more bushels than last year's crop, but with the heavy demands from abroad and virtually no reserve store, it will not meet war needs unless the most rigid economy is practised.

Herbert C. Hoover, Food Administrator, has estimated the Allies' needs this year as one billion bushels of grain, most of it to come from the United States and Canada. The short wheat crop means that the United States will have to cut its wheat consumption if it exports any, because it normally uses more than 600,000,000 bushels of wheat alone. At the beginning of 1916 there were 164,000,000 bushels on hand carried over from the previous year's record crop.

It is expected, however, that some relief will be forthcoming from the forecasts of better crops of rye, oats and barley. A large corn crop is also expected in response to the Government request for increased production.

ANTIQUITY OF WHEAT

It is now believed that wheat is the oldest of cereal grains, as it is unquestionably the most important for human civilization and progress. It probably originated in Eastern Asia, which is also supposed to be the place where man originated. There are many kinds of wheat, one of the oldest being a variety which produces a number of ears on each stalk. What was called corn in the Bible story of Joseph was probably this variety of wheat. At no former period in the human history was wheat so generally used for human food as it is at the present.

NO TOBACCO LAND TAX

Some tobacco growers, particularly in Southern Ontario, have been much perturbed owing to rumors of the possibility of a war tax being placed on land put in tobacco in 1917 and afterwards. The amount of the tax mentioned in some instances reached as high as \$20 per acre.

In this connection the tobacco division of the Department of Agriculture at Ottawa has investigated the matter and reports that no foundation for such reports is forthcoming from even the highest official circles, and they can therefore be treated merely as unfounded rumors.

FLOUR AND CEREALS

Flour Firmed Up; Feeds Are Easier

Montreal.

FLOUR AND FEEDS.—As indicated in last week's report, flour has firmed up a little. The return to a stronger tone came rather sooner than had been expected, and while it is felt by many that the market may yet fluctuate within narrow range, others believe that bed-rock has been reached, and that flour may not be found any cheaper before next harvest begins to appear. First authentic news of the crop outlook will have a very powerful bearing upon market for flour should this news point to a shortage of wheat. The shadow of world shortage of wheat is still over the market, and any strengthening of this grave element of doubt as to supply would mean a certain strengthening of the market for flour. But Government fixed wheat prices may prevent any violent disturbance of markets should the rumors now hinted at that wheat crop is threatening shortage, be confirmed by facts. Arrival of rains in the West is the best news from there this week, and less optimistic ideas than were being expressed last week have been heard as to acreage and crop prospects. Feeds have come in for further declines this week, bran especially being easier. Middlings keep very steady. Winter wheat is being conserved by the farmers, and is very short with market keeping firm. Flour buyers are a little more active this week following the firming tendency, but buying is still being done on hand-to-mouth basis more or less.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	13 90	14 10
Second patents	13 40	13 60
Strong bakers	13 20	13 40
Winter Wheat Flour—		
Fancy patents	13 50	14 00
90% in wood	12 75	13 00
90% in bags	6 10	6 25
Bran, per ton	34 00	36 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	0 83	0 85

Cereals Show Some Market Changes

Montreal.

CEREALS.—Firm in tendency in sympathy with the wheat market the cereals show some changes in prices this week. Rolled oats while in some quarters quoted at prices as last week's quotations have been found easier in other quarters, and one grain dealer was ready to sell quite freely at \$4.35, and even \$4.25 for 90 lb. bags. About \$4.60 per 90 lb. bag was the price quoted by

large wholesalers. Oatmeal was quoted a little firmer at \$5.50 per 98 lbs. Corn-flour was quoted in one quarter as low as \$5.25, but there is firmness in the corn market. Peas are up to \$5.00 bushel. The wheat based cereals are firmer in line with flour. Demand is reported well maintained for most lines.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 00	7 25
Corn flour, 98 lbs.	5 25	6 00
Cornmeal, yellow, 98 lbs.	5 25	6 00
Graham flour, 98 lbs.	6 00	6 50
Hominy, grits, 98 lbs.	6 15	6 75
Hominy, pearl, 98 lbs.	6 15	6 75
Oatmeal, standard, 98 lbs.	5 50	6 25
Oatmeal, granulated, 98 lbs.	5 50	6 25
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	10 00	10 10
Rolled oats, 90-lb. bags	4 25	4 60
Whole wheat flour, 98 lbs.	6 50	7 00
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	6 75	7 00

Flour Advances 80c per Barrel

Higher Prices in Wheat Market Caused Upward Movement in Flour—Flour Demand Somewhat Better.

Toronto.

FLOUR.—There was a turn in the market for flour during the week from the recent sagging condition and an advance of 80c per barrel was recorded in Manitoba first patents. Wheat prices were on the up-grade during the week, an advance from \$2.49 on Wednesday of last week to \$2.60 at the close of the market on Tuesday of the present week. Ontario winter wheat prices were quoted at a considerable range during the week, running from \$12.50 to \$13.20 in carload lots. By some mills the price of both Manitoba and Ontario first patents were quoted at the same figure which is somewhat unusual. At the close of the wheat market on Tuesday flour was in a fairly strong position and an advance was recorded in certain quarters. From some quarters there is a good demand reported for Ontario flour from the United States. Locally the demand for flour is light for the most part, although the recent turn upward in the market is reported to have had a stimulating effect on buying in some quarters.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$13.60-\$13.80	\$13.80-\$14.00
Second patents	13.10-13.30	13.30-13.50
Strong patents	12.90-13.10	13.10-13.30
Ontario Winter Wheat Flour—		
High patents	12.50-13.20	12.70-13.40
Second patents	12.10-12.80	12.30-13.00

Corn Products And Oatmeal Somewhat Easier

Toronto.

CEREALS.—With lower prices pre-

vailing in the corn market recently there was a similar tendency manifested in corn products, corn flour and hominy being quoted lower. Corn flour is now quoted as low as \$5.65, while pearl hominy and hominy grits are at the same price as corn flour. In some quarters there was a disposition to quote slightly lower on oatmeal. Demand for corn products is good but for oatmeal and rolled oats the demand is fair.

	Less than car lots	Car lots
Barley, pearl, 98 lbs.	7 00	8 50
Barley, pot, 98 lbs.	5 20	7 00
Buckwheat flour, 98 lbs.	7 00	7 00
Corn flour, 98 lbs.	5 65	6 20
Cornmeal, yellow, 98 lbs.	5 00	5 50
Farina, 98 lbs.	6 70	7 25
Graham flour, 98 lbs.	6 25	7 00
Hominy grits, 98 lbs.	5 65	6 25
Hominy, pearl, 98 lbs.	5 65	6 25
Oatmeal, 98 lbs.	5 15	6 25
Rolled oats, 90-lb. bags	4 50	4 75
Rolled wheat, 100-lb. bbls.	7 00	7 15
Whole wheat flour, 98 lbs.	6 25	6 50
Wheatlets, 98 lbs.	6 70	7 25
Peas, yellow, split, 98 lbs.	10 20	11 00
Blue peas, lb.	0 10	0 12

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

Bran And Shorts Down \$1 To \$2 Ton

Toronto.

MILLFEEDS.—Lower prices were recorded on bran, shorts and middlings during the week, both bran and shorts being from \$1 to \$2 below that of last week. The range of prices on bran is now from \$33 to \$34 per ton while shorts runs from \$39 to \$40. On feed flour there is quite a wide range, according to the grade of the flour, running from \$56 to \$61 per ton. Bran is now in light demand but shorts and middlings are still in the runnings as feed for hogs.

	Mixed cars ton.	Small lots ton.
Mill Feeds—		
Bran	\$33-\$34	\$35-\$36
Shorts	39-40	41-42
Special middlings	45-50	47-52
Feed flour	56-61	58-63

Wheat Prices Strong On U.S. Govt. Report

Winnipeg.

FLOUR AND CEREALS.—The U. S. Government report on crop conditions was generally considered bullish by the trade, and week-end prices advanced. Dry weather over the Canadian West was also a bullish factor. An advance in flour may be confidently anticipated unless heavy rains put a more hopeful outlook on the Western Canadian crop.

That negotiations now under way between the United States, Canadian and Allied Governments will result in practically the taking over of the entire North American crop and instituting a standard flour, part wheat and part corn,

is considered probable in milling circles. Feed prices continue abnormally high, and there is no slackening in demand. The domestic flour business continues dull. Flour has become an extremely difficult subject for the retailer to handle, and no one cares to stock up under present conditions. The fixing of a price fair to all parties would be welcomed by all.

Flour—	
Best patents	13 00
Bakers	12 50
Clears	11 90
XXXX	10 90
Cereals—	
Rolled oats, 80's	3 75
Rolled oats, pkgs., family size,	4 50
Cornmeal, 98's	5 00
Oatmeal, 98's	4 85
Feeds—	
Bran, per ton	36 00
Shorts, per ton	39 00
Mixed chop, ton	52 00

MARKET REPORTS BY WIRE

(Continued from page 46.)

Eggs, new-laid	0 36	0 37
Roll bacon	0 28	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 37	0 38
Lard, pure, lb.	0 29 1/2	0 29 1/2
Lard, compound	0 22 1/2	0 22 1/2
American clear pork	54 00	57 00
Beef, corned, ls	4 25	4 25
Tomatoes, 3s, standard, case.	4 70	4 70
Corn, 2s, standard case	3 60	3 60
Peas, 2s, standard case	2 80	2 80
Apples, gals., N.B., doz.	3 50	3 50
Strawberries, 2s, Ont., case	5 00	5 00
Raspberries, 2s, Ont., case	5 40	5 40
Peaches, 2s, Ontario, case	4 00	4 00
Salmon, red spring, talls, case.	10 00	10 50
Salmon, pink, talls, case	6 50	7 00
Salmon, Cohoes, case	9 50	9 75
Salmon, Chums	5 75	6 00
Sardines, domestic, case	6 00	6 00
Cream tartar	0 51	0 54
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12 1/2	0 12 1/2
Raisins, fancy, lb.	0 12 1/2	0 12 1/2
Raisins, seedless, lb.	0 15	0 15
Prunes, 90-100, lb.	0 13	0 13 1/2
Candied peel, citron	0 34	0 35
Candied peel, orange and lemon.	0 28	0 30
Evaporated apples, lb.	0 12 1/2	0 13
Evaporated apricots, lb.	0 21	0 21
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—		
Apples, Oregon, box	3 75	4 25
Lemons, Messina, box	5 00	5 50
Lemons, Cal., box	5 50	5 50
Oranges, Cal., box	4 75	5 25
Grapefruit, per case	5 50	6 00
Potatoes, bbl.	8 00	8 00
Onions, Bermudas, 50-lb. crate.	3 00	3 25
Tomatoes, Florida, 30-lb. crate	4 00	4 50
Cucumbers, doz.	1 50	1 50

PRODUCE AND PROVISIONS

(Continued from page 48.)

Dry Salt Meats—	
Long clear bacon, light	0 24 1/2
Backs	0 25 1/2
Barrelled Pork—	
Mess pork, bbl.	45 00
Lard, Pure—	
Tierces	0 27
20s	5 70
Cases, 5s	16 72
Cases, 3s	16 80
Lard, Compound—	
Tierces	\$ 20 1/4
Tubs, 50s, net	10 25
Pails, 20s, net	4 25
Butter—	
Fresh made creamery, No. 1 cartons	0 42
Fresh made creamery, No. 2	0 41
Dairy	0 30
Fresh Eggs—	
New laids	0 35
Cheese—	
Ontario, large Sept.	0 29
Ontario large fresh	0 28
Manitoba, large, fresh	0 27 1/2

THE MERCHANT OF TO-MORROW

The merchant of the past conducted his business under conditions quite different from those which face the retailer of to-day and which will face the merchant of to-morrow.

Trade came largely of its own accord to his store. Advertising and display of merchandise were little considered. Modern merchandising as the term is now understood, did not exist.

All this is changed somewhat. Still more radical changes apparently are in prospect.

Advertising is essential to present day merchandising success. Window and interior display are required. The store must in many ways be taken to the customer. Competition requires less of guess work and more of knowledge.

The same thing in an intensified degree will be required of the merchant of to-morrow. Methods which suffice to-day will needs be discarded in the future. Intensive retailing will be the need of the hour.

Now is a good time to commence to lay the foundations for the period soon to arrive. One of the best means of establishing this foundation rests in an analysis of the possibilities of one's trading territory.

SOME FURTHER OPINIONS FROM CHATHAM, ONTARIO

Merchants Do Not Consider That This Civic Competition is Dangerous, But Claim That It Has a Bad Effect on the Public's Confidence in the Trade

Dear Sir,—Regarding the Chatham Civic Purchasing Board, I might say that the small amount they have sold has not affected business at all noticeably. Also hear that the flour they are selling is a very low grade and purchasers would not buy any more.

JOHN MAHLER.

Gentlemen,—“We think the action of our Civic Purchasing Board is an injustice to the retail merchants, as they claim to sell without any profit or cost of handling. It also gives the public the impression that the merchants are making an exorbitant profit, which is not the case, as we are paying from \$3.75 to \$4.10 per bag for potatoes, and selling for \$4.50, which is a small percentage of profit.

“We have not made any complaint, nor have we heard of any complaint from other grocers.

“We have to pay rent, wages, and other expenses, and we think it an injustice for them to sell at cost in opposition to the retail trade.

“If they would sell to the needy class of people only, we would not object, but we are told a number of the well-to-do people are the first to be on hand to get the supplies.

“BURNIE & CO.
“Per G. G.”

NEW STANDARDS FOR TEA ON SALE IN CANADA

Regulations prescribing new standards for tea under the Canadian Adulteration Act are contained in an order in council of April 18, 1917. Tea is defined as the leaves and buds of various species of the genus Camellia, prepared by the usual trade processes and conforming in variety and place of production to the name it bears. The total ash should be from 4 to 7 per cent. of the tea dried to a constant weight at 100° C., and the water soluble ash should be not less than 3 per cent. of the weight of the dry tea. The matter soluble in water must be not less than 33 per cent. in the case of green teas, and 30 per cent. in black teas, the manner of determining the extractive content being prescribed in the order. Tea which does not conform to these standards may not be offered for sale in Canada. The temporary regulations of April 11, 1916, fixing the standards for tea are hereby repealed.

COLORING OF SUGAR

The Minister of Inland Revenue recently stated to the House of Commons that some manufacturers in Canada are using ultramarine dye in coloring sugar. The chief analyst of the department, however, reports that the presence of this coloring is harmless and that there is nothing illegal about it. He added that there should be a distinctive notification on the label telling consumers as to the presence of coloring matter.

BUMPER CROP OF FRUIT IN BRITISH COLUMBIA

The fruit crop and general agricultural situation in British Columbia is reported to be good this year, and a heavy harvest is expected. The fruit in the Okanagan district is expected to show a thirty per cent. increase, and also the berry crop of the lower mainland. Other crops in these districts give satisfactory indications, and the apple crop will be heavy. Owing to the British embargo, it is feared the problem of marketing will be serious.

HONEY LOSING PRESTIGE

Honey as food has rather lost prestige in recent years, and statistics show that there has been a great loss to the human frame in consequence. Honey is rich in calories (the heat value standard of foods) and is specially valuable for children who need a great deal of sugar, because of the fact that the skin surface, that is, the radiating surface of the child's body, is much larger in proportion than that of the adult. Honey supplies sugar in its most digestible form and enters into the circulation at once, and among its constituents are mineral substances necessary for the human body, one of these being iron. It is the natural sweet of the human race, and it was not till after Columbus discovered America that sugar came into use.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., June 12.—Wholesale business in all lines has been quiet for the past week. The persistent wet weather has practically killed strawberry trade and Washington growers say the crop has been a failure. Conditions now indicate a splendid crop for British Columbia. Despite imminence of rise in price of teas in the near future trade has not speeded up any. Sugar is still firm though prices have not changed for a fortnight. Spice prices are unchanged though stocks have been admittedly low for some time. The cured meat market is very firm but lard is slightly easier. The egg market is unsteady owing to the fact that high prices have curtailed the demand and there has been a stoppage in the matter of storage. A drop in prices is noted. Cheese is fractionally lower. This year's salmon pack is practically all sold in advance. No handler is quoting prices except for immediate sale on old stocks and they are short. Onions are easier but potatoes remain firm. A large shipment of Australian potatoes arrived last week in an unsalable condition. A few peaches and apricots have arrived but they are of mediocre quality.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 95
Flour, first patents, Manitoba, per per bbl., in car lots	15 20
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	
Rice, Siam, No. 1	140 00
Do., Siam, No. 2	125 00
Beans, Japanese, per lb.	
Potatoes, per ton	70 00 80 00
Lard, pure, in 400-lb. tierces, lb.	0 27
Butter, fresh made creamery, lb.	0 46½
Eggs, new-laid, in cartons, doz.	0 44
Cheese, new, large, per lb.	0 29

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., June 12.—Sugar declined 20c yesterday and is now quoted at \$9.55 per hundred pounds. During the week there has been no change in flour, but an advance is looked for. Campbell's soups have been advanced to \$7.85 per case and will be hard to obtain even at that figure. Small white beans are being offered at 13½c to 15c per pound. Bacon has advanced ½c per pound but eggs are lower at \$9.50 to

\$10.50 per case. One butter factory has dropped the price on creamery butter 2c, quotations now being from 41c to 45c per pound. Brooms keep on the upward trend, another advance of 50c per dozen having been recorded. Domestic kippered herring and herrings in tomato sauce which have been scarce in this market have been replenished by arrival of additional stocks and are quoted at \$2 to \$2.10 per dozen tins.

CALGARY:

Beans, small white, Japan, lb.	0 13½	0 15
Flour, No. 1 patents, 98s, per bbl.		13 30
Molasses, extra fancy, gal.		0 82
Rolled oats, 80s		3 50
Rice, Siam, cwt.	5 20	5 30
Sago and Tapioca, lb.	0 10	0 11
Sugar, pure cane, granulated, cwt.		9 55
Cheese, No. 1 Ontario, large.	0 26½	0 27½
Butter, creamery, lb.	0 41	0 45
Lard, pure, 3s, per case		16 80
Eggs, new-laid, case	9 50	10 50
Tomatoes, 2½s, standard case.	4 50	4 80
Corn, 3s, standard case	3 70	4 00
Peas, 2s, standard case		2 95
Apples, gals., Ontario, case.		2 50
Strawberries, 2s, Ontario, case.		5 25
Raspberries, 2s, Ontario, case.		5 50
Peaches, 2s, Ontario, case		4 40
Salmon, pink, tall, case	6 00	6 50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., June 12.—Heavy rainfall throughout the province has been of immense value to growing grain as moisture was badly needed in most districts. Business is reported good. Market changes during the week have been few. Rice is quoted at \$5.85 per cwt. for Siam. Sugar quotation is \$9.24 today. Eggs are a little lower at 33c per dozen and lima beans have advanced about three cents a pound, present quotation being twenty cents.

REGINA—

Beans, small white Japan, bu.	7 50
Beans, Lima, per lb.	0 20
Flour, No. 1 patents, 98s, per bbl.	13 40
Molasses, extra fancy, gal.	0 71
Rolled oats, bails	4 25
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 11½
Bacon, smoked backs, lb.	0 30½
Bacon, smoked, sides, lb.	0 30
Sugar, pure cane, gran., cwt.	9 24
Cheese, No. 1 Ontario, large.	0 26¾
Butter, creamery, lb.	0 42
Lard, pure, 3s, per case	16 50
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 33
Pineapples, case	4 75
Tomatoes, 3s, standard case.	4 65
Corn, 2s, standard, case.	3 75
Peas, 2s, standard, case.	2 95
Apples, gals., Ontario	2 35
Strawberries, 2s, Ont., case.	5 15
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

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., June 12.—Jobbers are looking forward to the loss of an important item of trade through the action of American and Canadian Governments in prohibiting canning of foods which do not require to be preserved. The biggest single item will be canned beans and notices have been received from canners that no more stock will be packed. Considerable advances are anticipated in the fall pack of California dried fruits owing to 15 per cent. freight increase and increased war demands, as well as increased cost of production. An advance over last year in British Columbia salmon pack is also expected here. Several changes in flour took place during the week with the net result of a 10c decline in Manitoba flour, making it now \$14.40 per barrel. Dried fish are scarce and high, codfish now selling at \$8.50 to \$8.75, which is almost a prohibitive price. Molasses advanced during the week and is now quoted at 63c to 64c. This figure, however, is relatively much lower than other places in Canada. Cheese is easier at 24c to 25c per pound. Raisins are higher, choice selling at 12¼c and fancy at 12½c per pound. Prunes are quoted 13c to 13½c. Candied peel has been quoted up, citron jumping 4c to 34c to 35c per pound. Orange and lemon peel are up 3c and are quoted from 28c to 30c per pound. Fresh fruits are also higher, Messina lemons being quoted at \$5 to \$5.50, California lemons at \$5.50 and California oranges at \$4.75 to \$5.25. Florida tomatoes on the other hand are down, being quoted at \$4 to \$4.50. Cucumbers have advanced, being now \$1.50 per dozen. While the St. John market in potatoes is unchanged Fredericton to-day reports heavy arrival of Carolina potatoes and local potatoes in that market have dropped \$3, making the selling price there \$5 per barrel.

Flour, No. 1 patents, bbls., Man.	14 40
Ontario	14 05
Cornmeal, gran., bbls.	9 75
Cornmeal, ordinary, bags	3 50
Molasses, extra fancy, gal.	0 63 0 64
Rolled oats, bbl.	10 00
Beans, white, bush.	9 25 9 30
Beans, yellow-eyed	8 75 8 80
Rice, Siam, cwt.	7 00
Sago and tapioca, lb.	0 13½ 0 14
Sugar—	
Standard granulated	8 55 8 60
Bright yellow	8 35 8 40
No. 1 yellow	8 15 8 20
Paris lumps	9 75 10 00
Cheese, N.B., twins	0 24 0 25

(Continued on page 45).

PRODUCE AND PROVISIONS

Lower Prices For Live Hogs Noted

Montreal.

PROVISIONS.—The feature of the past week has been a decided drop in provisions in Great Britain. This has naturally had the effect of driving the prices of live hogs lower in the Canadian market as dealers realize that unless they have an export demand they cannot hope to find an outlet for all their products here. Prices for live hogs at the beginning of this week were as low as \$15.50 to \$16.00 per hundred pounds weighed off cars. For slightly better stock \$16.25 was realised. Dressed hogs were realizing \$23.00 to \$23.50 per hundred pounds. Better supplies of hogs have been coming in this month, but the quality is not greatly altered. The reduction in hog prices has had no effect on the prices of the cured meats, as the cured meats being sold now were cut from hogs which cost high prices. The lard market remains steady although in some quarters lower prices are anticipated. Shortening is very high in price. Crude cotton-seed oil is costing \$1.10 at the mills so that even higher prices for shortening are expected. Shortening is so much cheaper than lard that in some districts it is selling in larger quantities than lard.

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 43	
Hams, roast, per lb.	0 47	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 27½	
Tubs, 50 lbs.	0 27¾	
Pails	0 28	
Bricks, 1 lb., per lb.	0 29	
Shortening—		
Tierces, 400 lbs., per lb.	0 22¾	0 23
Tubs, 50 lbs.	0 23	0 23½
Pails, 20 lbs., per lb.	0 23¾	0 24
Bricks, 1 lb., per lb.	0 24	0 24½

Live Poultry Are More Plentiful

Montreal.

POULTRY.—Receipts of live poultry during the past week have been fairly large. Demand, however, is quiet, as the Jewish holidays are over, and practically all live poultry com-

ing in must be sold alive to Jews. It would not pay to dress this poultry because it is so much higher than No. 1 Cold Storage dressed. Indications are that there are going to be large numbers of chickens hatched this year, and that we may consequently expect fairly good production of dressed poultry for next fall. Cold storage dealers are finding a better demand for poultry. Surprise is expressed that it is no larger as the price of poultry is to-day practically the same as it was six months ago, and poultry is an economical food product.

Poultry (dressed)—

Chickens, milk-fed, crate, fattened, lb.	0 30	
Old roosters	0 20	
Roasting chickens	0 25	0 27
Young ducks	0 25	
Turkeys (old toms), dressed, lb.	0 32	
Turkeys (young)	0 33	

Egg Market Is Very Much Easier

Montreal.

EGGS.—The feature of the week in eggs has been a decidedly easier feeling all round. Dealers have now their buying price in the country down to 33 cents f.o.b. It is reported that many storekeepers still continue to pay high prices for eggs which would seem to be a losing business for the market is very much lower. No more American eggs are being brought in as the supply of Canadian eggs is much freer now. Many of the smaller dealers who store eggs have ceased storing, thus creating a larger supply for the city markets. At the present time the English market for eggs is in a demoralized condition owing to heavy supplies, and until these are moved out there will be no demand for Canadian eggs. The question of export space is still an important factor especially so now, and is very uncertain. In the Canadian West there seems to be a largely increased supply of eggs this year, and several cars were offered to Montreal last week, some as low as 32 cents f.o.b. Montreal dealers commenced to pay "loss off" for eggs on June first. This means that they will not pay for any bad eggs, and in this they support the Canadian Produce Association which has made this one of the strong planks of their by-laws. Egg receipts in Montreal for the week ending June 9 were 16,514 cases as compared with 17,326 cases for the corresponding period last year.

Eggs—

New laid, specials	0 43	0 44
Selects	0 41	0 42
No. 1's	0 38	0 39
No. 2's	0 36	

Butter Grows More Plentiful Now

Montreal.

BUTTER.—Supplies of butter are more plentiful in the country, and quality is declared to be good. Grass fed butter is available, and the outlook is for plentiful supplies, and possibly declining prices until production reaches its height. Prices are still a good deal higher than those prevailing this time last year. There is no export business being done at present, and butter is being put away in cold storage in considerable quantities. Arrivals in Montreal are, however, still rather under the figures of this time last year. There arrived in Montreal for the week ending June 9, 13,018 pkgs., as against 16,138 pkgs. for the corresponding period of 1916:—

Butter—

Creamery prints (fresh made) ..	0 40	0 40½
Creamery solids (fresh made) ..	0 39	0 40
Dairy produce, choice, lb.	0 36	0 37
Dairy, in tubs (choice)	0 34	0 35
Bakers	0 30	0 32

Cheese Situation Slowly Improving

Montreal.

CHEESE.—Better cheese business than has been proceeding for some time is now getting into its swing following the clearer understanding of the situation developed through the announcement that from 21 cents to 21½ cents will be the prices paid by Great Britain for Canadian cheese f.o.b. Montreal. Though this was still unconfirmed cheese buyers began to operate with more decisiveness, and the prospects are for the loosening up of cheese holdings in the country. From 3½ to 4 cents per lb. higher prices are being realized by the farmers as compared with last year so far. Prices locally to the retailer have declined a little this week. Arrivals in Montreal for the week ending June 9 were 53,467 boxes as compared with 82,749 boxes for the corresponding period last year.

Cheese—

Large (new), per lb.	0 23	0 23¼
New twins, per lb.	0 23	0 23½
Triplets, per lb.	0 23	0 23½
Stilton, per lb.	0 29	
Fancy, old cheese, per lb.	0 30	

Honey Crop Said To Be Late; Maple Firm

Montreal.

HONEY AND MAPLE.—It is reported that new honey crop will in all probability be late this season owing to lack of sunshine up to the present. There is said to be enough old crop honey

available to carry the market until new crop is coming along. Maple product is steady, and while higher prices than are quoted below are asked by some firms for syrup and sugar these high prices are put on extra quality goods, and there are good supplies of sugar and syrup still available at the prices quoted below. Production is believed to have been better than had been at first estimated, but a good demand for this product from America continues, and the season's crop can hardly show any surplus over demand.

Honey—

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

Maple Product—

Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 15	0 16

Cooked Meats Somewhat Easier

Toronto
PROVISIONS.—There was a slightly easier tone to the market for provisions during the week, due in large measure to the easier prices prevailing for live and dressed hogs. Dressed hogs were quoted down ½c per pound, and live hogs were quoted down a similar amount. There were fairly heavy arrivals of live hogs during the week owing to the deliveries of farmers from country districts adjacent to Toronto. Farmers are now largely through with their planting, and they are able to give attention to the marketing of hogs. Arrivals of live hogs in the local stockyards was fairly heavy all through during the week. There has been a good demand for smoked meats, and the demand for cooked hams is increasing. With the coming of warmer weather the demand is expected to be even heavier. Pure lard and compound held steady in price during the week. Cottonseed oil is in very firm market, and this is having a firming effect on compound. Demand for compound and pure lard is somewhat slow at present.

Hams—

Medium, per lb.	0 29½	0 31
Large, per lb.	0 26	0 28

Bacon—

Plain	0 36	0 38
Boneless, per lb.	0 38	0 40

Bacon—

Breakfast, per lb.	0 32	0 34½
Roll, per lb.	0 27½	0 30
Wiltshire bacon, per lb.	0 31	0 34

Drv Salt Meats—

Long clear bacon	0 26	0 27
Fat backs, lb.	0 25	0 27

Cooked Meats—

Hams, boiled, per lb.	0 40	0 42½
Hams, roast, per lb.	0 42	0 45
Shoulders, roast, per lb.	0 40	0 42

Barrel Pork—

Mess pork, 200 lbs.	47 00	48 00
Short cut backs, bbl., 200 lbs.	49 50	49 50
Pickled rolls, bbl., 200 lbs.	49 00	49 00

Lard—

Pure tierces, 400 lbs., per lb.	0 26½	0 26¾
Compound tierces, 400 lbs., lb.	0 22¼	0 22½

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	23 00	25 00
Live, off cars	15 75	15 75
Live, fed and watered	15 50	15 50
Live, f.o.b.	14 75	14 75

Butter Down 2c; Make Is Increasing

Toronto
BUTTER.—With favorable conditions for butter production and the make increasing rapidly, there has been an easier tone to the market, and prices have declined 2c per pound during the week. Arrivals of butter are now good, and consumption is fairly heavy. The opinion is expressed in some well-informed quarters that prices are likely to be lower still. Creamery prints are now quoted at 40c to 41c per pound for fresh-made, while creamery solids are down to 39½c to 40c. Abundant grass for the cattle has caused production to increase rapidly.

Creamery prints, fresh made	0 40	0 41
Creamery solids	0 39½	0 40
Dairy prints, choice, lb.	0 36	0 37
Dairy prints, lb.	0 33	0 35

Egg Prices Are In Weaker Tone

Toronto
EGGS.—Although quotations on eggs remained the same during the week, there were indications that lower prices might prevail in the near future. Production is now mounting up, and arrivals in the local market are heavy. There are considerable quantities of eggs going into storage. There is no export business at the present time, but it is understood that a small amount of space is now available. Stocks are large at the present time, and some export trade could easily be taken care of.

Eggs—

New laid, cartons	0 42	0 43
New laid, ex-cartons	0 39	0 40

Cheese Market Has Now Steadied Down

Toronto
CHEESE.—With the naming of the price by the cheese purchasing commission last week there was a steadiness to the market during the week. Prices which are to be paid are on the basis of 21¼c at shipping port of Montreal. This means that factories will not be able to get much over 20¼c per pound at Ontario points. Buying at such a figure by commission men does not give a very big margin by the time freight to Montreal is paid. There was a tendency to easier prices locally during the week, as prices settled down 1c to 2c per pound in certain quarters. Locally the demand for cheese is light. Old cheese is about cleaned out.

Cheese—

New, large	0 22	0 24
Old large	0 28	0 30
Stilton	0 29	0 32

Live Ducks Coming; Broilers Light Weight

Toronto
POULTRY.—There were some live

ducks sent into the local market during the week, the price paid for them being 24c to 25c per pound. Spring chickens have not been thriving and waxing large in size owing to the backward spring. But with a continuation of conditions such as have prevailed for the past week, there is every hope that chickens will thrive the same as other growing things. Those that have been reaching the market are inclined to be light in weight. Gobblers continue to reach the market in fair numbers. Some squabs are also being marketed, but the numbers of the latter are limited.

Roosters, live, per lb.	0 16	0 18
Hens, live, per lb.	0 20	0 25
Hens, fresh, dressed, per lb.	0 22	0 25
Turkeys gobblers, dressed, fresh	0 20	0 22
Spring chickens, live, 2 lbs. and over, lb.	0 40	0 45
Do., live, 1½ to 2 lbs.	0 35	0 40

Prices are those paid at Toronto by commission men.

Demand For Maple Syrup And Honey Off

Toronto
HONEY, MAPLE SYRUP.—The demand for maple syrup is now within narrow compass, as the spring popularity of this commodity has waned somewhat. Stocks locally are light and prices have remained unchanged. Honey is in a similar position. Stocks are rapidly dwindling, commission men for the most part being pretty well cleaned up on their supplies. Prices remained unchanged during the week.

Honey—

Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb. No. 1, doz.	2 40	2 75

Maple Syrup—

8-lb. tins	1 25
Gallons, Imperial	1 75

Hog Prices Continue To Decline; Lard Higher

Winnipeg.
PRODUCE AND PROVISIONS.—There has been a steady decline in hog prices during the week, and on Monday selects were quoted at \$13 per cwt. Receipts have been heavy, running to \$9,377. Local packing houses are well stocked up, and the outside demand is very indifferent. Prices on cured meats have not yet followed this decline, but can not hold up should the livestock market weaken further. Lard, due to the export demand, continues to advance. Eggs are coming down, due to a slackening of outside inquiry. The popular impression that eggs were going into cold storage was entirely mistaken. Winnipeg has been shipping eggs to outside points, notably Vancouver and Chicago. Better prices are very firm, and dry weather is affecting the supply of cream. Export inquiry is very brisk.

Hams—

Light, lb.	0 30
Medium, per lb.	0 28
Heavy, per lb.	0 26

Bacon—

Breakfast, per lb.	0 32
Breakfast, select, lb.	0 38
Backs, regular	0 32
Backs, select, per lb.	0 34

(Continued on page 45).

Your Customers May Have the Wrong Idea



about the cost of Homemade Preserves. The fact is, the sugar, needed for a quart jar of preserves, costs only $1\frac{1}{2}c$ more to-day than it did before the war.

Tell your customers so! Show them the money-saving economy of putting up an abundance of Berries and Fruits for next winter.

There's a good profit for you in Jars, Jelly Glasses, Rubber Rings and Fruit of all kinds. And an excellent profit in Lantic Sugar, when you sell it in 10, 20 and 100-Pound Sacks and 2 and 5-Pound Cartons. Original packages prevent waste—save wrapping paper and twine—and save the clerk's time in weighing and wrapping.

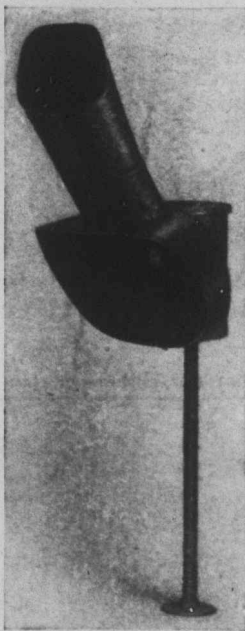
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Standard Model 4.

ALTHOUGH this candler has only been on the market one year, yet it is taking the place of all the old-time candling systems. The best recommendation we give is from the men who are actually using our candler. Let us refer you to a large number of them.

The **Grant Da-Lite Egg Candler** eliminates the dark room, as it has a dark room enclosed within itself. Men are working under sanitary conditions, and they can candle 5 to 10 cases per day and work systematically.

Write us for full particulars.

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

The Businessman's Mind

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THE Businessman — What should be the character of this mind? — What is the mind of the Manufacturer, the Wholesaler, the Retailer? Certainly the Businessman's mind should be broad. It should be something of the Banker's, something of the Financier's, something of the Statesman's. The Businessman should see broadly. The horizon of interest and of inquiry for him should be a far one.

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And the knowledge they need they can have for the insignificant sum of \$3 annually.

THE FINANCIAL POST is a most readable paper—positively enjoyable to the layman reader. It makes any man broader minded, and every business man a better business man. Growth in bigness at \$3.00 a year!

Send for free sample copy to the Publishers, or sign and mail attached coupon.

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

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

Name.....

Address

A Good Side Line for Grocers

Side lines are often the most profitable. Sunset Soap Dyes sell on sight, are easy to handle, and give a quick turn-over on the small investment. Attractively put up in distinctive packages and packed in boxes which take up very little counter space. Raise the cover, and it's ready to display.

Sunset Soap Dyes

are so dependable that any one who follows the simple directions can use them successfully. The colors are true, brilliant and lasting—will not fade or wash out. No cleaning before dyeing, for these wonderful dyes clean the fabrics and color them at

the same time. Contain no acids—will not injure the finest material. Every user of Sunset Soap Dyes recommends them to others. No risk in handling these goods, but there is a good profit.

Write for prices and discounts to

Canadian Distributors: HAROLD F. RITCHIE & CO., LTD., Toronto, Ontario
Manufactured by Sunset Soap Dye Co., Inc., New Rochelle, N.Y.

How to Test Advertising

THE man who doubts the power of advertising belongs in the same class with the man who refuses to believe that the world is round simply because he can't get off somewhere at a distance and see its roundness for himself.

The merchant who fears to attempt advertising because he figures it as an "expense" is blind to his own interests. I personally know several men who, because they once tried advertising to the extent of a cheaply printed hand-bill and didn't find it necessary next morning to call on the police to keep the crowds of eager buyers from swamping their store, loudly and solemnly aver that "advertising doesn't pay."

Advertising *does* pay.

The most successful merchants are the merchants who believe most thoroughly in advertising and who practice their belief.

But advertising, in order to pay, has got to be *intelligent* advertising.

The day of hashed-over superlatives—"best goods," "lowest prices," "best stock in town," "greatest bargains ever heard of," and so on—has passed.

People have learned to distinguish the *truthful* advertiser from the blatant behind-the-times storekeeper who believes that, so long as *he* claims to have the best goods on earth, or under the earth, or within wireless distance of the earth, people will break their necks trying to get to his counters in the forefront of the crowd.

Put some *brains* into your advertising.

Don't let the office boy write your announcements in between his other duties.

Don't doubt the business-getting and business-building power of intelligent and informative publicity—and you will find that advertising *does* pay.

—Jerome P. Fleishman.

Furnivall's

FINE
FRUIT
PURE JAM

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

The heavy demand for Furnivall's is sufficient to prove that most housewives know good quality and just how to appreciate it.

Keep a display always working for you.

FURNIVALL-NEW, Limited
Hamilton, Canada

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.

Here's a specialty that has come to stay, and to bring a steady flow of good profit to shrewd dealers. No license required.

Hop Malt Beer Extract

Lets anyone make the most delicious flavored genuine Lager Beer in their own homes. Contains only pure hops and malt. Conforms to Temperance Act. Sells quickly and steadily everywhere. Agents Wanted. Write

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

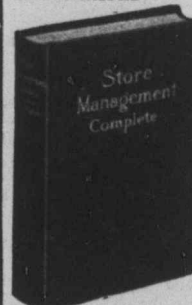
Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us \$1.10. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.,
TORONTO



272 Pages
Bound in Cloth

*You should be represented on the Manufacturers'
Agents Page of Canadian Grocer.*

*It will pay you to investigate. Write for rates and
particulars to-day.*

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

Try a bottle of H.P. SAUCE on your own table

You will see why it's selling so freely—there's a "want-more" fascination about H.P. that is crowding the grocer's store all over the world, besides it shows a good profit.

Wouldn't it be worth your while to stock

H.P.

SAUCE

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



Dole Bros. Hops & Malt Co. BOSTON, MASS., U.S.A.

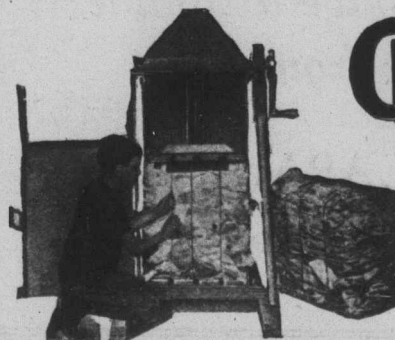
"SUPERIOR" BRAND HOPS FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing 1/4, 1/2 or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY
 Agents for the Province of Quebec
 15 STE. THERESE ST. MONTREAL

PAPER BALERS



ALL STEEL
CLIMAX
 FIREPROOF

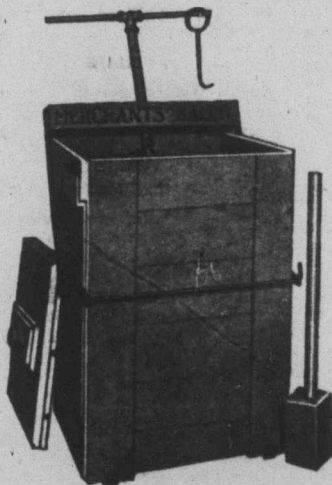
"Turn Waste Paper, Cardboard, etc., into money."

Write us to-day.

Climax Baler Co.
 Hamilton, Ont.

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

KLIM

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

Sweet Milk All Summer Without Ice

KLIM will keep fresh and sweet in the hottest weather without ice. This is one selling point which will make hundreds of sales.

Order a sample case and introduce this fast selling product to your customers.

CANADIAN MILK PRODUCTS, LIMITED
 10-12 William Street
 TORONTO

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.

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

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

Great Reduction

Slightly used refrigerators suitable for Butchers, etc.

1—No. 2 Eureka Refrigerator	- - -	7' x 8' x 11'
1—No. 1 " "	- - -	12' x 8' x 12'
1—No. D Standard " "	- - -	7' x 10' x 10'
1—No. B " "	- - -	6' x 9' x 11'
1—No. B " "	- - -	7' x 6' x 11'
1—No. B " "	- - -	6' x 6' x 10'
1—No. 2 Eureka " "	- - -	7 x 5 6 x 11

The above all in absolutely first-class condition and all refinished on outside. These will be sold at bargain prices. Now is your chance for a cheap box. Communicate to us direct or to our representatives in the different cities in Canada.

Representatives:—Mr. James Rutledge, 2608 Waverley St., Montreal, Que.; phone St. Louis 876. Mr. Geo. Simonds, 334 Markham St., Toronto, Ont.; phone College 8794.

THE W. A. FREEMAN & CO. LIMITED

HAMILTON, Canada

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.	Bbl. lots or 10 cases and over Per doz.
Dime	\$0.95	\$0.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms.

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	\$2.40
Currant, Black	2.50
Plum	2.30
Pear	2.30
Peach	2.30
Raspberry, Red	2.50
Raspberry and Red Currant	2.40

DOMINION CANNERS, LTD. CATSUPS—In Glass Bottles

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

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.	
2-lb. tins, 2 doz. case \$4.10
5-lb. tins, 1 doz. in case 4.70
10-lb. tins, ½ doz. in case 4.40
20-lb. tins, ¼ doz. in case 4.25
Perfect seal glass jars in the case 3.40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

Individual Baked Beans, Plain	Per doz.
80c. or with Sauce, 4 doz. to case \$0.90

1's Baked Beans, Plain, 4 doz. to case95
1's Baked Beans, Tom. Sauce, 4 doz. to case 1.15
1's Baked Beans, Chili Sauce, 4 doz. to case 1.15
2's Baked Beans, Plain, 2 doz. to case 1.60
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case 1.85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case 1.85
Family, Plain, \$1.85 doz.; Family, Tomato Sauce, \$2.45 doz.; Family, Chili Sauce, \$2.45 doz.; 3's, Plain, Tall, \$2.40 doz.; 3's, Tomato Sauce, \$3 doz.; 3's, Chili Sauce, \$3 doz. The above 2 doz. to case. 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$9 doz.	

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case \$1.60
12-oz. Glass, Screw Top, 2 doz. in case 1.80
16-oz. Glass, Screw Top, 2 doz. in case 2.30
16-oz. Glass Tall, Vacuum Top, 2 doz. in case 2.30
2's Tin, 2 doz. per case 3.20
4's Tin, 12 pails in crate, per pail59
5's Tin, 8 pails in crate, per pail72
7's Tin or Wood, 6 pails in crate94
14's Tin or Wood, 4 pails in only, per lb. 13½
30's Tin or Wood, one pail crate, per lb. 13½

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. 1.85
Perfection, 10c size, doz.95
Perfection, 5-lb. tins, per lb.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36

It's all Right



Handy Ammonia

A great seller and profit-earner

It's the biggest profit-maker you can sell in its class. Why not push it? One of the Comfort Soap family, so "it's all right."



For example, the 5c size costs you \$1.25 per case in 5-case lots, freight prepaid. Sells at \$1.80 (36 pkgs. to case). Shows a profit of 44% on your cost. Write for Price List.

All our goods carry the premium feature to the public through the coupon on the package.

Pugsley, Dingman & Co., Limited

TORONTO

Purchase through your jobber or direct from us.



We keep Canada clean

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



Brunswick Brand Lines have Popularized Canadian Sea Foods Everywhere

"Deliciously different" best describes the appetizing goodness of every Brunswick Brand Product. Ideally located fishing grounds enable us to secure the very choicest of the season's catch.

Every precaution is taken in the processing and packing to make Brunswick Brand Sea Foods leading in their respective classes. That their quality is keenly appreciated everywhere can be judged from the daily increasing demand.

See what "Connors" lines you are short, Mr. Dealer, and order from this list.

- 1/4 Oil Sardines
- 1/4 Mustard Sardines
- Finnan Haddies (Oval and Round Tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams
- Scallops

Connors Bros.

Black's Harbor, N.B.



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

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

- 2 1/4-quart Tall Cylinder Can
- No. 1 Pint Cylinder Can ...
- No. 16 Jar
- No. 4 Jar
- No. 10 Can

YUBA BRAND

- 2 1/4-quart Tall Cylinder Can..
- No. 1 Pint Cylinder Can.....
- No. 10 Can
- Picnic Can

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

- Eagle Brand, each 48 cans..\$3 00
- Reindeer Brand, each 48 cans 7 70
- Silver Cow, each 48 cans.... 7 15
- Gold Seal, Purity, each 48 cans 7 00
- Mayflower Brand, each 48 cans 7 00
- Challenge, Clover Brand, each 48 cans 6 50

EVAPORATED MILK

- St. Charles Brand, Hotel, each 24 cans 5 90
- Jersey Brand, Hotel, each 24 cans 5 90
- Peerless Brand, Hotel, each 24 cans 5 90
- St. Charles Brand, Tall, each 48 cans 6 00
- Jersey Brand, Tall, each 48 cans 6 00
- Peerless Brand, Tall, each 48 cans 6 00
- St. Charles Brand, Family, each 48 cans 5 25
- Jersey Brand, Family, each 48 cans 5 25
- Peerless Brand, Family, each 48 cans 5 25
- St. Charles Brand, small, each 48 cans 2 50

- Jersey Brand, small, each 48 cans 2 50
- Peerless Brand, small, each 48 cans 2 50

CONDENSED COFFEE

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

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

- 1 lb. square tins, 4 doz. to case, weight 70 lbs. 0 37
- 1 lb. round tins, 4 doz. to case, weight 70 lbs. 0 35

ENGLISH BREAKFAST COFFEE

- 1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 23
- 1 lb. tins, 2 doz. to case, weight 35 lbs. 0 21

MOJA

- 1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 32
- 1 lb. tins, 2 doz. to case, weight 35 lbs. 0 31
- 2 lb. tins, 1 doz. to case, weight 40 lbs. 0 31

PRESENTATION COFFEE

- A Handsome Tumbler in Each Tin.
- 1 lb. tins, 2 doz. to case, weight 45 lbs., per lb. 0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

- 1 oz. bottles, per doz., weight 3 lbs. \$1 00
- 2 oz. bottles, per doz., weight 4 lbs. 2 00
- 2 1/2 oz. bottles, per doz., wght. 6 lbs. 2 25
- 4 oz. bottles, per doz., weight 7 lbs. 3 50
- 8 oz. bottles, per doz., weight 14 lbs. 6 50
- 16 oz. bottles, per doz., weight 23 lbs. 12 00
- 32 oz. bottles, per doz., weight 40 lbs. 22 00
- Bulk, per gallon, weight 16 lbs. 10 00

GELATINE

- Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 75
- Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. 1 85
- Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 35

W. CLARK, LIMITED

MONTREAL

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



Your Telephone Voice

Your customer calls your number—to give you an order, probably. How do you, or your staff, handle the call?

You send back an answering voice—or your salesman does. Is that voice *courteous*? If it is, it means a customer in a good mood, open to your suggestions

to let you send this or that, and a transaction *satisfactory on both sides* is the certain result.

Failure to answer promptly, a snappy, careless, impatient or just plain "Cross" voice offends the calling customer, and may result in loss of his trade.

We suggest that you handle telephone calls with all courtesy, and have your staff do likewise. It means better business.

Good service . . . our true intent."
—Shakespeare



The Bell Telephone Co. of Canada



Everybody likes MARSH'S GRAPE JUICE

Aggressive grocers should constantly feature this Pure Concord Temperance Drink. Sales are always repeats, and the profits are very worthwhile.

MARSH GRAPE JUICE COMPANY

Ontario Agents:
MacLaren Imperial Cheese Company
Toronto

HEINZ 57
HEINZ 57
HEINZ 57
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.
- Provost & 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.
- Kelly, Douglas & Co.

HEINZ 57
HEINZ 57
HEINZ 57
HEINZ 57

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

"The Story of Margarine"

This story, which appeared in Canadian Grocer last December in three parts, has been printed in pamphlet form.

We have a number of copies of this pamphlet on hand for distribution. If you desire a copy, drop us a line and it will be forwarded by next mail.

It contains the complete "Story of Margarine," compiled from authoritative sources and written by a member of Canadian Grocer staff.

Address:

The Canadian Grocer

143-153 University Avenue

TORONTO

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.
 Mince-meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
 In Pails, 25 lbs., 15c lb.
 In 50 lb. Tubs, 15c lb.
 In 85 lb. Tubs, 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, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
 Individuals, 95c.
 Tomato Sauce, 1 1/4s, \$1.85; Chili 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 35
 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 75
 D. S. F., 1/2-lb. 3 30
 D. S. F., 1-lb. 6 25
 F. D., 1/4-lb. 1 10

Per jar

Durham, 4-lb. jar, each. 1 10
 Durham, 1-lb. jar, each. 0 35

JELLO

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 Round litho.	10c Oval litho. dredge
SPICES.	Per doz.	Per doz.
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		
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	4

PINEAPPLES

Now at the best for preserving.

STRAWBERRIES

Arriving daily from the South.
Fine quality, prices lower.

TOMATOES

Extra Fancy Quality.
Prices Lower.

Also all other Southern Fruits
and Vegetables.

Send your order to the

"House of Quality"

HUGH WALKER & SON
GUELPH, ONT.

TOMATOES

Now arriving from Mississippi
in 4 basket crates. Stock is
firm and ripe. Splendid for out-
of-town shipping.

Daily arrivals

**Strawberries, Asparagus,
Cucumbers, etc.**

**New Verdilli Lemons,
Oranges and Bananas.**

Your Orders Solicited.

WHITE & CO., LIMITED

Front and Church Streets
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

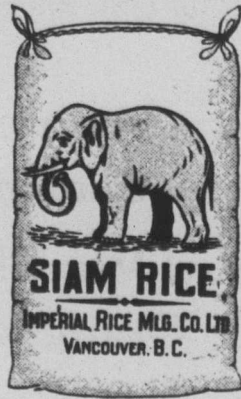
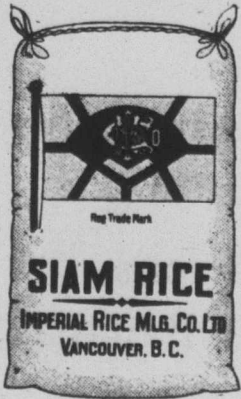
Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

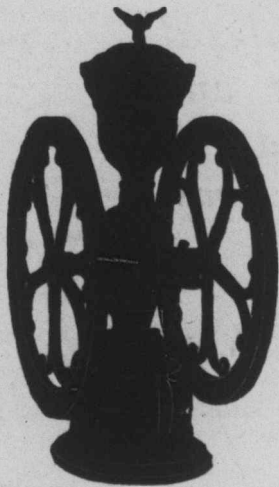
If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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



No. 40

A few reasons why you should instal an "Elgin National" Coffee Mill

—It will steel-cut coffee faster than any other mill of corresponding size.

—It can be adjusted while running to grind coffee to suit each individual's taste.

—It is the strongest, the most simple, and the best looking mill made.

—It costs less than any other mill to buy and nothing to operate—there is no overhead.

Ask your jobber for complete catalogue—there is an ELGIN made to meet your requirements.

Woodruff & Edwards

Elgin, Ill., U.S.A.

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Oil in the Arctic

CANADA possesses enough petroleum to last the world for a thousand years. This oil is found on the Mackenzie River — in the Arctic region. The discovery was made two years ago by Dr. T. O. Bosworth, who reported the story of his "find" to the Dominion Government, but it is only now that the people of Canada have given them the story of a national asset of momentous importance. The tar sands north of Athabasca and Great Slave Lake become oil fields of incalculable value near the mouth of the Mackenzie. Read this story, told by Dr. Bosworth himself, of Canada's and the Empire's exhaustless oil fields in

MACLEAN'S MAGAZINE *for* June

THEN have regard for the following highly interesting special articles and features of the June MACLEAN'S, always keeping in mind that they are by Canadians for Canadians—and so belong by right to MACLEAN'S MAGAZINE, whose elect purpose is to advance the development of Canadian writers and Canadian literature, and to make the Canadian people—the best of them—better informed concerning their own land and their distinguished sons and daughters.

Balfour at Washington

and the war preparations of the United States, by Agnes C. Laut. An interpretation of Balfour's mission to America as it relates to the Allies' cause and to the unifying of the great Anglo-Saxon peoples into an organized power for the conservation and development of human liberty and the rights of the common people.

William T. Dewart

A Character Sketch

The romantic and inspiring story of a Canadian—a member of a well-known Ontario family—who is now general manager of the Munsey publications in New York. The story is exceedingly well told by a remarkable man—Erman J. Ridgeway, himself a publisher of brilliant record.

Putting Pep into Parliament

The idea is that the work and proceedings of Parliament should be simplified and speeded up. Parliament is becoming more and more of a business institution and less and less a place for oratory. The work of Canada is too important and too vast to permit of elocution and casuistry and wire-pulling. H. F. Gadsby, a writer with any amount of "pep" himself, is the man who pleads that Pep should be put into Parliament.

Sunshine in Mariposa

By Stephen Leacock

The second instalment of his play whose setting and incidents are found in Ontario, Leacock's birthplace. Rich humor, and revealing Canada's premier humorous writer in a new phase of his astounding versatility.

James B. Hendryx

continues "The Gun Brand." This is a romance of the Canadian Northland. An adventurous and ambitious girl teaches school in Athabasca, and in her journeyings thither and in her life and work later on, there are incidents and experiences and developments laden with thrills. A fine story which can be satisfactorily begun in the June MACLEAN'S.

Sir Gilbert Parker

contributes "At Lake O'Calling." This is a Canadian story—about the building of a railroad for Empire business. A romantic tangle gives the story zest and shows Sir Gilbert's art finely. Probably his best story ever appearing in MACLEAN'S MAGAZINE

A. C. Allenson

contributes "June Comes Back." A very beautiful June bride story—about June Summers, a charming young woman.

Arthur Beverly Baxter

contributes "The Man Who Scoffed." A war story—and good war stories at this time have great appeal. We all want to know more about the life our glorious Canadian boys are living in these epochal days. Romance mingles itself with death and tragedy.

Hopkins Moorhouse

contributes "The Herald Angel." One of his fine Andy Doolin stories—a story of the days of the forty-niners with their lawlessness and enriching labors. A story of valor and primitive passions in freer exercise.

Records of Success

This is a feature department of MACLEAN'S given over to sketches of interesting Canadian men and women who have accomplished things.

Review of Reviews

A department tremendously well liked by every MACLEAN'S MAGAZINE reader, for here are found condensations of many articles of surpassing interest appearing in other magazines. So do readers keep themselves informed concerning what is best and most vital in current thought and life.

SO you have evidence of just how much worth-while MACLEAN'S MAGAZINE is—how admirably it is doing its chosen work and realizing its own purposes; which are to give the Canadian people a magazine dominantly and usefully Canadian, and which will satisfy from beginning to end.

At all News-dealers, 15 cents

Buyers' Guide

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.

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 85, Timmins, Ont.

WANTED—SIDE LINES. WE ARE OPEN TO handle a number of side lines for manufacturers and jobbers. Good references.—Cleary Bros., P.O. Box 436, Sydney, C.B.

FOR SALE

GROCERY NEAR VANCOUVER. STOCK, \$1,200. Fixtures, \$300. Stock at invoice price. Terms cash. Reason health failing. Box 231, Canadian Grocer.

GOOD GROCERY BUSINESS FOR SALE — established 20 years; good reasons for selling, dwelling attached; manufacturing city. Apply Box 230, Canadian Grocer.

GROCERY BUSINESS. DOUBLE BRICK stores with stable and drive shed attached. Established over twenty-five years; turn-over about fifty thousand per annum. Situated corner King and Princess Sts. one block from finest market in Ontario, one block from steamers and railway. Owner retiring from business. Possession at once if desired. Apply, L. W. Murphy, Kingston, Ont.

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."


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

Roasting Chickens, Boiling Chickens,
Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

 **TANGLEFOOT** 
The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKLEY'S
KNIFE
POLISH
20-102-7178

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

LARGEST CANADIAN DEALER
 **WASTE PAPER**
E. PULLAN TORONTO

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.
COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

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

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

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

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.

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

KING GEORGE'S NAVY

CHEWING
TOBACCO

will always justify prominent
display

Once the men begin to know you stock this delicious
chew you'll find little difficulty in keeping your stock
moving.

A constant show case display will serve
to remind the men that you're a King
George dealer. Big sales and good profits
will then be a feature of your tobacco de-
partment.

Stock
King George's
Navy Now



Rock City Tobacco Co., Ltd.

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., 24-26, Fenchurch Street, London, England.

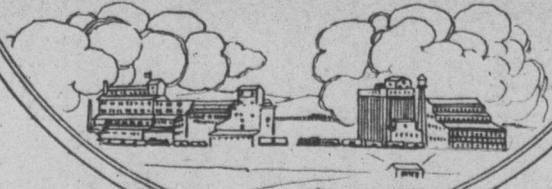
Ask Us For Wrapping Papers

10,000 Rolls and Reams
and

Twines

Very large assortment.

Walter Woods & Co.
Hamilton and Winnipeg



How Sales Are Made

(By a Live Salesman)

"Isn't that provoking," said Mrs. Byer, in a Windsor grocery, as she fumbled with her bag. "Here I've come away without my list, on which I had a whole lot of things to order for a cake I wished to bake in the morning."

"It wouldn't be a FIVE ROSES cake, would it?" suggested Mr. Grocer.

"That's just what it is, for I took my recipe from the FIVE ROSES Cook Book."

"Then maybe I can help you," remarked the grocer, going to his desk and returning with that very book.

"How lovely," she said, "it's a Spice Cake, near the back."

"Spice Cake, yes, here we are, page 110," said the grocer.

Eggs
Sugar
Butter
Milk
Baking Powder
Soda
Nutmeg or Cinnamon
Cloves and Raisins
Chopped Walnuts

"All our baking ingredients are up to the FIVE ROSES standard," said the Grocer. "Let me take your order for the 5 P.M. delivery."

* * * *

Have you *YOUR* FIVE ROSES Cook Book handy? If your copy has disappeared, borrow your wife's, and write us for another copy. It helps sales.



LAKE OF THE WOODS MILLING CO., LIMITED

Montreal

"The House of Character"
Offices in 16 Canadian Cities

Winnipeg