

**PAGES
MISSING**

CANADIAN GROCER

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

Vol. XXXII.

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No. 26

Dominion Sugar Company Limited The Famous Dominion Crystal Sugars



In selling "Dominion Crystal" Sugar you offer your customers the one and only sugar that is Canadian from the ground up. We do import the finest of raw cane sugar—but our pride is in the product we make from Canadian Sugar Beets.

Every time you recommend this sugar you aid in the effort to make Canada more nearly self-supporting. Every pound of it you sell means further encouragement to Canada's increasing production of Sugar Beets.



We have just published a 40-page book describing the method whereby sugar is made from Canadian grown Beets. This booklet, beautifully illustrated and telling in plain, simple terms the story of "Sugar—from Beet to Bowl" will be sent to any grocer. Every one who sells sugar should be interested in the development of our Sugar Beet Industry and in the perfected processes whereby we are able to offer a sugar refined from beets that is as fine and pure and wholesome as can be obtained anywhere in the world.

WRITE FOR THE BOOK THAT TELLS ALL ABOUT THIS PROCESS—IT IS FREE TO YOU—SENT PROMPTLY ON REQUEST

CANADIAN GROCER



“FINE!”

That deliciousness in every glass of Coca-Cola is a business-building factor for those aggressive grocers who are pushing the sales of this delightful beverage. For everybody knows Coca-Cola. Everybody likes it. Everybody buys it.

Coca-Cola
TRADE MARK
REGISTERED

—the brand
that guarantees
the quality

Your customers are familiar with this brand. It is known wherever delicious and refreshing beverages are appreciated. Look for the name Coca-Cola—it means satisfied customers and good profits.

The Coca-Cola Company.

WINNIPEG

The Problem of "Something Nice" at a Moment's Notice

can always be satisfactorily solved by
Borden Convenience and Utility.



Contains Milk
and Sugar



Made
Instantly

Borden's REINDEER COCOA and REINDEER COFFEE

are just ideal in this regard. The addition of boiling water is all that is required with either. No milk or sugar whatever. And the result—a cup of delicious Coffee or Cocoa that measures up to the requirements of the most critical hostess.

Be sure your stocks of Reindeer Coffee and Reindeer Cocoa are ample to meet the Summer demand.

Display them every day during the outing season. You cannot recommend anything more suitable for the Camper, the Summer Cottager, the Week-end Tripper or the Picnicker.

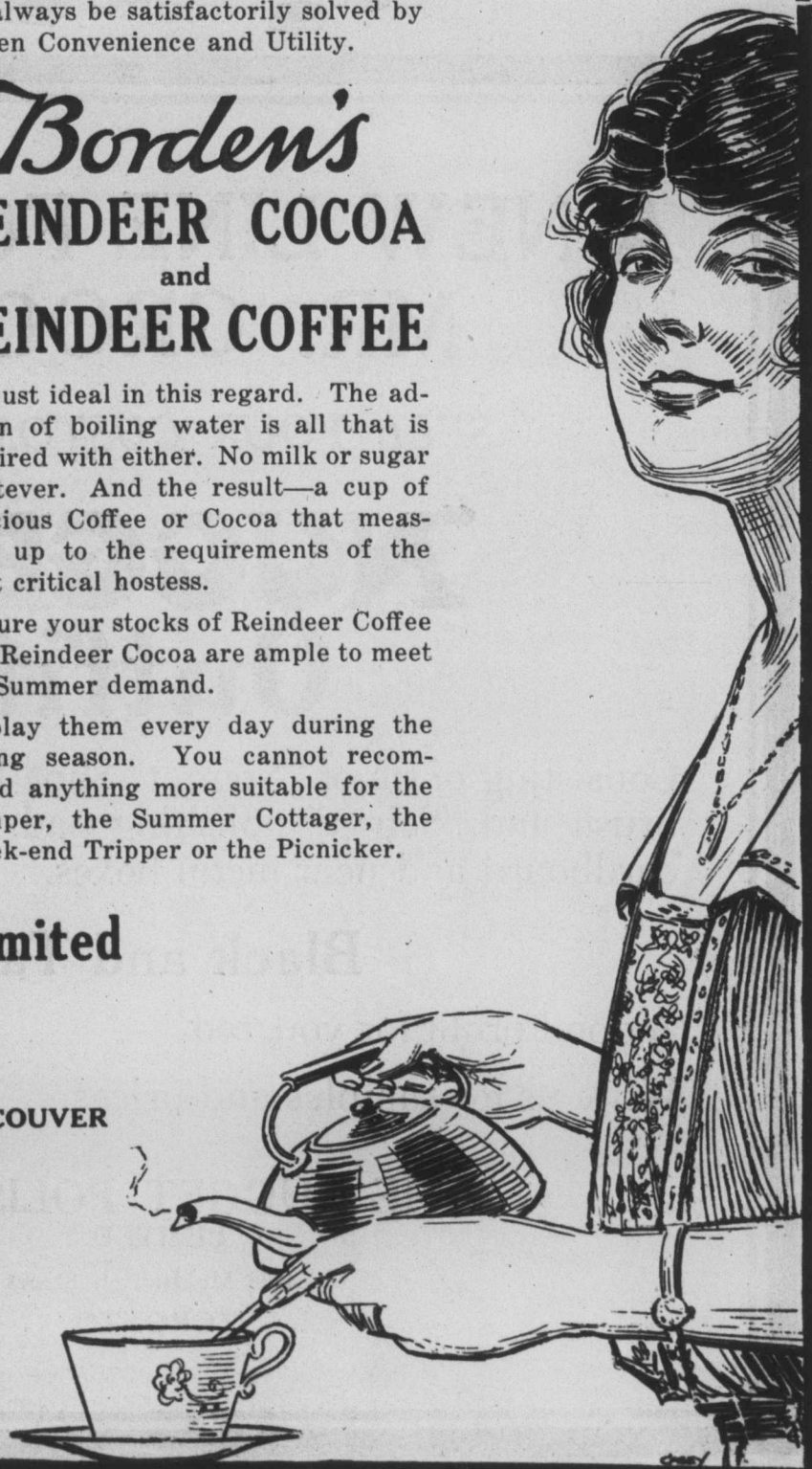
Borden Milk Co., Limited

Leaders of Quality

MONTREAL

Branch Offices:

No. 2 ARCADE BLDG., VANCOUVER





A NEW LINE FOR YOU MR. GROCER

SELL YOUR CUSTOMERS A

"NUGGET" Outfit

Consisting of tin of "Nugget" Shoe Polish, good bristle brush and "Selvyt" polishing pad. Put up in handy cardboard and neat metal boxes.

Black and Tan

A good profit for you, too.

Write us for samples and prices.

**THE NUGGET POLISH CO.
LIMITED**

54-56 McMurrich Street
TORONTO

CROSSED FISH SARDINES

How many customers have you disappointed when you have sold an inferior brand? Your clerks are disappointed in your judgment. Your customers are disappointed and annoyed. Your star customer disappoints her guests.

***Whose Reputation
is at stake?***

If you would make good friends and protect your trade, as well as increase your business,
BUY THE BEST.

CROSSED FISH BRAND are all selected Fish.
They are packed in the Purest Olive Oil.

We have a limited stock on hand and can make
immediate delivery.

Remember, we do not expect any further shipments of Imported Sardines till after the war.

W. G. Patrick & Company, Limited

Importers

TORONTO MONTREAL WINNIPEG NEW YORK

JAPAN TEA



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

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

—Brady.

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You can connect directly with a splendid source of increased sales by showing Japan Tea regularly in your displays. You will thus get your share of the big demand for this delicious beverage—a demand in keeping with its incomparable goodness—the demand that's fostered and developed by means of a steady consumer advertising campaign.

Make Japan Tea a leader in your tea department. It pays.



--From the Garden Spots of the World we bring them to you

In the world-famed sunshine valleys of Santa Clara, California—down in tropical Hawaiian Islands—and in the far-away great plantations of Maracaibo and Santos—there you will find No-Vary Food Experts, searching the markets for the world's best foods.

It is their skill in deciding which country or district offers unvarying excellence in the products that has made No-Vary famous as the guaranteed quality line—"Always Good."

**NO-VARY
Quality Groceries
"If it's NO-VARY it's ALWAYS GOOD"**

Display on your counter every day this year these super-products and back them up with your good name. They will give 100% satisfaction—and will be your greatest asset for creating more sales. In short, they are dependable creators of repeat orders.

Dealers interested in greater profits through quicker turnover should get in touch at once with one of the Wholesale Jobbers listed below, who market No-Vary Quality Foods in Western Canada:

- | | |
|---|---|
| Alexander Grocery Co., Ltd.....Camrose, Alta. | MacLean Grocery Co., Ltd.....Regina, Sask. |
| Brandon Grocery Co.Brandon, Man. | Red Deer Grocery Co., Ltd.....Red Deer, Alta. |
| Camrose Grocery Co., Ltd.Camrose, Alta. | Swift Current Grocery Co.....Swift Current, Sask. |
| Medicine Hat Grocery Co., Ltd. .Medicine Hat, Alta. | Simington Co., Ltd.....Calgary, Alta. |
| Moose Grocery Co., Ltd.Moose Jaw, Sask. | Weyburn Grocery Co., Ltd.....Weyburn, Sask. |
| Yorkton Grocery Co., Ltd.....Yorkton, Sask. | |

**No-Vary Products Co., Ltd.
WINNIPEG, CANADA**

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

The Connecting Link



THE intensified consumer publicity now being carried on in the interests of Snowflake Ammonia will connect your store with a still bigger demand for this "best value" Ammonia.

We are educating your customers to the goodness of "Snowflake." They read this advertising. It is the only Ammonia advertising they do read—because *Snowflake is the only consumer advertised Ammonia on the market.*

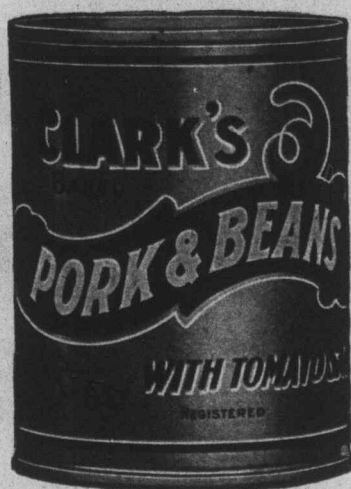
Link up your store now with this big sales-making campaign. Show Snowflake Ammonia regularly in your displays. Snowflake is worth showing because it sells easily, satisfies always, and profits you well.

Order as far ahead as possible and avoid risk of delayed shipment.

S. F. LAWRASON & COMPANY
LONDON CANADA

CLARK'S

Three of the
main elements
of success are



Judgment
Effort
Quality

Your judgment, Mr. Grocer, will tell you
that the goods to buy are

CLARK'S PORK and BEANS

Your efforts are necessary, but they are ably
backed by the CLARK advertising and
demonstrating.

The QUALITY is always there when you
buy CLARK'S.

They have only one—THE BEST

W. CLARK LTD.



MONTREAL

Here are superlative values
for you, Mr. Grocer

AVICO

Quality First Products

Only by concentrating our resources and facilities on the perfecting of a few varieties could we have attained the high standard of quality and value that distinguishes these Avico Quality First Products.



Show these popular lines regularly and recommend them always. They'll make good profits for you.

Ask your wholesaler for the Avico sellers. If he hasn't got them, write us.



Acme Vinegar Company, Limited

MAKERS OF VINEGAR IN BOND

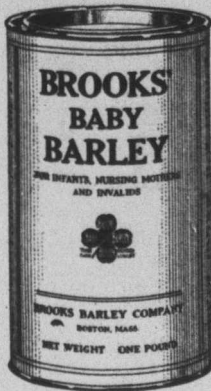
Winnipeg

This is the barley

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

BROOKS' Baby Barley

Fast Seller. Good Profits. Satisfied Customers.



Order from your wholesaler.

Three Sizes

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

Agents for Canada:

Harold F. Ritchie & Co., Limited
TORONTO

Made by BROOKS BARLEY CO., Boston, Mass.

The Profit Is Good



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

Premiums Given for the Trade-Marks.

WM. H. DUNN Limited

General Representatives for Canada

MONTREAL

Dunn-Hortop, Ltd., TORONTO

Special Agents



Give Little Miss Vi a Welcome.

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

beverage is springing up all over the Dominion.

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

Vi-Cocoa

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

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

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WETHEY'S

Orange Marmalade

excels
all others

MANUFACTURERS' AGENTS' AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: WINNIPEG Manitoba

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

"Always On The Job"

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

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

STORAGE

DISTRIBUTING

FORWARDING

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

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

F. D. COCKBURN CO.
WINNIPEG

MANUFACTURERS:

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

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

402 Chamber of Commerce
Winnipeg - Manitoba

The Canada Nut Co., Limited

"Specialising in Shelled Peanuts."
Large stock always on hand.

VANCOUVER, B.C.



Make this house your Western Headquarters

This is the home of the Scott-Bathgate Company—an organization equipped with every facility for getting you the kind of results in the Western Markets that you are seeking.

We cover the entire Western Wholesale and Retail field. Nine of our men do retail work exclusively.

If quick, sure returns interest you, write now for full particulars to

SCOTT-BATHGATE CO., LTD.
149 Notre Dame Ave. E., WINNIPEG

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WHOLESALE GROCERY BROKERS

*Manufacturers' Agents
Commission Merchants*

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

Est. 1907. Write us.

Correspondence Solicited.

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

THE Robert Gillespie Co.

MALTESE CROSS BUILDING
WINNIPEG

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

Winnipeg Warehousing Co., Winnipeg

Prompt and Efficient
SERVICE

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

WAREHOUSING
DISTRIBUTING
STORAGE

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents.

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

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manu-
facturers first-class service.

Warehouse Space To Rent

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

DONALD H. BAIN Co.

Wholesale Commission Merchants and Brokers

WINNIPEG

Head Office

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

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

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

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ONTARIO

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

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

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

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

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

Just try how MacKay's will sell

You can strongly recommend this delicious, wholesome Canadian-made Barley Food.

MACKAY'S PEARL BARLEY FLOUR is without any peer whatever. Gives soups and gravies a delightful flavor. Just the right food for infants and invalids.

A strong consumer publicity campaign is helping dealers to keep their sales of MacKay's going.

Recommended by Dr. McGill, Ottawa, Dominion Chemical Analyst.

John MacKay Co., Limited
BOWMANVILLE, ONT.

IT'S THE REAL MACKAY

Very many Canadian Grocers sell Ocean Blue because they are glad to do so. They know that it does credit to their judgment and enhances their reputation. They know that every sale leaves a living profit, that every packet which goes across the counter will give entire satisfaction, and that every recommendation of OCEAN BLUE adds to the goodwill of their business.

OCEAN BLUE

Order from your Wholesaler.

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

Western Agents: For Manitoba
Saskatchewan & Alberta: W. L. Mackenzie & Co. Ltd., Winnipeg, Regina, Saskatoon, Calgary & Edmonton.
For British Col. and Yukon:
Creeden & Avery
Rooms 5 and 6,
Jones Block 407,
Hastings Street,
West, Vancouver.

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

Complete Trade Connection.

JOHN E TURTON

Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.

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

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

H. D. MARSHALL

Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

J. R. GENEST

Wholesale Grain, Flour and Feed
SPECIAL—Pastry Flour
GROCERS SPECIALTIES
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY

WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.

Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Do you require representation in New Brunswick?

Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.

GAETZ & CO.

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

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



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



Approved

People who discriminate between an ordinary Grape Juice and the "Real Thing" are unambiguously in favor of Marsh's.

The Marsh Grape Juice Company
Niagara Falls, Ontario

Agents:

MacLaren Imperial Cheese Co., Ltd., Ontario.

Rose & Laflamme, Ltd., Montreal, Que.



Boost Summer Profits With The Mapleware Lunch Set

Something you can get.

Something you can sell.

A 41 piece lunch set, all wood dishes.

A complete and serviceable dinner service for six persons.

Will carry any menu hot or cold, moist or dry.

Every tourist, every auto owner, every sportsman, every camper, every picnicker, every yachtsman, in fact every person in your town is a prospective purchaser.

Ladies like Mapleware for porch or lawn parties.

For refreshment at any informal occasion indoors or out Mapleware is the supreme service.

Use it once and throw it away. No dishwashing, no trouble.

A tasty and attractive service that will answer every requirement.

Every Mapleware Lunch Set contains 6 large dinnerplates, 2 long platters, 2 deep vegetable dishes, 6 handy side dishes, 6 salt and pepper dishes, 12 sanitary maple spoons, 6 wood fibre napkins, 1 wood fibre table cover 48 x 60 inches.

All packed in a strong, handsome carton, one quarter gross cartons in a shipping case.

Retails for 35 cents.

Ask any jobber or

The Oval Wood Dish Co., Inc.

Manufacturers

Tupper Lake, N.Y.

Victoria Paper & Twine Co.

Distributors

Toronto, Montreal, Halifax

Sales Clerks, We Thank You



for the interest you have taken in our line of "Dandee" Pure Food Products.

Our sales during 1918 have made a new record in the firm's history, no doubt largely because of your co-operation.

Recommend Ever-Ready Cocoa for picnics and camping parties as well as for overseas parcels.

Leading Jobbers Sell Dandee Pure Food Products.



Litster Pure Food Company, Limited, Toronto

LAST WINTER

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

"K KOVAH" EGG SUBSTITUTE

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

K KOVAH Egg Substitute has been manufactured over a quarter of a century.



**Sutcliffe & Bingham, Ltd.
Manchester, Eng.**

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

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

On a busy Saturday night, which would you rather hand out - an explanation or Gold Dust?

MADE IN CANADA

THE N.E. FAIRBANK COMPANY LIMITED MONTREAL

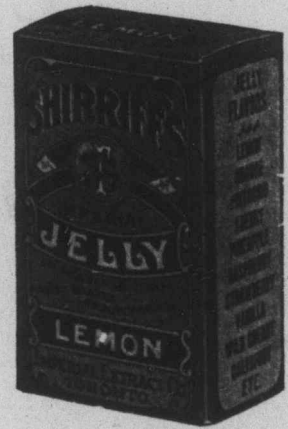
Let the GOLD DUST TWINS do your work.

Brilliant, Sparkling Jellies

Too soon for fresh fruits, and everyone tired more or less with made-up desserts. The careful housewife is saving all she can. Why not take advantage of this situation to push

Shirriff's

Jelly Powders



They make the most delicious, most attractive and least expensive desserts. There is a full line of flavors, including pineapple, strawberry, raspberry. The greatest variety of desserts can be made with least trouble. Help to meet demands by ordering a case or two now. We supply attractive window dressing material.

Imperial Extract Company, Toronto

Here it is—the new Silent Salesman for Mintees



We illustrate here the compact little counter show case made specially for the selling of Mintees, etc. The case, which measures 19 x 9 inches, is divided into 6 compartments, each to hold 20 packages or 1 box. It has a rich, pleasing appearance with a Glass Top and Polished Hardwood Finish—just the right kind of selling help for a quicker turnover and a better profit. A snap catch holds the cover secure—prevents pilferage.

For an outlay of \$6.75 you get this Show Case and 10 boxes assorted Mintees, Wintees, Cinteets and Clovees, sales of which will net you \$10, giving you a clear gain of \$3.25 on your investment—and the Case besides.

Ship No. 3 Mintee Display Case Package

(10 boxes Mintees, etc., and case for \$6.75) with my next order.

Name

P.O.....

Station.....

NOTE TO JOBBER
O-PEE-CHEE GUM CO., LIMITED
London Canada
will send full particulars upon request.

Isn't that a dandy offer? Take advantage of it by sending this order to your jobber—**now**—before you forget it.

You know the Four—

"Mintees"

The mellow Peppermint Confection. Enjoyed by all. Good after eating and after smoking.

"Wintees"

The real Wintergreen flavor. Pleases particular people. The children's favorite.

"Cinteets"

Cinnamon flavor. Perfumes the breath, helps digestion.

"Clovees"

The flavor of Clove Buds. Sweetens the breath. A favorite with smokers.



O-Pee-Chee Gum Co.

Limited
LONDON CANADA

BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.)

HAMILTON

Order some Nootka Pilchards 48 1-lb. tall tins. This line is cheaper than Salmon, and a new fish on the market.

BRISTOL, SOMERVILLE & CO.

Canadian Food Control License No. 6-058

WHOLESALE GROCERS

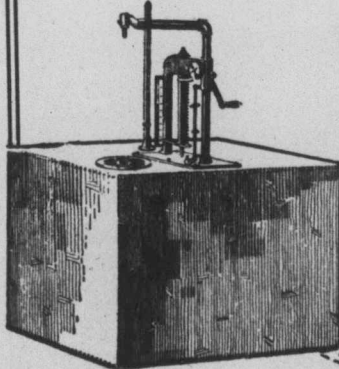


BOWSER

Oil Storage Systems

CLEANLINESS

Fig. 19



to the store is what rain is to the crops. It makes the store thrive, with a reputation for clean, sanitary conditions. Dirty oil rooms drive customers away, spoil goods and disgust clerks. Bowser Oil Storage Systems insure a saving in time, labor and oil—they increase and hold business. Write now for Booklet CG-5.

S. F. BOWSER & CO.
Incorporated
TORONTO ONTARIO

Two Money-Makers Every Good Grocer Should Sell

Royal Salad Dressing and Royal Mayonnaise

Selling Royal Salad Dressing and Royal Mayonnaise is an easy matter.

Their quality appeals to people who look for something better, and a first sale always means another and another.

You should feature Royal Salad Dressing and Royal Mayonnaise.

They are good Summer lines.

Horton-Cato Mfg. Co.
Windsor, Ontario

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

CANNING SHOOKS

ON HAND

Write or wire for prices.

W.C. Edwards & Co., Limited
OTTAWA, ONTARIO

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years

— AT ALL JOBBERS —

SMALL'S, Limited

Montreal, Que.

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

Kellogg's Toasted Corn Flakes

The Genuine

Time is money and it doesn't take long to make a sale of Kelloggs.



And they stay sold. Customers for **Kellogg's Toasted Corn Flakes** are on the increase, but it isn't human nature to be satisfied, so we want you as a booster too.

There's room for a package of Kelloggs in every order you fill.

SUGGEST THEM

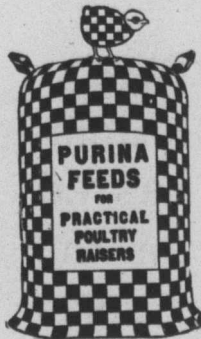
Battle Creek Toasted Corn Flake
Co., Limited

LONDON

CANADA

We will give \$5.00 in Cash to
the Clerk making the best
window display of

PURINA POULTRY FEEDS



THE Chicken Chowder Club is creating new business for many grocers throughout the country. A poultry feed department properly handled will show a neat profit.



TO encourage both grocers and general merchants to push Purina Poultry Feeds we are offering special prizes to the dealers and their clerks as follows:

TO the dealer turning in the most coupons from circulars, which fully explain the aims of the C.C.C., we will give 100 lbs. Purina Chicken Chowder and 100 lbs. Purina Scratch Feed.

TO the clerk making the best window display \$5.00 in cash. All necessary advertising matter for window trim sent prepaid upon request.



Write in at once for full particulars. Be amongst the progressive dealers who are reaping the benefits of our national advertising campaign.

The Chisholm Milling Company, Limited
TORONTO, CANADA

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

The
Straw-
berry
is
De Luxe



WAGSTAFFE'S

STRAWBERRY JAM.

1918 PACK

NOW READY FOR DELIVERY

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

Whittemore's Shoe Polishes

Quality Variety



For a Big Seller

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



And Here's the Paste

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

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



RUSSET—2 Sizes



BROWN—2 Sizes



WHITE—2 Sizes



RED—2 Sizes



BLACK—2 Sizes

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

MAPLE SUGAR best 10c. seller, 48 to case

A Sugar you will want to repeat

MAPLE SYRUP "Canada's Best" Brand

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Ottawa, Canada

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

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

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Technical Book Dept., MacLean Publishing Co. TORONTO

272 Pages Bound in Cloth

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-  Import quotations on all teas are still ruling high—an average of ten cents per pound over local markets, in addition to the tax.
-  Our advices all predict firm foreign markets with still higher prices later, owing to increase in laid-down costs, etc.
-  Stocks in store are now in good demand, and prices are due for a sharp advance on all Canadian markets.
-  What lines will your trade requirements make it necessary to purchase this year?
-  A little attention NOW will bring better profits later.

KEARNEY BROS., LIMITED

TEA AND COFFEE
IMPORTERS

33 ST. PETER ST.

MONTREAL, QUE.

ESTABLISHED 1874

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

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

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



The Mark of Milk Economy

"KLIM—In Powder Form" means to your customers the one sure way of reducing the fast-growing milk bill. To you it should mean the opportunity of building a permanently profitable milk business. IT'S GENUINE—THE FLAVOR PROVES IT.

Your wholesaler has Klim, your customers should have it.

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Also stocked by: W. H. Escott Co., Ltd., Winnipeg,
Regina, Calgary, Edmonton and Kirkland & Rose,
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FINE
FRUIT
PURE JAM

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

—the jams that are recognized in every community as the standard of jam quality.

Selected sun-ripened fruits, pure cane sugar, a factory up-to-the-minute in every essential—these are reasons why Furnivall's Jams excel. Are you selling Furnivall's?

FURNIVALL-NEW, Limited
Hamilton, Canada

Man Left You, Did He?

And for the life of you you don't know where to find another to replace him. Well, our advice to you—and it's good advice—is: Find him by advertising—a small, condensed advertisement in CANADIAN GROCER.

If you wanted a blacksmith, we wouldn't recommend CANADIAN GROCER, but when it comes to finding a man for the grocery business, honestly we don't know of a better or cheaper way of finding him than the use of CANADIAN GROCER.

The way to find the man you want is to look for him where he is likely to be found—in the grocery business.

Rate is 2 cents a word first insertion and 1 cent per word each subsequent insertion. Five cents additional per insertion when replies are to be sent to Box Number in our case.

Send your advertisement and remittance to

Canadian Grocer Want Ads.

143-153 University Avenue
TORONTO

Tea is Not Dear

Even if it were a dollar per pound it would still be one of the very cheapest articles we serve on our tables.

A pound of 70 cent Red Rose will make 250 cups of tea fully as strong as most people like tea—less than 1½c for a teapot holding 5 cups.

It will be a long while yet before anyone will need to stop using tea on account of its cost.

T. H. Estabrooks Co., Limited

St. John Toronto Winnipeg Calgary

P.S.—We suggest that you tack this up where your customers can see it. We think that many people do not realize how economical Red Rose Tea is.

Red Rose Tea makes many more cups to the pound, because it consists chiefly of ASSAM teas, the richest and strongest in the world. These ASSAM teas also give Red Rose that fine, rich flavor that is so much liked.



Keen's Oxford BLUE

Grocers have sold and women have used Keen's Oxford Blue for generations with unvarying success.

Keen's Oxford Blue in your window or on your counter will always prove a drawing card.

Don't hide away your stock of Keen's.

Get it right out on your sales counter—where your customers can see and recognize the "Blue of Blues."

Be sure you have Keen's in stock.

Canadian Agents

Magor, Son and Company, Limited

191 St. Paul Street West, MONTREAL

30 Church Street, TORONTO

Anchor Caps and Larger Sales

Your main aim is to increase your sales with as little increase in cost as possible, and this is where Anchor caps offer you their help.

They overcome the handicap of sticky jars and soiled labels caused by leakers and keep your stock in the best possible condition for sale.

Anchor caps on your food products in glass will increase their appeal to the customer because Anchor caps prevent leakers. They are always bright and clean themselves and because they keep the contents free from any possible contamination or loss of flavor through evaporation. Compare the jars on your shelves which are Anchor sealed and those with the old-fashioned inefficient screw caps and see for yourself the added selling value this modern and perfected seal offers you.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 DAVENPORT ROAD
TORONTO, ONTARIO

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

CANADIAN GROCER

Vol. XXXII.

TORONTO, JUNE 28, 1918

No. 26

Should the Clerk Know Cost of Goods?

Many Merchant Discuss This Important Question, and General Opinion Favors the Clerk, if of Sufficient Experience, Being Fully in the Confidence of His Employer

JUST in how far the clerk should be the trusted co-partner in the business of the store is a question that leads to a good many differing opinions, and to a great variety of practice. Should the clerk know what is the actual cost price of the goods that he is selling? Can he be trusted to use this information wisely? Can he be expected to understand the necessity of getting a fair profit, and will he be as confident in asking that price from the customer, as he would be if the actual cost was unknown to him.

CANADIAN GROCER has propounded questions somewhat in this form to merchants from coast to coast, asking what has been their practice in this matter, and why they have adopted this practice. The number of replies received bears evidence that merchants generally recognize this as one of the fundamental elements of store policy.

The Merchants of To-morrow

G. A. Cook and Co., Halifax, N.S., state that they consider it advisable to give the clerk the private cost mark in all cases. "The clerks of to-day," they state, "are the merchants of to-morrow."

In that statement lies probably the gist of the whole matter. Clerking is not a profession but a probation. Every clerk is a potential grocer, and he will in all probability be interested in the business in proportion as it gives him the opportunities of the training that he requires. Viewed in that light the policy of telling the clerk everything there is to be told about the business would seem to be the correct one. There are, however, of course, other factors to be considered, and some of these are raised by other merchants.

W. D. Currie, manager of the Eastern Grocery Company, Souris, P.E.I., writes: "The practice of giving the cost marks to clerks is not customary, but I believe that it is advisable. The more the average clerk knows, the better for him and the better for his employer. Even if the clerk is not given the price cost marks the chances are that he will find these things out for himself."

T. B. Rider and Son, Fitch Bay, Que., state: "Our practice is to give private

cost marks only to clerks whom we know personally and deem reliable. We do not consider it advisable to extend this privilege to all who may be in our employ, as we do not think it necessary for them to have this information."

Should Know Both Cost of Goods and Cost of Business

Donald J. Gillies, Montreal, believes that the clerk should be entrusted with the cost price, but that he should also be instructed in the matter of the overhead costs so that he may view the matter of profit in proper perspective. A. E. Hurd, Ayers Cliff, Que., writes: "I have never thought it advisable to give clerks the private cost marks until they have been with me at least a year. After that I have never hesitated, provided there was a reasonable prospect of them remaining in my employ."

Hancock and Company, of Galt, Ont., believe in keepin gclerks posted as to the cost price of merchandise. They think that giving the clerks this information encourages their interest in the business, and makes them feel that the employer is interested in them, and is endeavoring to educate them in the various branches of the business. This company at the same time shows the clerk how to figure the various percentages on different lines.

Competent Clerks Should Be Fully Informed

S. W. Bruce, Lindsay, Ont., is another merchant who believes in the wisdom of giving the clerk the private cost mark, provided always that he is a good competent clerk. Mr. Bruce also believes that the clerk should be made thoroughly conversant with the cost of doing business, and with this knowledge he believes that the clerk should be able to guard against loss or too little profit, and should at the same time be able to talk more intelligently to the customer.

J. Z. Vinet and Co., Field, Ont., think that it is advisable to give the clerk the merchandise cost price if he has been in the employ of the firm for some time and if he is known to be seriously interested in the business. It would be a mistake, however, they believe, to give

this information to a new or young and inexperienced clerk.

J. Carmichael and Co., Hillsburg, Ont., write: "We consider it advisable to give clerks the private cost mark after they have been in our employ a reasonable length of time. We generally make it about one year. As the more insight you give them into your business the more interest they are liable to take."

No Suggestion of Secrecy

Bradley & Sons, St. Catharines, Ont., do not believe that it is good policy to make the cost marks public. They avoid the danger, however, of refusing to tell the clerks the cost of certain particular articles in which that clerk may be particularly interested.

"We do not believe," they write, "that it is advisable for clerks to know the actual cost of the merchandise they handle. Any clerk desiring to know the cost of any particular item is always told the exact cost with the explanation added why it is good business to sell it at the price as marked. A cost book is maintained but is for the use of the firm and store managers."

Trust a Man to Make Him Trustworthy

J. A. Gillett, Aylmer, Ont., strongly champions the wisdom of letting the clerk know that you have confidence in him. "We think it wise," he states, "to give the clerks the private cost mark. If you want to get the best out of your clerks let them know you trust them, take an interest in them, let your clerks have a certain business freedom because the clerk you are finding fault with often loses heart and never makes a successful salesman. Then, if the clerk does not make good, let him go, perhaps another will appreciate your kindness and be a success."

Edward Cutmore, Brantford, Ont., thinks that the cost marks should be entrusted to the head clerk, as doing so will enable him to see what profit he can make for his employer in selling a quantity of goods.

H. Griffin, Brampton, Ont., thinks that experienced clerks should be permitted to know the cost price, for only so will

their interest in the business be maintained.

W. J. McCully, Stratford, Ont., thinks that the cost marks should be known only to heads of departments.

Not a Matter of Curiosity

Fred Newman, Picton, Ont., believes that clerks who demonstrate an interest in the business should be taken into his confidence.

"Clerks worthy of the confidence of knowing the cost should also have some idea of the cost of doing business and business generally. Such clerks will be more efficient if taken in full confidence. Clerks not taking such interest in the business should not be allowed the cost mark merely to satisfy their curiosity."

"I have always informed my clerks regarding my cost mark and have always insisted that they memorize the same. I contend that if a merchant does not let this clerk know the cost mark it means that he has to mark all goods himself, and also I believe it is only fair to your clerks as it lets them know what the goods they are asked to sell cost, and furthermore they are better able to talk to the customer who thinks that he is being overcharged."

The circumstance of the business in the opinion of W. H. Reed, Winnipeg, has its effect in deciding as to whether or no the clerk should be given the cost marks.

"Where the staff is small," writes Mr. Reed, "and, say, does not exceed more than six clerks and where goods are sold both for credit and cash, it is customary and advisable to give clerks the

cost of the merchandise they are handling. Where the selling price is an absolute fixed one and the selling staff is large and merchandise is handled through departments, it is not customary nor advisable to give the clerks the cost price of the merchandise they handle."

Lowry's Stores, Ltd., Jenner, Alta., writes: "I would say that it is customary and advisable to give the clerks the private cost mark. That is, of course, if the clerks in question are steady and are staying with one for a while."

C. J. Chapman, The Dominion Grocery, Calgary, Alta., notes one objection;

"In my experience I have not found it customary or advisable to give the clerk the private cost mark of merchandise. One of the chief reasons is that if a clerk should get on bad terms with his employer and should leave, he is able to make the cost mark public property."

A Wholesale Grocer's Opinion

The Simington Company, Calgary, wholesale grocers, have adopted the policy of giving the cost marks to any of their employees who were definitely interested.

"Our custom," they state, "has been to furnish those of our employees who have anything to do with selling, pricing, or buying, with the cost price mark. We know of some cases where this has led to a general knowledge of the price cipher, but there are some merchants who can figure out a cost cipher without being told anything about it. There are some articles on which the cost is so well known that the cipher can be solved

from the costs which appear on these items, whether any information be given or not."

Gayer and Connelly, Grismcombe, B.C., believe that it saves misapprehensions on the part of the clerk if they are given some knowledge of cost prices.

"We feel that a clerk should know the cost mark as it gives a selling confidence that otherwise they could not get if they were ignorant of the cost of the article. And it does not permit them to conjecture wrongly as to the value of the article, especially now that the prices are advancing so rapidly, making it hard at the best for the clerk to convince the doubting customer that he is getting present worth value."

An Opinion from California

Albert Cohen, a subscriber to CANADIAN GROCER in Los Angeles, California, and who owns and operates three large stores, answers the question with an emphatic no.

"Of course, our business is strictly cash before delivery, and my answers are based on a business where we have 425 employees. As for the clerk being given the private cost mark, I would say no. A clerk who knows the private cost mark will often overstep his authority and sell goods lower than they ought to be sold."

In examining these opinions, while there are some averse to giving the clerk the fullest information, the consensus of opinion seems to be that in the interests of business, the more the clerks' knowledge, the better it will be for the business.

What Discount Should Employees Get?

Should They Receive Discount At All?—Variety of Systems Used—Is Yours a Losing One?—Many Merchants Express Their Views—Should the Clerk Serve Himself a Vexed Problem

THE matter of what discount, if any, should be granted to employees by the firm for which they work is one which is of widespread interest to the grocery trade. No policy has been adopted generally as yet for various reasons, and it is scarcely to be expected that all firms will come to the same conclusions with local and other conditions varying as they do. There is no doubt, however, that the question is one which should be reviewed in detail by every store management until they are satisfied that a system is in operation in their own store which is not going to be a losing affair for them, either in the matter of dollar and cents or in the attitude of their employees.

A number of merchants are of the opinion that when they pay their employees a fair salary as a full return for the work they do, no discounts should be given at all. There are others, however, who are of an entirely opposite opinion, and who favor the discount to clerks as a matter of good policy. It is

commendable that the trade seems to be abandoning the old-time idea that discounts are only a matter of charity—a relic of the early days when ministers, teachers, store clerks, etc., did not receive a living wage and since their work was for the public good they should be reckoned as a class which should receive special consideration from business houses. Doubtless, discounts are a relic of those early days but it will be observed from some of the letters which follow that there are other reasons which may be considered legitimate for continuing the practice of giving some discounts to store employees, and these are accepted by the vast majority of progressive stores. Especially is this the case where the management wish their employees to feel a personal interest in their store and that the heads have some personal interest in their employees. There is the endeavor to co-operate and an appreciation of the importance of that co-operation is expressed in a generous discount for the trade of employees.

CANADIAN GROCER has received some seventy-five or eighty letters during the past month, expressing many points of real interest. Space does not permit the quoting of every letter, but those which are given are representative of methods adopted for a satisfactory solution of the problem presented.

On the Question of the Clerk Serving Himself

On the question of the wisdom of permitting a clerk to serve himself there is also a wide range of opinion. Probably the bulk of this opinion is opposed to this practice, though admitting that in very many cases it is the rule. Some merchants are of the opinion that the clerk if he is to have the fullest interests of the store at heart should be trusted fully. That is, if he cannot be so trusted he should not be employed. Other merchants point out that they are not questioning the reliability of the clerk, but are objecting to a slipshod system. These answers will be of interest to everyone.

Some B. C. Opinions

Griscombe, B.C.—"In regard to selling to our clerks we have always let our clerks serve themselves and make out their own counter slips. We feel that it would be a breach of mutual confidence not to do otherwise. But we would not keep a clerk in whom we did not have the best of confidence. This is the best course to follow where you have only a few clerks as in our case, and you have no department heads.

Question No. 3

Our average gross margin of profit on selling price is as follows: Groceries, 20 per cent., excepting sugar and flour, which is 10 per cent. The balance of the lines such as hardware, dry goods, boots and shoes, clothing, is 33 1/3 per cent. On this we give our clerks 10 per cent. off on groceries, and 20 per cent. on all other lines in stock. But on goods ordered specially for them we only charge actual laid down cost."—**Gayer & Connelly.**

Sehelt, B.C.—"In reply to your enquiry of the 13th inst., the rule we follow is that no employee is allowed to help himself but must be served by another employee; the record of these sales is kept in a store book on which we allow a discount of 5 per cent. at the end of the month."—**H. Whitaker.**

As Much Responsibility as Possible

Millen, Alta.—"We have each clerk buy from some other clerk or the proprietor."

Jenner, Alta.—"But I think that the best way is to let the clerk serve himself, taking the goods home in the usual way. I think that the best way is to let them have just as much responsibility as possible; in that way they will have a stronger interest in the business. The usual thing, I think, is to give the clerks the goods with the 10 per cent. added and I do not think that it is any more than right that they should have it that way."—**The Lowry Stores.**

Calgary, Alta.—"When a clerk is engaged the employer should explain in an intelligent way the necessity of having their order checked which prevents any cause of suspicion on either side. Charging 10 per cent. above cost on purchases has been found to be satisfactory."—**Dominion Grocery.**

Peterson, Sask.—"The clerk should check over his purchases with the proprietor. A charge of 10 per cent. over cost is the general practice in the West."—**Thomas T. French.**

Warman, Sask.—"We think a clerk should get his wants at cost plus 10 per cent. as an inducement, but we allow no charging up goods without acquainting the proprietor. In our opinion this should certainly be done. In some big stores it was customary for one clerk to make out the sales for the other."—**Stephen, Hackl & Clare.**

Disley, Sask.—"With us the clerks buy from the manager. We used to allow our clerks 20 per cent. on retail price, but lately we have allowed only 10 per cent. because of war conditions."—**C. W. Ross.**

Kedleston, Sask.—"I allow my clerks to serve themselves. I believe that the

merchant who employs clerks in whom he cannot place full confidence is looking for trouble. I allow clerks to purchase goods at 10 per cent. over cost price."—**H. C. Leggo.**

Crichton, Sask.—"No clerk should make out sales slips for his own purchases; he should go to the employer. The practice of selling clerks goods at 10 per cent. over cost is a general practice, and is, I believe, a good one."—**R. H. Stanley.**

Saskatoon, Sask.—"It is not a general practice to allow a clerk to serve himself, but it is customary for one clerk to serve another, and if anything is wrong with the prices, the said clerk is responsible. Ten per cent. over cost as a selling price to employees is a general practice, and I think the best."—**E. Parr.**

May Spoil Clerks by Too Much Supervision

Simpson, Sask.—"My clerks have always charged their own purchases. If your clerks can't be trusted to do this then they can not be trusted at all. I believe that a good many good clerks are spoiled by too strict a supervision in this respect. I always try to make my clerks feel that the success of the business depends largely on them, and in the three years that I have been in business I have never been asked by any clerk for a raise in wages. They knew that they would get same when it was coming to them. I allow my clerks to purchase goods for their own use at 10 per cent. in advance of the cost price."—**F. G. Moog.**

Selkirk, Man.—"The clerk's purchases should be supplied by another clerk, and the check should be O.K.'d by the department or general manager. We allow our clerks goods at 10 per cent. over the cost price."—**Wm. Robinson & Co.**

Hamiota, Man.—"We think it is a general practice to allow the clerk to serve himself. The rule should be to have the departmental head make out the counter check, or some other clerk, where there are several.

"The 10 per cent. over cost rule is quite general as far as our observation goes, although we know of some merchants who do not allow it, but we think it perfectly fair, and should make for better service."—**Chambers & Co.**

Winnipeg, Man.—"It is a general practice in small stores, to allow a clerk to serve himself and make out check without supplying any other information to the proprietor other than that of the counter check. The practice is wrong, the proper way of handling this business would be for the clerk to make his selection, turn in his order to be handled by some other employee just the same as an ordinary customer's order, with the exception of the pricing, and that should be done by the proprietor or some representative to whom that responsibility should be deputed. It is a general practice to supply clerks with merchandise at cost, plus 10 per cent."—**W. H. Reed.**

Oil Springs, Ont.—"No clerk should wait on himself. It is a bad policy. We allow clerks goods at 10 per cent. over cost."—**G. H. Thompson.**

Ridgeway, Ont.—"We have always

O.K.'d the bills purchased by our clerks and if the amount exceeded one dollar we discounted it at 10 per cent. In regard to cost mark we do all the marking of cost ourselves. Our opinion is that it is not wise to give your clerks the private cost."—**C. H. Simons & Co.**

Hamilton, Ont.—"Instructions have been given to all clerks that no clerk must write out, or put up his own order. Where the clerk has an order sent to his own home, the order must be written out by someone other than himself, when it is sent to the shipping counter for completion. Where this is a general rule in an establishment it is an easy matter to inform a new clerk of the practice without feeling that there is any reflection upon his own personal honesty.

All goods are sold at the regular store prices and as the average grocer well knows there is not sufficient latitude between cost and selling price to permit any deductions, if overhead charges are to be taken into consideration."

St. Catharines, Ont.—"Clerks with this firm make out orders for their own homes on our counter check books just as they would for any other customers. These are handled in the same way as any regular business and as each member of the firm orders his groceries and pays for them in the same manner all are treated alike. We do not allow any special concession to our staff on their groceries. Salaries are made entirely on the basis of the service rendered."—**Brooley & Son.**

These are but a few of the answers received; a further discussion of this important subject will appear in a forthcoming issue.

NATIVE WINE MANUFACTURERS MAY SELL DIRECT

Manufacturers Not Permitted to Advertise, Nor to Sell to Dealers—Must Sell to Consumers Direct

A Niagara district wine manufacturer writes that an item appearing in last week's issue was open to misconstruction owing to the use of the word handle, which seemed to suggest a trading in these wines, which is, of course, a misapprehension.

Manufacturers of native wine in Ontario are permitted to supply wine to consumers only, in the Province of Ontario, in quantities not less than one case of one dozen bottles or than five gallons in one container, and are not sold for resale consequently. "The regulations do not make it possible to handle native Ontario wines until December 31st," but the regulations do make it possible for consumers to purchase supplies of native wines by sending direct to the manufacturers, shipments being required to be made direct from the place of manufacture to the consumer.

The regulations do not permit native wine manufacturers to advertise their product, and seeing that the average consumer throughout the country does not know that he can secure a supply, the regulation does not work out to the advantage of the manufacturers to the extent it should.

Nova Scotia Clerk Gets \$10 Prize

Tells How, on His Own Initiative, He Has Developed a Big Demand For Ham—
Knowledge of the Goods Was His Chief Help—Second Prize of \$5 Goes to
Clerk Who Introduced New Line Condensed Soup

FIRST PRIZE—James Moffat, with C. A. Fraser & Co., Stellarton, N.S.

SECOND PRIZE—R. R. Powell, with Thos Stevens, Carleton Place, Ont.

The above presents in brief the first and second prize winners in CANADIAN GROCER'S contest for clerks in which clerks were asked to tell in their own words how they have developed on their own responsibility the sale of some particular line of goods.

Results of the contest indicate how necessary, how urgent, it is for the salesmen behind the counter to know the goods. No one can talk intelligently about anything which he knows little or nothing of. But by studying the selling points of an article, as well as the interests and likes and dislikes of the customers, the clerk is in position to readily develop its sale.

Good examples of the selling power of the clerk were sent in by a number of other clerks. These included Wm. Giovetti, of Sherbrooke, Que., and Rose Baker, of Ottawa, which received honorable mention from the judges and which in addition to the others will later be published.

CANADIAN GROCER congratulates the winners and extends an invitation to all clerks to contribute their experiences in selling goods over and above actual demand. All items of this character used will be paid for at space rates. The winning experiences follow:—

Built Up Big Sale For Ham

By James Moffat

Stellarton is a small town and thereby renders salesmanship, in the real sense of the word, very hard, that is in respect to securing a turnover that would be accepted in a large centre as showing any degree of salesmanship.

When I secured employment with my present employers, C. A. Fraser & Co., I did not think the sales of ham were what they should be. I suggested to the head of the firm that the method of handling the ham sales be changed along the same lines as adopted in Britain. He gave me permission to try it and see what I could do with it.

The first thing was to get a suitable brand of ham to sell. We bought Co.'s sugar-cured hams, weighing from 12 to 15 lbs. This proved to be a highly satisfactory brand and suited our purpose nicely. I then treated the hams as follows:—Skinned, boned, spiced and rolled them. The (new) line was then introduced to our customers, who were at first curious and tried it to satisfy their curiosity. The sales talk used was something after this style: "Would you mind trying our ham for breakfast?" Or if we were intimate with the customer, we would say: "Why don't you try this ham? You certainly will be back for more if you do."

Often customers would say that they were at a loss for something for tea or breakfast. We would then recommend a trial of the ham. In about a month's time the sales had increased from about one or two hams to half a dozen per week.

In the spring of 1915 our sales stood at about 70 to 80 lbs. of ham per week. On June 1, 1918, our sales of ham amounted to 10 hams, averaging 12 lbs. each. That means 120 lbs. of ham sold in one day at 47c per lb., showing a value of \$56.40. On Friday, June 7, 1918, a consignment of 24 hams arrived at 3 p.m. From that time till noon, June 12, 18 hams of the same average weight had been sold, realizing a value of \$101.52.

This proves pretty conclusively that there is a pretty good profit in handling hams provided that they are handled properly. The cured meat business is or rather was an exclusive summer line, but when given proper attention the line develops into an all-year-round one, and is, therefore, worthy of earnest consideration.

The cooked hams show a pretty good turnover, and have also increased to a considerable extent, but the price ruling for that commodity is so high that the sales remain about normal. We sell about six cooked hams each week of about 15 lbs. each at 65c per lb. We cannot increase our sales here owing to the high price.

* * *

39 Tins Soup Sold in One Day

By R. R. POWELL.

My employer recently bought one case (4 doz.) of a new line of canned soup to sell at 2 for 25c and showing a profit of 36 2/3 per cent. on selling price. I opened the case the evening it arrived and sold three cans. The next day I sold 39 and finished the lot to my first five customers the next morning.

How? I made a display on the front

counter, where the goods would be handy, and then suggested to every customer that we were introducing this new line, with a few words as to the strong points in its favor, and almost invariably the sale was made. I found that after the first few sales it was a good idea to state that nearly everybody was trying it. People like to follow the crowd.

I sold no more than two cans to one person, and during that time only one person asked for soup, so it was all sales. Without the push this amount would have lasted us at least three weeks. This is my most recent experience, but I have had similar experiences with many other lines.

MUST ACCEPT CARS OR SHOW REASON FOR REFUSAL

If delivery of cars containing food-stuffs be not accepted by a consignee, the railways are now reporting the circumstances promptly to the Canada Food Board. To date, approximately six hundred such cases have been investigated and dealt with, and in some instances it has been found that consignees are refusing to accept shipments because of a falling market.

Unwarranted refusal to accept shipments means delay which, in the case of perishable production, may result in waste and the Food Board is prepared in cases where it finds such refusal is not justified, to cancel or suspend the licenses of such consignees.

LICENSE REQUIRED FOR PRODUCE COLLECTORS

Retail Grocer's License, However, Covers This Branch of the Business

On and after June 1, 1918, any person collecting or purchasing eggs, poultry or dairy butter from the farmer or other person who is the actual producer, and who sells such eggs or poultry within ten days of date of collection or purchase, and such butter within thirty days of that date of collection or purchase shall obtain a license from the Canada Food Board, such license to be known as "Produce Collector's License."

Provided, however, that any person operating a retail grocery store under license from the Canada Food Board shall not be required to obtain a license under this order, to purchase or accept in trade or barter, eggs, poultry and dairy butter from a farmer or other person who is the actual producer when such person stores only for his retail trade and disposes of all surplus eggs and poultry to wholesale dealers at intervals of not more than ten days, and disposes of all surplus butter at intervals of not more than thirty days.

Movie Machine Exposes Money-Leaks

Most Insidious Foes of Profitable Business Are Picked Out by the Searchlight of Science For Benefit of Toronto Branch, R.M.A.—Illustrated Address by an Expert

Reported by Staff Representative.

TORONTO, June 27.—In the darkened hall of the Toronto Branch of the R. M. A. on Monday night, June 24, the whirr of a movie machine sounded steadily. On the screen before the eyes of some five score or more of keenly interested merchants, the days of crisis in the store history of "J. White," general merchant, were vividly shown. There were his toils and struggles to keep his business alive; there were his harassed endeavors to secure loans with which to tide over, and there in their dozens were the thieving little leaks by which his honestly earned profits were simply streaming away from him. Those thievish little leaks were recognized by every retail merchant present, and the picture carried its lesson right home to them.

The Lost Customer

Two customers in the store, three clerks and the proprietor to serve them, but the proprietor struggling to serve both well at once. There was one situation. From the customers' side of the counter the audience looked at it, and saw one customer hurry off impatiently without purchasing. Wrong change alleged, and no record or receipt to check the refund necessary to hold business—there was another leak. In came a customer irate at being billed again for an already paid account. The store had no record, but the customer could triumphantly produce a receipted bill signed by "White" himself. Over-weight, waste, short change, complaints, customers estranged through the accounts of White "Service?" given by displeased customers, C.O.D. charges overlooked and not entered, charge and "goods taken" items forgotten, cash out for goods bought left unrecorded, these and other 'leaks' were all revealed in their natural course of action. It was a movie show with a message and more for the merchant. It was a movie show with a really practical lecture added for the benefit of the whole retail trade. The lecturer was W. F. Brennan, who is attached to the Lecture Bureau of the N. C. R. Co., Dayton, Ohio. The gospel of store organization, and the employment of leak-stopping cash recording systems was of course the answer to the unspoken question, 'How can I prevent such losses in my own store?' To answer the question was, however, left entirely to the business instincts of the audience, and the lecture was most evidently appreciated. Here are some of its principal points recorded for other merchants interested:

Co-operation Not Competition

"Co-operation not cut-throat competition is the key-note of to-day's business,"

declared Mr. Brennan, and he showed farther on in his address how "the wholesaler and the banker are both partners of the retail merchant in these days." He showed how by proper organization of a store the burden of the business can be shared by all the help and the owner so that all the weight need not bear down on the one mind which should be most free of care—namely the owner's. He emphasized at the outset the fact that in 1917 in Canada \$18,417,239 had been lost through store failures, 777 stores being involved including as the principal businesses 133 general stores, 239 grocery stores, 62 clothing and furnishing stores, 51 dry goods businesses, and 26 hardware stores. Little leaks for the most part had sunk them all, and the hundreds of other businesses which had failed also.

Price-Cutting Unprofitable

"Price-cutting," said Mr. Brennan, "is a principal cause of failures. Letting your competitor make the price is poor business. Credit is important. Credit is as important as capital in doing business. Good business methods are essential to credit." The lecturer quoted Ed. N. Hurley, who as chairman of the Federal Trade Commission had said: "In the future the business man, large or small, will not be able to get credit on loans unless he is not only sound financially but also able to show that he is conducting his business intelligently."

Store Organization Plan

A store organization plan sketched by Mr. Brennan for general merchants was on these lines: First, the owner with his mind freed from detail work, able to take care of the main problems, and advance business on the broad scale. Then the head clerk supervising other help, assisting in buying, watching credits, and helping in advertising. Then the second clerk, taking 'phone orders (a man with a 'smile in his voice' and a pleasing way of speaking to people for this work). He would also have other duties such as checking taken orders, and serving otherwise.

The third clerk would look after stock, prevent shortages arising, keep tab on slow moving stock, report on condition of stock, etc. To the fourth clerk would be assigned as his specialty window trimming, and the watching of competing windows. The delivery man would deliver, make outside sales, get tips leading to sales, and especially note and report all complaints. (This last is important.)

Percentage of Loss Mounts

Returning to the leaks, Mr. Brennan mentioned the striking fact that one-

quarter of a cent loss on each transaction in a store doing a turnover of only \$30,000 a year would mean a dead loss of \$213.75.

Lack of system as to credit causes losses in three ways. First, through having too much money tied up in credit accounts; second, through extending credit unwisely; third, through forgetting to charge items, and losing charge slips. To reduce losses through bad debts the lecturer recommended that retail merchants "join and boost a good live credit organization such as the R. M. A. provides."

Delivery Losses

Delivery losses are exercising merchants everywhere, as Mr. Brennan indicated. He advised merchants to avoid long hauls, cut out unnecessary deliveries, and watch closely for delivered goods of which no charge record has been made. "Test your delivery costs," he said, and a cartoon showed profit on goods 12 cents, but delivery charges 15 cents, meaning a loss. Mr. Brennan advised that help be educated into saying to customers while wrapping parcels, instead of "Do you wish this sent?" "Do you wish to take this with you?" There is a difference in suggestion which will be found profitable for people are apt to act on the suggestion and carry their parcels.

Profitable Service

Promptness, courtesy (especially to children), accuracy, appreciation of the customer's point of view, desire to oblige, absolute honesty as to the goods, and knowledge of the goods are all features in good salesmanship and store service as pointed out by the lecturer. "A good clerk," he said, "should know: First, what goods the store keeps; second, where they may be found; third, everything possible about the goods and their prices." Especial courtesy should be shown to newcomers to a town or district. It brings business. In handling complaints follow the Golden Rule. Never try to force a sale. Talk quality. Let the customer decide. Educate help to realize that the customer is the 'boss' in the last instance. By that John Wanamaker thrives. Show all the goods you can even to the customer who is simply looking around the stock. These hints Mr. Brennan gave to clerks present.

Store Saved from Bankruptcy

Finally the lecturer showed that the modern store owner knows, where the old fashioned owner simply guesses. And with the aid of a second film he pictured the steady strides of the White
(Continued on page 42.)

The Law, and Deceptive Trade Marks

But If Manufacturer Uses a Name or Mark on His Goods Which is Not Intended to Deceive the Buyer He Stands Good Chance in Court of Law—Sample Judgments Throwing Light on Legal and Illegal Names.

Written for Canadian Grocer by A. B. Kerr.

MILLIONS of dollars are spent annually advertising trade marks. Look through the advertising pages of any magazine or trade paper, you will be surprised at the number of advertisements emphasizing the one big feature that the name is your guarantee or that the quality goes in the goods before the name goes on.

The object of advertising a name is to familiarize the public with the goods advertised and to educate them to associate the name with a superior product. One of the largest advertisers in the world, after spending millions of dollars exploiting a name which was associated with his products, decided to change the name and educate the public to a new name which in the opinion of the firm was more suitable.

As a young man I always associated the name of "Christy" with a hat. A hat to me was a "Christy" and whenever I went to buy one I always asked for a "Christy."

Nearly everything we use is standardized and trade marked. Nearly all package goods bear a trade mark. It is, as a rule, a guarantee of the manufacturer as to the quality of the contents. In other words the manufacturer stands prepared to accept the verdict of the public as to the quality of his goods as represented by the trade mark.

Some men's wear manufacturers consider their trade marks one of their largest assets. The modern merchant has filled his shelves with trade marked goods knowing well that behind the trade mark stands the guarantee of the manufacturer. According to history many of the old time merchants were noted for sharp dealing. Some of them bartered, cheated, and even swindled customers by substituting something which they claimed was just as good but which in many cases was a very inferior article, until by advertising, the merchant and the public became familiar with trade marks and to know the quality and quantity for which they stood.

Law Protects Trade Marks

The law respecting trade marks is extremely interesting. In cases where a name has been associated with a well known product for a great number of years and the merchant and public have become accustomed by advertising to associate the name with a certain article, the court will protect the use of the name and restrain by injunction any infringement of that right.

This is not an article on the value of advertising trade marks but a review of some of the legal aspects attaching to trade marks and the manner in which

the court deals with alleged infringements of the rights of individuals to the exclusive use of a certain trade mark or name associated with their product and on which they have spent a considerable sum of money for a number of years in building up a reputation.

Trade Mark Should Not Deceive

The real question which the court has to try in a case of alleged infringement of a trade mark is whether what the defendant has done is calculated to deceive or whether there is so much imitation that goods bearing the one mark may readily be mistaken for goods bearing the other and whether a more careful inspection than an ordinary purchaser would be likely to give is necessary to distinguish the mark and appearance of the former goods from those of the latter.

When an action is commenced having for its object the restraint of an alleged unfair competition in trade carried on by means of an employment by another of a trade mark identical or nearly identical with the plaintiff's there must be established in order for the action to be successful the existence of the trade mark, the plaintiff's right to exclusive use therein and the fact of an imitation and the absence of license or acquiescence on the part of the plaintiff.

Where it can be shown that a dealer has imitated an article in his store and offers it for sale as the genuine article, even though he has only made a single

sale, that is sufficient ground for an injunction and the dealer will be restrained from making any further sales.

If the defendant uses a distinct and obvious trade mark on his goods which he is alleged to be passing off as the plaintiff's, and if he states plainly and in clear type that these goods are manufactured by himself, there is a very strong indication that the defendant has no intention of deceiving the public and it is doubtful in such a case if the court would restrain him.

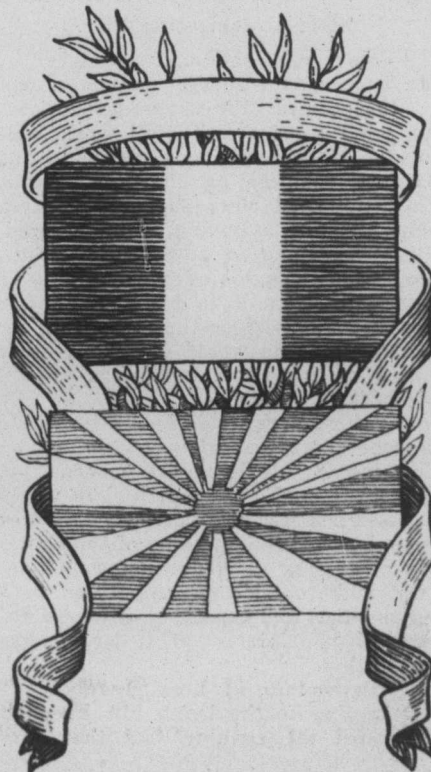
When the defendant has not used the registered trade mark but something to be considered similar to it, the plaintiff has to satisfy the court that the use of this is calculated to deceive. But when the defendant has taken the material and essential part of the plaintiff's trade mark, the burden is upon the defendant then to disprove the probability of deception and not upon the plaintiff.

If the plaintiff cannot prove that the public are deceived or that there is a reasonable probability of deception he has no right to interfere with the use of the name of others. All the court can do is to say that no trader can adopt a trade mark so resembling that of a rival as that the ordinary purchasers purchasing with ordinary caution will be misled.

Purchaser Must Not be Misled

If a purchaser looking at an article offered to him would naturally be led from the mark impressed on it to suppose it to be the production of a rival manufacturer and would purchase it in that belief then the court considers the use of such a mark to be fraudulent. In fact it has been held that if the goods of a manufacturer have from the mark or device he has used become known in the market by a particular name, the adoption by a rival trader of any mark which will cause his goods to bear the same name in the market may be as much a violation of the right of that rival as an actual copy of the device itself.

In an English case of *Lever vs. Goodwin*, the plaintiff's soap was gotten up in a special manner. This was copied by the defendant and the court held that there was a double fraud committed. First: the fraud perpetrated on the ultimate buyer of the goods, and secondly: the fraud perpetrated on the manufacturer who lost part of his trade. In these classes of cases the retail merchant is rarely deceived. He knows as a rule what he is buying, and if there is a fraudulent device he is rarely taken in by it. But in such a case the manufacturer puts an instrument of fraud in the hands of the merchant. The merchant, of course, is not liable for selling the goods but it has often been argued that he is



liable and that the manufacturer should not be held liable for the fraud of the merchant or his salesmen. That is not the correct view of the case. The question to be decided is whether the defendants have or have not knowingly put into the hands of the retail dealer the means of deceiving the public.

Where the goods of one manufacturer are so arranged as to resemble those of others engaged in the same trade as, for example, starch put up in packets of a certain color and appearance, the similarity common to all does not of itself expose the manufacturer to an action. But it makes it incumbent upon him to see that his distinguishing mark is really distinguishing and where a manufacturer has been in the habit of packing or putting up his goods in a peculiar or distinctive manner he will be entitled to restrain another from imitating his packages.

The court has held that the firm name "Cut Rate Store" as applied to a retail business is merely a descriptive term in common use which will not be enjoined against a person subsequently using the same term in a similar business adjacently located.

A trade mark is only a "badge of identification." It may be equally wrong to imitate a trade name or the appearance of goods so as to pass off the goods as those of another.

Descriptive Words Not Registrable

A very interesting case arose in 1916. The Bowker Fertilizer Co. sought to have the words "Sure-Crop" registered. The Commissioner of Patents refused to register the words on the ground of an existing trade mark of the words "Shur-Crop" registered by Gunns, Ltd. The

court held that the words "Shur-Crop" or "Sur-Crop" as applied to fertilizers were ordinary descriptive words of the quality of the article and incapable of acquiring a secondary meaning and not registrable as a valid trade mark. They therefore upheld the ruling of the Commissioner of Patents and ordered the Trade Mark "Shur-Crop" to be expunged from the register.

In the Bowker case the company had sold their goods for years, both in American and Canadian markets, before the other company commenced the sale of their fertilizer under the name of "Shur-Crop" and they had spent thousands of dollars in advertising.

In the case of Horlick's Malted Milk, the trade mark had been in actual use and the user had been such as to render it distinctive. Food products bearing as a conspicuous identifying feature the word "Horlick" have been sold in the U.S. and Great Britain and the Colonies for over 40 years and the cost of advertising the name was more than a half a million dollars. It was held in this case that a trade mark when uncommon and distinctive from long usage is registrable as a trade mark under the Canada Trade Mark and Design Act R.S.C., 1906, Chapter 71.

Under the practice which has grown up, many registrations of names have been made such as Beecham's for pills; "Winchester" for rifles; "Yale" for locks; "Kohler" for bath room fixtures; "Mueller" for plumbing fixtures; "Pears" for soap; "Oliver" for plows, and "Stafford's" for writing inks, etc. The courts have held that these names have become adopted to distinguish the goods of one particular maker and that a serious in-

justice would be done not compensated by any advantage to the public if they were not allowed to register these names.

An Action Lost by Plaintiff

Another interesting case was decided by our courts last year, this was the case of Prest-O-Lite vs. People's Gas Supply Co. The Prest-O-Lite Co. manufacture tanks for the storage of acetylene gas and were proprietors of the trade mark "Prest-O-Lite" which was embossed on each tank. The People's Gas Co. manufacture acetylene gas and purchased tanks and charged them with gas which they sold or exchanged. They covered the trade mark of the Prest-O-Lite Co. with a label fixed to the tank by shellac which could only be removed by scraping with a knife or other sharp instrument. In an action by the Prest-O-Lite Co. for an infringement of their trade mark the court held that the action must fail and that the People's Gas Co. did all they could reasonably be expected to do to prevent any prejudicial use of the trade mark.

The Criminal Code prohibits trading without the consent of the owner in bottles which have upon them the trade mark or name of another person and this has been held wide enough to cover trading in bottles to which the name of the owner is affixed by means of paper labels. As far as I know this is the only prohibition with respect to trade marks under the Criminal Code.

The court rarely, if ever, gives pecuniary damages. They will restrain by injunction and in isolated cases they have awarded small damages. The difficulty of fixing the amount is largely responsible for the small number of these cases.

Interesting Origin of Some Trade Marks

Some Have a Story Connected, or an Interesting Association of Ideas—How Many Marks Were Derived—Often Better Known Than Firm Name

THE practically universal adoption of some form of trade mark for all kinds of manufactured goods indicates fairly satisfactorily that there is a very general belief in such marks as actual selling agencies.

Manufacturers for many years have been feeling their way toward some distinguishing mark for their goods, and to this end have evolved the trade mark. It has invariably been the manufacturers, who were jealous of the name of their goods, who have been instrumental in developing their trade marks. They have been desirous of getting some badge or token or mark that would set their goods apart from similar makes. It has been their aim to make quality count for something in the manufacture of their goods. They did not want to lose the advantage secured through the excellence of their products, hence they needed some easy and handy way of having their goods identified. The name of the company itself would perhaps have been

sufficient for this purpose, but in many instances the purchaser will forget the name of a particular maker, especially if the name of the company be a long one.

The trade mark occupies much the same position as a slogan. People do not forget it once they have come to recognize it through its quality and value. A trade mark is a simple method of helping them to identify the goods. A trade mark will often stick where the name of the company cannot be recalled.

There is very often an interesting story in the history of the origination of some particular trade mark. Such is the case with many trade-marked lines sold to the grocery trade. Some of these histories are given herewith:

MAKING A PRODUCT TO FIT A NAME

"Riteshape" is the trade mark and trade name which identifies a line of wooden dishes or bulk food containers

made by the Oval Wood Dish Company, Inc., of Tupper Lake, N.Y.

The Oval Wood Dish Company had been making butter dishes for about 25 years, when one day the manager of a big New York grocery said to Riley Sweers, the sales agent of the company: "Why don't you fellows give us a real dish, something that will make a neat economical package and maintain the class of the goods that we put into it?"



"What's the matter with the old dish?" asked Mr. Sweers.

"Oh, a lot of things," said the grocer. "It doesn't tie up well; it isn't strong enough; there are not enough sizes and, worst of all, it isn't the right shape. Can't you make a dish like a box?"

So Mr. Sweers went back to the factory. For weeks experimental dishes were made and samples sent to retailers. Their criticisms and suggestions were embodied in other experimental dishes.

One day Mr. Sweers walked into the store first mentioned. He had under his arm a stack of butter dishes, ranging from one-half up to ten pounds—the first ten-pound dish ever produced. The ends of the dishes were almost square. The dish tied up like a box of candy.

"How about the shape?" asked Mr. Sweers.

"Couldn't be improved. It's the 'right shape.' Just what we want."

And so the dish was called the "Rite-shape," the name being spelled as it is to comply with trade mark copyright requirements. It's always printed in Old English type.

SUGGESTING DEPENDABILITY

"The No-Vary Always-Good" trade mark which features the labels of the No-Vary Products Company, Ltd., Winnipeg, covers a line of standard foods and specialties distributed throughout Western Canada by eleven wholesale jobbers in that market.

NO-VARY

The trade mark "No-Vary" was originated by E. F. Read, president of the No-Vary Products Company, some years ago, to emphasize the fact that the quality of all food products placed upon the market by this organization **never varies**. In short, No-Vary groceries are guaranteed to be "always good."

Retail grocers are given this guarantee by the wholesale jobbers, and in turn are expected to pass the guarantee along to their customers, with the understanding that any package found to contain inferior quality foods will be replaced by the dealer and in turn by the wholesaler. That in short is the real meaning of the "No-Vary" trade mark.

A DESCRIPTIVE AND EASILY REMEMBERED NAME

"Dandee," the trade mark of the Litster Pure Food Co., Toronto, is pronounced "dandy," with which word it is synonymous, and, therefore, in Canadian phraseology it describes in a single word anything that is perfect.

Many people in expressing their opinion on these goods say "Litster Pure

"Dandee"

Food Co. make dandy goods"; we considered that "Dandee" would be most appropriate, being unable to register the word dandy.

The brand name "Dandee" was adopted mainly because it is descriptive, euphonious and easily remembered by even the smallest child who might be

sent to purchase any of the "Dandee" pure food product.

GIVING A SCOTCH FLAVOR

The "Thistle" brand originally was represented by three thistles. It was adopted as a distinctive Scotch mark by Mr. Austin, the originator and first packer of "Thistle" brand haddies in Canada in 1851.

Mr. Austin came direct from Scotland and cured the goods exactly in the "Scotch way," and he has handed down from father to son the special secrets in curing that has made these such a



favorite. The design originated from the Scotch coat of arms, and that was why it was adopted at that time. It was later on registered at Ottawa as a distinctive mark as applied to "Thistle" haddies.

SUGGESTING THE FIRM NAME

When deciding on the name Avico for their trade mark the Acme Vinegar Co., Ltd., Winnipeg, chose a word that would be pleasant in sound and yet incorporate the principle behind their products. This trade mark is derived from the firm name, the letter A coming from the word Acme, the letters VI from the word Vinegar, and the last two letters from the word Company. This name is used on all their vinegars, as well as on their beverages, such as raspberry vinegar, black cherry wine and concentrated fruit syrups.

TRADE **AVICO** MARK
REGISTERED

Another expression which is being used in connection with this firm's goods is "Quality First," their idea being to convey to the trade and public that the Acme Vinegar Company put "quality" before other considerations in the manufacture of their products.

THE INDIAN NAME FOR THE ROBIN

The name "O-Pee-Chee" is the Indian name for the robin. It appears in Longfellow's song "Hiawatha":

"Do not shoot us, Hiawatha!"
Sang the O-Pee-Chee, the robin;
Sang the blue-bird, the Owaissa,
Do not shoot us, Hiawatha!"

The scene of this piece of poetry is on the shores of Georgian Bay, and in selecting this trade mark, the idea was to have a Canadian name, something that was original and not likely to be used in the same connection by any other firm or individual. We believe that possibly the Indians were the first to make use of gum in the way it is used to-day, and

partly for that reason the Indian name was selected. In making the selection of a name as a trade mark, the custom is, we believe, to obtain a large number of



names and make a selection. This was done when the name "O-Pee-Chee" was selected. At the time our trade mark was selected the president of the O-Pee-Chee Gum Company, London, Ont., was especially interested in things pertaining to Indian life, hence his interest in Indian names. This had considerable influence in favoring the adoption of this name as a trade mark.

"H.P." SAUCE

H.P. sauce was originally manufactured by Garton & Co. before being taken over by the Midland Vinegar Company, Birmingham, England.

When the idea of making a "thick" sauce at a popular price was decided upon, twenty different samples of blends

H.P.

of sauce were made, and were given to each of the salesmen, who submitted these to their different customers to taste. These twenty blends of sauce were reduced by public decision to the final one, which is now made under "H.P." Sauce.

The name came about by the suggestion of a man who was tasting the samples of sauce, and who stated that the sauce was good enough for the members of the Houses of Parliament, and as it was adopted as a thick sauce for use on the table at the Houses of Parliament, "H.P." was adopted for its name, and the trade mark was registered as the "Houses of Parliament Sauce."

A SNOWFLAKE IN APPEARANCE

S. F. Lawrason & Co., London, Ont., manufacturers, give the following account of the adoption of the word Snowflake as their trade mark:—Meaning of Snowflake is whiteness, purity, fluffiness. The idea originated from the fact that snowflake ammonia is snow-white and fluffy like snow. It was adopted because it was a word easily pronounced and remembered, and one that stands for purity and quality.

WHITE STAR EXEMPLIFIES PURITY

The white star was adopted by the White Star Manufacturing Co., Winnipeg, as their trade mark over twenty-

seven years ago. The idea behind it was purity, the manufacturers priding themselves on the purity of their goods. It will be found on the following lines made by the White Star Manufacturing Co.:— Baking powder, yeast cakes, tea, coffee,



spices, extracts, pickles, vinegar, fruit syrups, etc.

A NAME FOR A BEVERAGE

Coca Cola was the name decided upon for the new beverage when in 1886 it was originated in Atlanta, Georgia. That

year 26 gallons of the beverage were manufactured. The name was easily

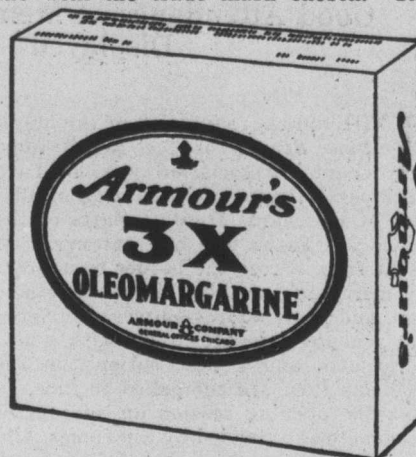


pronounced, and one that would naturally catch the public favor, also it suggested something of the character of the beverage. Since the early days the business has become of nation-wide scope.

3X MEANS QUALITY

The origin of our 3X of margarine was simply based upon the prominent use of X's in signifying superior quality in the United States. These were applied to many commodities, and since our 3X margarine was originally prepared for some special trade requiring a super-quality it was decided to use XXX, which later was made more simple by

using 3X. A high standard was maintained in these products to keep them in line with the trade mark chosen. The



line was first introduced in the New England States, but has since been largely distributed in other localities.

Drastic Regulation to Conserve Wheat

Dealers Must Sell One Pound Substitute With Every Two Pounds of Standard Flour or Endanger License—Bakers and All Users of Flour Must Use One Pound in Nine of Substitute July 1, and Heavier Percentage Later

THE Canada Food Board has issued an order requiring bakers, confectioners, public eating houses, and private householders to use a certain amount of wheat flour substitutes in making bread and all other bakery products. A previous order dealt with the use of substitutes in making cake, pastry, etc., but the present order deals more specifically with the making of bread in the bakeshop and home.

Order Operative July 1

The order provides that on and after July 1 bakers, confectioners and public eating places, in making any bakery product in which the use of substitutes in certain definite proportions is not prescribed by previous orders of the Food Board, must use one pound of substitutes to every nine pounds of standard wheat flour. Similarly, persons baking for private consumption any product in which white or standard flour is used must use not less than one pound of substitutes to every nine pounds of white or standard wheat flour.

Proportion One to Four on July 15

On and after July 15th this proportion, so far as places east of Port Arthur are concerned, must be increased to one pound of substitutes to every four pounds of white or standard wheat flour. Quantities of substitutes available west of Port Arthur are at present too uncertain to allow of a date being named for an increase equal to that required for Eastern Canada, but such increase will be made just as soon as the available supply of substitutes in Western Canada warrants.

Merchants Compelled to Stock Substitutes

On and after July 15th no licensed dealer may legally have in his possession for sale any wheat or standard flour unless he also has at all times a sufficient stock of substitutes to meet the demands of his customers at reasonable prices.

Persons at points east of, but not including Port Arthur, must purchase substitutes in the proportion of not less than one pound of substitutes to two pounds of wheat or standard flour, while persons west of and including Port Arthur must buy not less than one pound of substitutes to four pounds of wheat or standard flour. Dealers are forbidden, on and after July 15th, to sell flour unless substitutes in the proportion stated, or to a greater proportion, are purchased.

Must be Labeled Victory Bread

On and after July 15th every baker must place on each loaf of bread a label or sticker bearing his name and address, and the words "Victory Bread." The latter expression will be a guarantee that the prescribed amount of substitutes for standard wheat flour required by the Canada Food Board have been used in making the loaf. Bread which does not bear such label or sticker may be seized and forfeited to his Majesty.

The list of wheat flour substitutes includes bran, shorts, cornflour, cornmeal, edible cornstarch, hominy, corn grits, barley flour, oat flour, rolled oats, oatmeal, rice, rice flour, buckwheat flour, potato flour, tapioca flour, rye flour, and rye meal. Potatoes may also be used,

but on account of their high moisture content, four pounds of potatoes must be taken as the equivalent of one pound of the substitutes required.

It is expected that the substitutes used will vary with the locality. Bakers are advised to use substitutes locally produced, where possible, in order that they may obtain them at the lowest cost and with the least transportation. Bran and shorts are included in the list of substitutes, and it is important for bakers to understand that graham and whole wheat bread must contain at least the specified amounts of these constituents stated in the order. If desired, a portion of the bran and shorts may be replaced by any of the other substitutes.

Particular attention should be paid to clause 11 in the new order, in which the right to make a sole loaf is withdrawn, and where all bread is to be baked in pans, the pans to be at least 1½ inches in depth, and when batched together are to entirely fill the pan. This change was made necessary owing to the many attempts at evasion of the old rule.

May Not Sell Products Made Without Substitutes

The order makes it an offence for any person to sell or have in his possession any bread, rolls, pastry or any other product in which white or standard flour is used, which does not conform to the requirements of the Food Board. The penalty for violations of the new regulations is a fine of not less than \$100 and up to \$1,000, or imprisonment for a period of three months, or both fine and imprisonment.

Manitoba R.M.A. Convention

Good Attendance of Members and Some Outstanding Addresses — Great Enthusiasm Displayed—Many Important Matters Under Consideration

THE annual convention of the Manitoba Branch of the Retail Merchants' Association was held in Winnipeg last week, with a large attendance of merchants from all parts of the province. There was a great array of talent from across the border to address the merchants at their different gatherings, and some addresses were delivered that sent the delegates away with a new enthusiasm and a new outlook on the problems they are compelled to face.

At the opening session an address of welcome was extended by Sir James Aikins, who praised the work of the organization and expressed his pleasure at being able to speak to such a body of men as the Retail Merchants' Association.

Sir James' address was followed by the annual reports of the provincial officers. J. W. Kelly, president, outlined the activities of the association for the past year.

PRESIDENT'S ADDRESS

There are greater problems facing us today in the conduct of our business than in any previous generation. Not the least of them is our peculiar position as the point of contact between the mounting costs of all commodities and the consumer. It is in your store and my store where the householder first feels the pinch of every new tax upon his purchasing power. It is a situation pregnant with trouble for the storekeeper who is not alive to the sensibilities of his customers.

Then there are the problems peculiar to each line of business in the curtailment of certain products, the shifting of markets of supply, the uncertainty of deliveries, the changing of quality standards, all of which call for the application of keen business ability and careful finance to meet them to the best advantage. And there is the problem of competition with the big mail order houses. But above all, the chief problem of every retail merchant is to see that he keeps abreast with the great evolution of business. Successful business to-day is the outcome of service. In the race of competition, the prize goes to him who serves the people most. In business, as in every other form of life and endeavor, the elements of construction and destruction are unceasingly at work. Construction—which is co-operation with one's fellow merchants in upholding the principles of right, and eliminating that which is wrong, and co-operation with one's customers in building and improving one's service and in dealing with them justly.

Destruction—born of suspicion of one's fellow merchant, generating fear and jealousy and malice—the product of dishonesty.

Let us unite in eliminating all business methods that will not stand the test of keen, modern day analysis—methods which will ultimately impair confidence, weaken business integrity and lower its standards. Let us found all our business on honor and integrity, and build with a steadfast application of those principles to our every dealing.

In referring to the work carried on by our Executive Board during our tenure of office, I shall only touch the fringe of a few of the matters which it was our prerogative to deal with, as our secretary will review the year's work in more detail.

I would like to mention a few things, however, which might claim special attention.

A Committee on Mutual Fire Insurance has been studying the possibilities of such a service for our members, and a report from that Committee will be laid before the Convention for your consideration.

Re Dominion Board

In regard to the Dominion Board meeting held at Ottawa on April 16th, 17th and 18th, a number of very important matters were dealt with, but these will be brought before the Convention in special reports by Mr. Horace Chevrier and Mr. J. A. Banfield.

THE NEWLY ELECTED OFFICERS

George Markle, president.
A. J. Box, Souris, vice-president.
A. F. Higgins, second vice-president.
T. A. Connell, treasurer.
J. H. Curle, secretary.
J. W. Kelly, C. F. Rannard, Horace Chevrier, J. A. Banfield, and A. F. Higgins, representatives to Dominion Board.

Re Commercial Education

We are quite proud of the progress that has been made in this respect. As some of you may know, in February, 1917, a few of our leading Winnipeg merchants visited the Short Course at Minneapolis, put on by the University of Minnesota, and they were so impressed with the importance of such a course that steps were immediately taken to institute such a course for the merchants of Manitoba.

In July, 1917, representatives of the various commercial bodies of Winnipeg were brought together with the Council of the University of Manitoba with the result that an Advisory Committee on Commercial Education was appointed, and a great many of you know the splendid success which attended their efforts.

I would like to take this opportunity of mentioning the splendid service rendered by some of our members. Mr. G. W. Markle, President of the Winnipeg Branch, and Mr. Fletcher Sparling, General Manager of the Hudson's Bay Co., should receive special thanks for the yeoman service rendered your association in this very important undertaking.

The evening classes throughout the winter of 1917 and 1918 were well attended, and the short course put on in February for the entire membership of the Province was also well patronized considering abnormal conditions. While the work accomplished so far has been highly satisfactory, we are looking forward to very much greater success when the entire membership becomes seized with the importance of this work. Our University should be greatly complimented for the manner in which the work was undertaken.

Re Community Building

Your Board realized the great necessity for the development of community spirit, if we are to retain the rural town and keep the young man and woman satisfied to remain on the farm. One half of the population of Canada live in the cities. The other half mostly dwell there in their mind. This should not be the case in an agricultural country such as ours.

It would be a calamity to our Province if these rural communities should be forced out of existence. Representative retailers, such as Wm. Iverach and H. L. Montgomery have been working with the Social Service Council and representatives of other organizations

of the province, with the idea of promoting community work more vigorously under a competent secretary, qualified to unite the people of the rural districts of Manitoba.

We are to hear Mr. D. B. Harkness, the secretary, and Mr. F. H. Middleton, his associate, who will devote his entire time to this department.

Re Taxation

Our association has given a great deal of time and effort towards the adjustment of our present system of taxation, so that there may be that equality which should feature a fair system. The taxation requirements for individuals or firms engaged in trade in Manitoba are not uniform, and so long as that condition exists we must continue to work for a change. We are pleased to say that our association will be represented on the committee being appointed by the Provincial Government, to act as a Board of Enquiry into present methods with a view to receiving a report and recommendations for introduction in our province.

Joint Committee of Commerce and Agriculture

The formation of this Joint Committee has resulted in much good. It has brought the representatives of the farmers' organizations and the commercial interests of the West together in a new way. Many of the problems peculiar to each have been considered and are being solved. We are greatly indebted to Mr. W. T. Devlin who has represented the association on the Joint Committee. The newly-appointed representative, Mr. Wm. Iverach, is a man well-fitted to follow up the work already done by Mr. Devlin.

We sent representatives to the Regina meeting in March, where the question of co-operative trading of farmers' organizations and locals was fully discussed, and a committee suggested for its consideration. I hope that provision will be made for a discussion on this subject during the Convention.

I would like to suggest to our members the great importance of organization, and I take the liberty of quoting from an address given by Mr. L. H. Lewis, vice-president and general manager, Perkins Dry Goods Co.: "The Badge of Sanity is the Ability to Organize."

Organization is the spirit of progress, and the spirit of progress is by far the greatest asset an individual can have. We are living in an age of organized interests, men get together to discuss things and to better conditions. They are doing it in a spirit of progress.

The idea of the brotherhood of men is no idle, empty dream, and this idea of brotherhood is coming about, not through the preaching of ethics of morality, but it is coming about as a matter of self-preservation and because men are learning more and more each day the cleaner and better way of playing the game of life.

The strength of unity is too evident to admit of dispute. Few things do more to retard the natural progress of a business, or of man individually, than lack of harmony—and where there is a lack of harmony there cannot be real co-operation, and since co-operation is the keynote of success, it stands to reason that without it success cannot be achieved.

There are two chief reasons for lack of co-operation: one is that men do not agree on what is best to be done; the other is that selfish motives deceive men into thinking that they can accomplish more and get along better by going it all alone.

The remedy for the first is comparison of views, exchange of ideas, and the establishment of the right idea of thinking in the

minds of all. The remedy for the second is the knowledge that the common good is also the real good of the individual. Selfishness is but another name for ignorance.

I take this opportunity of saying a few words in regard to the sterling qualities of your worthy secretary, Mr. Curle, who has only one aim in life, and that is the betterment of the conditions of the retailers. He is consistent and persistent in the work of the association—in season and out of season, day and night, ever alert to your interests in that tireless energy which few men possess.

J. H. Curle, secretary of the association, spoke in detail of what the association had endeavored to do during the year to assist and protect the merchants of the province. Mr. Curle's report was in brief as follows:

SECRETARY'S REPORT

The activities of the Manitoba Board have been numerous and varied during the past year. Changing conditions have introduced new duties and added many details which required constant and careful attention. New problems have come to those engaged in trade, more particularly to dealers handling foodstuffs. Consequently there were many enquiries, numerous requests for information and co-operation from the sections affected. We have endeavored to serve all such promptly and willingly. Conditions have made it more difficult for the inefficient man to continue in business. In these days, if a fair return is to be had on capital invested, the general management of a retail store must have careful attention and be organized to produce a maximum of efficiency. Food and men will win the war. Merchants have been and are now assisting the Canada Food Board and its representatives in conserving food for overseas, and in promoting the use of substitutes, such as fish for beef and bacon, cornmeal, graham and rye flour for white flour. More men (clerks, bookkeepers and drivers) have volunteered from the retail trade than have enlisted from any other class in the community.

With a view to releasing additional men the "Cash and Carry" system has been adopted by a few. Co-operative deliveries have been introduced in many places and in Winnipeg many of the merchants have reduced their deliveries to one per day over each route. Retail merchants have contributed liberally to the Red Cross, Red Triangle and other Patriotic Funds, and while the war has reduced profits and destroyed the business of some, they are bearing it with good grace. The Publicity Section of the Canada Food Board is receiving hearty co-operation from the divisional representatives and their associates. There has been an earnest desire on the part of the Dominion and Provincial officers of this Association to assist the Government of the Dominion as far as possible to "carry on" at home while our men fight for liberty at the front.

In having the Dominion Secretary, Mr. E. M. Trowern, in office at Ottawa, our Association is favorably situated to render service to the various departments of the Government when such is required, and also guarantees for the retail trade that protection so necessary when legislation is constantly arising which affects some branch of the trade. The service which the Dominion Secretary has rendered all the retail merchants of Canada during this year has never been so fully appreciated nor so well understood by the officers and members. Through consultation with the Canada Food Board and War Trade Board the Inland Revenue Department and Special Committees of the Government with our representative committees he has been able to direct the course of legislative measures so that no injury would be done the retail trade. For example, the minimum fee for licenses to sell food was reduced from ten to two dollars. What does this mean when applied to the Dominion? When a war tax was suggested on certain goods handled by retailers, the Dominion Secretary with his intimate knowledge of the retail

trade was of great assistance in reviewing and revising the application of these taxes. Note:—Tea was exempted up to 1,000 lbs., and the tax of 10% was confined to such articles of adornment (jewelry) as were purchased between October 1, 1917, and April 30, 1918, less the sales for the said period. The latter was of great importance to retail jewelers. Permission was obtained whereby firms who were carrying stocks which were unsalable in Canada were allowed to export these woollens to the United States where a ready market was found when the United States entered the war.

Returned soldiers now receive allowance with which to make their own choice of wearing apparel instead of being obliged to accept civilian clothing as formerly granted.

The Dominion Board considered many important questions at their meeting held in Ottawa on April 16, 17 and 18, 1918. One of the most important was the revision of the constitution so as to provide for Eastern and Western Boards and Executive Councils which shall in future constitute the Dominion Board, and the Dominion Executive Council. The Eastern Executive Council shall consist of four representatives, viz., one from Ontario, one from Quebec, one from New Brunswick and one from Nova Scotia and Prince Edward Island (one). The Western Executive Council to consist of one representative from each: British Columbia, Alberta, Saskatchewan and Manitoba. This arrangement provides for more frequent meetings and reduces the expenses of traveling. The expenses of the Dominion office are to be equally divided between the East and the West. The per capita tax of the West is to be placed in the hands of a Western treasurer.

Transient Traders' Act

The Transient Traders' Act and an amendment to the Municipal Act. Transient traders, hawkers, peddlers or anyone taking orders from or selling direct to the consumer is required to secure a license from the Provincial Government and pay \$5 for same. Having obtained this license, the holder must report to the proper officer of the municipality in which he desires to trade. The penalty for failure to comply with either of these requirements is fixed at an amount not to exceed \$50.00.

The Repair Shops Act

This Act provides that goods left for repair may be sold if not called for by the owner within a reasonable time after they have been left with the dealer. Copies of the Act have been mailed to all members.

The Amendment to the Shops Regulation Act

This amendment provides for the passing of by-laws by municipalities whereby stores carrying groceries, although not grocery stores, shall be required to close at the hour at which grocery stores are required to close.

Amendments to the Act for the Recovery of Small Debts were drafted and presented to the Government. These provided for enlarging the jurisdiction of the magistrates. The Government did not see the wisdom of granting this request until the Act in its present form has been given a fair test.

During the year, while a great deal of time has been devoted to the consideration of Orders-in-Council, the members generally have taken advantage of the special services which the Association offers through the Insurance Department, the Traffic Department, the Credit Department and the Collection Department. The membership of the Manitoba Board as of March 31, 1918, is 1,050. This membership is divided as follows: 516 in Winnipeg and district, and 542 in the country.

During the year the executive held 22 meetings.

The Association regrets to announce the loss of the services of N. B. Henry, provincial organizer, on April 1st, and Mr. R. I. Colquhoun, the city organizer, on May 1st. Both of these gentlemen have been of great value to the organization. The officers have been fortunate in securing the services of

Mr. A. R. Ivey and Mr. W. Nicholson, both of whom are now busy on organization work.

As the President has referred to many matters, such as Commercial Education, Community Building, Railway Rates and Classification, and as you will hear reports from the delegates to the Dominion Board meeting, the representatives of the meeting of the Joint Committee of Commerce and Agriculture and a special committee delegated to report on a Mutual Fire Insurance Company, I will not make any reference to these. I believe a very earnest effort has been made by those employed by the Association to give service, to place time and effort on those activities which will bring the largest results to the greatest number engaged in the retail trade.

Thomas C. Knapp Discusses Merchants' Problems

The evening session that followed was one of unusual interest. Thomas C. Knapp of the Sheldon School, Chicago, was the speaker of the evening. He dealt with the problem that is facing the merchant to-day. Mr. Knapp expressed himself strongly in favor of co-operation among the different elements of the store. "If you are not having buyers' meetings you don't know you're living, and if you're not having employees' meetings you don't know you're awake," declared Mr. Knapp. "The stores of the future will have to make the work of the employees interesting. They will have to instill in them the desire for self-improvement, the desire to become a greater factor in community building."

"Criticism is beneficial," said the speaker. "I like to have people criticize me. Ninety-nine people out of one hundred will slap you on the back and call you a fine fellow and not mean a word of it." He reviewed from his experience numerous instances in which by studying adverse criticism business houses have prospered wonderfully. He advised strongly the weaving of service features into the advertising of stores.

Intensive Salesmanship

The value of teaching intensive salesmanship was emphasized in detail, an instance being cited where by such a course a large firm raised its sales in a single year from 56c to \$1. "The day is coming when the customers will demand efficient service. I can't emphasize too strongly the necessity of the employees getting out to see other stores. It is not necessary to go outside the store's personnel to get people to carry on the instructional work in salesmanship. I can go into any store of 500 employees and find 15 or more suitable persons for such work." Mr. Knapp spoke at length upon the need for co-operation and kindred spirit among the staff of a firm and declared that to accomplish this end the management must "give them knowledge in a common sense way and give them at the same time the opportunity for self expression." He told of one store where the superintendent had formerly been fully engaged in firing and hiring employees and where since the inauguration of such salesmanship training and social life among the personnel of the firm, the superintendent now found that he could devote his working hours to constructive business activities.

(Continued on page 40.)

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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No. 26

EDITORIAL BRIEFS

SINCE the United States Food Control Board came into being there have been 800 penalties imposed for the infraction of its regulations. Some of these penalties have been very severe. The outside regulation of trade is at best a necessary evil, but when such regulations are imposed it is only justice that they should be rigorously enforced, otherwise the conscientious observer of these regulations is bound to be penalized for his honesty.

* * *

ALONG with the reports of a bumper Canadian wheat harvest, comes the report issued by the United States Government that the American wheat crop will reach 931,000,000 bushels, an increase of 43 per cent. over last year's harvest. Moreover with a continuance of present weather conditions the prospects might be even more satisfactory, and there is the possibility that the crop might reach a billion bushels. In this way agriculture is winning a great victory in the 1918 campaign.

NO NEED FOR FIXED PRICES

HERE is a rumor from Ottawa that the Department of Agriculture, for reasons best known to themselves, are urging the setting of fixed prices. It is understood that the department of Trade and Commerce is opposed to this move, and it is well known that Mr. Thomson, chairman of the Canada Food Board, is thoroughly convinced that such a move would be ill-advised. Price fixing is not economically sound nor is it necessary, and there is

very little likelihood that the Department of Agriculture will be able to impose its will in this regard upon the Government.

In the United States, the Food Control Board has adopted a policy of fixing a margin of profit. This margin has been liberal enough to cause no great hardship to legitimate trade. If any regulation is necessary this would seem to be the sanest method.

WESTERN FARM LANDS HIGH IN PRICE

THE wealth of the farming community in Western Canada and the faith in their future is reflected in the maintenance of the high prices of farm land. A short time ago a sale of school lands was held in Radisson, Sask., for that particular district and out of 211 quarter sections, put up for sale, 131 were sold. Much of this sold as high as \$40 an acre, and one quarter section near Kinley, Sask., sold for \$61.00 an acre. This represents all raw prairie with no build-ups whatever. During the day \$45,000 in actual cash was paid in and the total sales amounted to some \$500,000. Other sales were held at the same time in Swift Current and Humboldt, where prices were correspondingly high. A correspondent reports that in Radisson they never had any bigger crowd than on this auction sale day. The streets were lined with buggies, wagons, automobiles, etc.

THE DANGER IN REGULATION

THE daily newspapers have been the foremost agents in urging restrictions on the produce and allied trades. By a campaign of misstatements they have inflamed and misled public opinion. Now, apparently, they are awaking to the danger of their course, or is this editorial in the *British Whig*, Kingston, Ont., only one lone voice crying in the wilderness?

"The *Weekly Sun* points out that it is doubtful if ever in recent years such a small quantity of eggs have been stored at this time of year throughout Canada as at the present time. Butter dealers are also hesitating to store any more than sufficient for their visible requirements. It sounds a warning against too strict supervision by the Food Control Board with regard to the storing of foods. It must be admitted that the cold storage plants of the country have a very necessary part to play in maintaining the food supply, and if large stocks of butter, eggs and cheese are not retained here for consumption, prices will be abnormally high when the supply runs low. This condition will occur when the farmer has little to sell. The *Sun* rightly claims that if such a condition comes to pass it would not be fair to charge the farmer with being a profiteer, or a thief or robber. To prevent such a condition it advises the Food Controller not to go to extremes, but to allow cold storage plants to contain a sufficient supply against an evil day."

Current Events in Photograph—No. 26



WOMEN FORESTERS OF ENGLAND

Of all the occupations forestry has generally been regarded as one of the most strenuous, one that required the greatest amount of strength and stamina. In England women have taken up the work. The photo shows the forestry corps of the women's land army are now working at Heathfield, Sussex, tree felling and wood cutting for the supply of telegraph poles and trench supports for Government and army uses.

CANADIAN GOVERNMENT TRANSPORTATION OFFICIAL

A meeting was held last week in the Wreck Commissioner's room in the Shaughnessy Building to discuss transportation schemes to improve shipping conditions for fish, as existing facilities are inadequate. The active demand calls for prompt shipment and delivery to various points, and as this meeting was much interested in the matter real improvement is anticipated in the very near future.

John Taylor, manager of the beef department, and Harry Horton, plant superintendent of Gunn's, Limited, East Toronto, were in Montreal last week.

A. H. Brittain, managing director of the Maritime Fish Corporation, is this week in the Maritime Provinces.

John R. Simpson, sales manager of Chase and Sanborn, Montreal, spent part of last week in the parent office at Boston.

WIFE INCOMPETENT, SAYS WOOLWORTH

Frank W. Woolworth, whose 5 and 10 cent stores have made him many times a millionaire, has applied in New York in the Supreme Court for the appointment of a committee to care for the property of his wife, Mrs. Jennie Woolworth. She has been incompetent for more than two years, he says.

They were married forty-two years ago, just after Mr. Woolworth got a position as clerk in a little store at Watertown, N.Y., at \$10 a week. She has been with him constantly during the

intervening years, and has seen his income gradually increase—little by little at first—until it began to grow by thousands each year after he met his first great success when he opened his New York City store in 1886.

Mr. Woolworth says in his petition that he asks for the naming of a committee with "very great regret and sadness," it having become a "necessity to report to the court that my wife is, and has been for more than two years, incompetent."

Supporting certificates were filed by two doctors. The physicians say that Mrs. Woolworth's condition is such that she is unable to care for her property. Her mind is almost a blank, the doctors say.

BAN ON PEANUTS REPORTED LIFTED

According to authoritative reports the recent embargo against the import of peanuts has been lifted. It is understood that this change applies not only to stocks in transit but to all importations of peanuts whether in the shell or shelled. Official confirmation of this report was not available at time of going to press, but it is believed that the peanut is of such great importance commercially that it has been thought advisable to withdraw the embargo on this item. According to a recent notification all shipments of nuts in transit at the time the embargo was imposed will be permitted to enter.

NINE MILLION POUNDS OF MEAT A DAY

This is the Daily Record of Meat Provided to the Allied Armies in France—How the Packing Trade is Handling This Demand

The demand for meat to feed the armies in France has reached proportions that are almost unbelievable. We are told that at least one hog out of four raised in America this summer is being sent to the Allies. Shipments of meat are going to them and to the U. S. expeditionary forces at the rate of 15,000 pounds a minute during the ten-hour work-day at eastern ports. That means 9,000,000 pounds a day. One day not many weeks ago, shipping space for a considerable quantity of food became available on a few hours' notice. The Government authorities in Washington wired to Chicago packing concerns to begin shipping meat to seaboard at the rate of 200 cars a day. Such an order had never been dreamed of before. But the packers delivered the goods and kept it up till the Government wired the stop order.

Last month the British Government ordered 250,000,000 pounds of meat to be delivered in three weeks. The final shipments have just been made—well within the time limit.

C. Fred Fawcett, aged thirty-four years, who died recently at his home in Upper Sackville, was one of the largest producers and shippers of potatoes in New Brunswick.

MANITOBA R. M. A. CONVENTION (Continued from page 37.)

The speaker gave a full account of the training in salesmanship as practiced in a certain United States department store where its introduction has led to great development and prosperity. Monthly and annual store contests, store reports, standardization, store meetings, educational work, shopping in other stores, a filing system of store problems, annual picnic, civic activities, buyers' personal reports, store manuals for each department and the observance of a distinct code of store practices were some of the points in the programme which the store had carried out.

What the Community Club Can Do

At the morning session on Wednesday H. M. Clark of Lakefield, Minn., who for five years was the secretary of the Lakefield Commercial Club, spoke on the benefits that may be derived by a town from a community club. His subject was "What a Community Club Can Do for Your Town."

He told his hearers that the "Club" is not a theory, but a fact, and has been worked out to the greatest advantage. He declared that what Lakefield has done any other town can do, and be greatly improved by the community spirit.

Merchants of the town, though competitors, are able, by way of the club, to meet one another and unite in common cause for the good of their community. Mr. Clark cited, as an instance, the case in Lakefield. When the "Community Club" was formed, competitive merchants discovered for the first time that they could be friends, and instead of fighting one another, they united to work shoulder to shoulder. The merchants of Lakefield, the speaker stated, are now working in unison.

The "Community Club" in Lakefield, is formed into these 16 committees: Agricultural, publicity, entertainment, schools, good roads, fire prevention, membership, officers, finance, legislative, mercantile, civic improvements, public health, auditing, advertising and purchasing.

Besides co-operation among the townsmen, the farmers are also working with the community and are members of the club on the same basis as the others. A rest room has been established in the Lakefield clubroom for farmers' wives and children. One of the greatest benefits the farmers near Lakefield enjoy, the "Farmers' Exchange," was instituted by the club.

The "Community Club" is out to boost its home town with all its energy, and everyone working together makes it easier for the town to go forward and make the best of progress.

Some Resolutions

The balance of the morning session was taken up by a committee meeting of the resolutions committee composed of: Chairman W. T. Devlin, E. Roberts, A. F. Higgins, J. A. Banfield, C. F. Rannard, of Winnipeg; J. Robertson, Brandon; J. Knight, Basswood; L. H. Clark, Melita; H. W. Reimer, Steinback; J. A. More, Souris; J. J. Wilson, Steep Rock;

A. O. Beaudry, South Junction. Among the resolutions that were adopted was one introduced by A. F. Higgins, which stated that it was the opinion of the meeting, after making full inquiries into the subject by a special committee, that the rates charged by the Dominion Government for the carrying of parcels by post are not sufficient to cover the cost of same, and that the executive be instructed to request the government to increase the amount to cover the cost of this service.

This resolution passed.

The Supreme Necessity

"Realizing the supreme necessity of greater production, and in order that our soldiers and those of our allies may have an ample supply of food and munitions, be it resolved that the Retail Merchants of Manitoba place themselves and employees at the disposal of the farmers for the purpose of assisting them in every way possible."

The foregoing resolution was passed unanimously, and copies of it were ordered to be sent to every retailer in the province.

During the morning, A. D. Mann, president of the North Dakota Retail Merchants' Association, a guest of the convention, spoke in an interesting manner of the new regulations in prices in the United States and how they were affecting the trade. Mr. Mann said that the "fair food price" set by the government was the greatest thing that has ever been done in the United States for the grocer. It eliminates all suspicion of profiteering from the retail grocer, he declared, as the cost price of each article to the retailer is published side by side with the cash-and-carry price at which he must sell, and also with the credit and delivery price. Mr. Mann also explained the card system governing the buying and selling of both sugar and flour in North Dakota.

Advertising for the Merchant

F. Pratt Kuhn, manager of A. McKim, Ltd., addressed the convention on the subject, "How to Get the Best Results From Newspaper Advertising."

Mr. Kuhn addressed his remarks mainly to the merchants of small towns who have to write their own advertisements without the help of experts and other aid. One point he especially emphasized was that the printed word is not enough, but the merchant must back up his advertisement with his goods, the appearance of his store and windows, his clerks and the personal attention he gives the customer. He must live up to what he writes, and consequently he will become a much better merchant.

Before making an advertisement, Mr. Kuhn advised his hearers to analyse their store, their territory and competition, and to meet the requirements of their customers. He spoke about the appearance of printed advertisements, which should attract the attention and interest of the prospective customers. The speaker stated that the printed word creates a desire to buy and a readiness

to accept what is offered, but other things were necessary. Windows should be trimmed in a way to co-operate with the advertising campaign.

There was no better an advertisement than the word of mouth which comes from the satisfied people, and if the merchant lives up to his advertisement and gives his customers satisfaction the news will spread and he will in that way gain patrons.

Banquet to Three Hundred

The banquet held on Wednesday evening was an unqualified success. There were about three hundred guests present, and a number of prominent speakers were present.

Geo. W. Markle, president elect of the association, followed the only toast, that to "The King." Mr. Markle warmly welcomed the United States visitors at the convention. F. P. Mann, president of the North Dakota Retail Merchants' Association, declared in his address "the chief business my association now has in hand is the winning of this war." Mr. Mann then vigorously attacked the mail order business, which, he declared, would, if not beaten "at its own game of advertising," ruin the rural districts. He said that in his state the local merchants now lose one-third, or nearly ten million dollars of the business every year to the mail order men. More frequent change in advertising and more snappy copy were two of the means he advised to fight this competitor.

H. M. Clark, of Lakefield, Minn., spoke on the spirit which is abroad in the United States at war and voiced the assurance to Canadians that his countrymen are "in it to a finish."

Alexander Karr, of Jamestown, N.D., also spoke of America's purposes in the war, and declared that when the struggle is over and the world is made free by Anglo-Saxon arms and Anglo-Saxon blood, "We shall not be two people. We are not two people. We are one."

The Value of Tact in Business

Thomas A. Knapp, of Chicago, related some pointed anecdotes and told of the value of tact in business life.

The Need of Food Conservation

F. W. Stewart, chairman of the publicity section, Canada Food Board, described the work of the board, its personnel, and thanked the merchants for their co-operation through their newspaper advertising "educational phrases" and through their personal assistance.

Mr. Abraham, the final speaker, gave a vigorous appeal for the support of food conservation.

Tuesday morning's session was devoted to routine business largely. Harold Chevrier, Dominion president of the association addressed the convention on the subject, "The Bankruptcy Act of Canada." The convention, while not the largest on record owing to the date coinciding with the Red Cross week in the province, was one of the most interesting and helpful ever held by the association.

CURRENT NEWS OF THE WEEK

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

Maritime

Heavy frosts during the week of June 17-22 did considerable damage to crops throughout New Brunswick.

Beef is scarce in New Brunswick, local supplies being practically nil and western importation low. At fifty cents per pound steaks are higher than ever before.

Narcisse Leblanc, who died at Shediac, N.B., at the age of fifty-nine years, had been a traveller for the T. H. Estabrooks Co. Ltd., for fifteen years, until failing health caused his retirement two years ago.

Grocers and confectioners are having difficulty in securing sufficient quantities of penny goods. Owing to Food Board restrictions and trade conditions, local factories are not supplying usual quantity and, for first time in many years, considerable stocks are being brought in from upper Canadian cities.

A new starch factory has been opened at Hartland, N.S., and is already turning out large stocks of starch. The new industry will prove a boon to the farmers in this section of the province. A farmer may now sell his entire crop, since starch factories generally utilize the small ungraded potatoes—the culls from the fields. And should the table stock go flat he has still a loop-hole of safety at the starch factory.

Quebec

Irving Fitzpatrick, secretary of the Knickerbocker Mills Co., 154-156 Chambers St., New York, was in Montreal last week.

Montreal teamsters are out for more money. They want \$3.50 per day, which represents a demanded increase of 75 cents. However, arrangements were made to continue work on the present basis of \$2.75 until full reports are made to the Union.

Several Montreal bakers were charged with conspiracy to force others in the same line of trade to boost their prices to a schedule figured out by them. Seven of them appeared in court on a definite charge and after appearing before the court they were remanded until Friday, the 28th, bail being fixed at \$1,000 each.

W. A. Sadler, sales manager for the Canada Starch Co., returned after an extended trip to Western Canada points. Mr. Sadler stated to CANADIAN GROCER that the rains reported the last few days from various points would serve to make the crop outlook much better as everything had progressed well in most points.

Ontario

Joseph Greenwood, Hamilton, has sold out.



Col. Chas. C. Bennett and his son were decorated recently at Buckingham Palace by King George on the same day. Col. Bennett was, some twenty years ago, office manager for Eby-Blain, Limited, wholesale grocers, Toronto. He left Toronto to go to Vancouver, and ever since has taken a keen interest in affairs military. It is probably a unique incident so far as the present war is concerned that father and son should receive such honorable distinction for bravery at the hands of the king on the same day.

M. L. Dobbin, Toronto, has sold to James Graham.

Jas. J. Hamilton, Toronto, has been succeeded by Ernest F. Gilgan.

Dimitroff & Koleff, Port Colborne, Ont., suffered loss by fire.

E. C. Vance & Co., Toronto, are moving from the Stair Building to 3-7 Manning Annex, 24 King St. West.

Bernard Leacy & Co., general store, was one of the sufferers in the recent serious fire in Pembroke.

The head office of St. Williams Fruit Preservers Ltd. has recently been changed from St. Williams, Ont., to Simcoe, Ont.

Elphet Zavitz, who for a number of years conducted a grocery business in Windsor, died recently after a long illness.

John Doerr, an old and highly-respected resident of Bornholm, Logan Township, died recently, after a short illness, in his 71st year. He had been a resident of Bornholm over 30 years. He was a wagon maker by trade, but gave that up years ago, and went into store-keeping.

The Picnic Committee of the Hamilton Retail Grocers' Association has decided to hold its annual picnic on July 17th at Wabasso Park. The 13th Royal Regiment Band will be engaged. The games committee will prepare a list of games, besides water sports, baseball match and baby show, for which valuable prizes will be offered. Jacob Venator is chairman of the committee.

The contract for the erection of the Rock City Tobacco Company's new leaf factory at Leamington has been awarded

and building will be begun at once. The new building will be 220 by 50 feet, and will be located on the north side of Ivan street, near the P. M. Railway. One hundred and ten feet of the building will be constructed of concrete and the other 110 feet galvanized iron. The building is to be completed in three months.

Western

S. E. Gahn, Calgary, Alta., has sold out.

The Shaunavon Supply Co., Shaunavon, Sask., have suffered loss by fire.

P. H. Boulet, general store, Dunrea, Man., has sold out.

W. S. Summerfeldt, general store, Court, Sask., has sold out.

A. Holmes & Co., Prince Albert, Sask., have dissolved partnership.

T. M. Mercer, grocer and butcher, of South Vancouver, B.C., is dead.

Fowler & Co., general store, Wetaskiwin, are discontinuing business.

E. W. Jackson, Winnipeg, has sold his grocery and meat business to J. Teeple.

M. Freedman & Son, general store, Scotsguard, Sask., have suffered fire loss. Brown Bros., general store, Eriksdale, Man., has sold to the Lauder Trading Co.

A. Simpson, general store, Falun, Alta., has been succeeded by I. O. Gibbons.

Gellan & Co., grocers and confectioners, Winnipeg, Man., have sold to E. W. Jackson.

Chester H. Hall, grocer and butcher, Elgin, Sask., has been succeeded by A. Biggins.

Riesenberg Bros., general store, Lockwood, Sask., has been succeeded by B. Cohen.

W. Zollon, general store, Mountain Road, Man., has opened a branch at Bethany, Man.

A. W. Heath, general store, Cartwright, Man., is reported to be moving to Killarney, Man.

G. Van Campenhout, general store, Howell, Sask., has been succeeded by Lafreniere & Co.

Anear & Waldron, general store, Tribune, Sask., have been succeeded by Benning & Waldron.

The business conducted by the estate of J. G. Anderson, Edmonton, is being closed. Stock and fixtures are offered for sale.

Stewart Oswald, formerly with the Hudson's Bay Co., Winnipeg, in their wholesale department, and later with W. L. MacKenzie & Co., Regina, has accepted a position with D. H. Bain Co. Ltd., Winnipeg, and is calling on the city wholesale trade and outside points.

The Donald H. Bain Co., Winnipeg, have moved their offices from 115 to 123 Bannatyne Ave., east. Their old building will be used as a warehouse. Bright attractive offices have been opened in the new building. "T"

Checurie & Rolok, general store, Buchanan, Sask., have dissolved partnership. P. Rolok continues the business.

INGERSOLL POLICE CHIEF RE-QUIRES LICENSE FOR SELLERS ON MARKET

Chief Holmes of Ingersoll, Ont., visited the local market and informed all vendors that according to the regulations they would have to obtain a license, for which \$2 is charged. The announcement was received with more or less amazement. The chief explained the regulations as he interpreted them, and advised the vendors to make application for licenses without delay.

BORDER CITIES R. M. A. HOLD PICNIC

Merchants of Windsor, Walkerville, Ford and Sandwich, Ont., Enjoy Outing

The first annual picnic of the Retail Merchants' Association of the border cities was held at Bob-Lo recently, and was a great success. It is estimated by the officers of the association that 5,000 people were present from Windsor, Walkerville, Ford City and Sandwich, Ont. The weather was all that could be hoped for, and the lengthy programme of sports was carried out in full.

The picnic committee consisted of: T. J. McConnell, A. J. McLean, H. L. Pratt, J. R. Hewer, T. C. Ray, D. J. Adams, O. Desrosiers, H. Plante, D. Duchene, H. J. Neal, C. H. Smith, A. B. Peddie, Harry Crouchman and W. J. Cherney. Messrs. Peddie, Ray and L. Leatherdale were the judges of the sporting events, while Mr. W. J. Cherney was the starter of the races. The feature of the programme was the baseball game between the employers and the employees. The latter won by a score of 14-5 in five innings. Many members of the employees' team were men who have taken an important part in sports in the city, and the employers candidly admitted that they did not have a chance.

CANORA, SASK., REVIVES BOARD OF TRADE

A number of citizens of Canora, Sask., met recently and revived the Board of Trade of the town that has lain dormant for two years. The officers were elected as follows: President, Norman McKay; 1st Vice-President, D. Hall Sutherland; 2nd Vice-President, A. G. Graham; Secretary-Treasurer, A. R. G. Bomford; Executive Council, J. D. Robertson, Dr. R. A. Dick, R. H. Brownridge, S. Cohen, Martin Fyhri, Geo. Wiseman, R. E. Drennan, L. Cuthbert, and E. B. Ramsay.

MERCHANTS' ASSOCIATION TO CAMPAIGN AGAINST PILFERING

The Merchants' Association of Montreal is the name of a new organization



S. B. TRAINER,
Secretary-Treasurer of the Canada Milk Products Company,
who was recently elected President of the Toronto
Advertising Club.

just formed. Its object is to take energetic means in stopping pilfering and shoplifting. The association will take the public into its confidence and ask their co-operation in making its efforts successful. A strong executive and also an investigation committee have been appointed and application for membership may now be made.

COURT CASE OVER POTATO SALE

Mr. Justice Guerin rendered judgment yesterday afternoon in the Superior Court quashing the sale of 575 sacks of potatoes made by P. Pelletier to P. St. Jean and others. J. E. Pelletier had the potatoes stored in a cellar on St. Sulpice street, and during his temporary absence from the city, Phillippe Pelletier sold them to St. Jean and his associates. As the defendants could not return the goods, they were ordered to pay the value, \$575, plus interest on the sum from December 5, 1916, and the costs of the action.

DRIED AND CANNED FRUITS COMPETING

Reports from Fresno, California, indicate that there is more or less danger of a shortage of fruit in the hands of the dried fruit packer, by reason of the fact that canners were left free to sell their product at any price they chose, in consequence of which they are reported buying fruit from the growers at any price demanded and undermining the dryers and packers seriously as to their supply.

MOVIE MACHINE EX-POSES LEAKS

(Continued from page 31.)

store to surpassing success following the visit of an expert in store systematizing who up-built again the confidence of banker and wholesaler in the tottering structure of J. White's good business ability sadly undermined as it was by these preventable losses. The result was the installation through renewed credit of a proper business system, the release of the merchant from drudgery and despair, the renovation of the store, the renewal of custom, and the enthusiasm and vigor of happy ambitious clerks anxious to maintain the reputation of their house for real service.

Presiding over the gathering on Monday evening was D. W. Clark, president of the Toronto branch R. A. M. A cordial vote of thanks was given the lecturer of the evening. Mr. Brennan will be giving his lecture in Hamilton, London, Montreal, etc., and later will go to Western Canada.

BUSINESS ACTIVE IN B. C.

T. J. Groth, representing Oppenheimer Bros., Ltd., manufacturers' agents, Vancouver, Victoria, and Prince Rupert, B.C., is in the East on a business trip. He has been visiting some of his firm's principals in Ontario, including J. T. Lipton, Toronto; Dominion Cannery, Ltd., Hamilton; Canadian Salt Co., Windsor, etc., and will spend some time in Montreal, New York and other centres before returning West. Mr. Groth reports to CANADIAN GROCER business in general is quite active in British Columbia, due a good deal to the shipbuilding industry, shipping, etc.

TRADE REPRESENTED ON ADVERTISING CLUB EXECUTIVE

The grocery trade and allied interests were well represented on the newly-appointed executive of the Toronto Advertising Club. Among the names that will be familiar to the trade are S. B. Trainer, secretary-treasurer of the Can-Trainer, secretary-treasurer of the Can-elected president, F. E. Robson, secretary-treasurer of the Loblaw stores, and C. A. Matson, manager of the Cocoa Cola Company, Toronto.

FORCE OF HABIT

"That new recruit must have been a bookkeeper."

"Why so?"

"I just noticed him trying to put his bayonet behind his ears."

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE regulations just issued by the Food Control Board, with the purpose of conserving the supply of available wheat flour will have a most marked effect on the sale of substitute lines. Under these regulations the merchant is required to have on stock sufficient supplies to meet all demands, and to sell in the proportion of one pound of substitute flour for every two pounds of wheat or standard flour sold. This will involve a very much heavier stocking of many of these substitute lines than has been the case in the past, and will unquestionably mean quite a drain on present stocks.

MONTREAL—Trade is somewhat quieter, and this is quite to be expected after an active season extending well into the beginning of summer. There is no complaint as to the demand for staple lines and canned goods, dried fruits, rice, tapioca and preserving supplies have been quite active. The sugar supply has so improved as to make a better outlook for the near future. Nut markets are soaring weekly, and supplies becoming shorter. Several revisions were made in the price of cereals, most of these of a lowering nature. Rye flour took a decline in sympathy with a lower price asked for competing grades from the States. Among the advances made are those affecting spices, mustard, candied peels, prunes, fruit jars, infant food, soda bi-carb, nuts and laundry blue. The greatest trouble is that experienced in getting supplies forward.

TORONTO—The sugar market is not quite as easy as it was last week. Some refiners have fallen somewhat behind on their orders, and as a result there has been a heavier burden thrown on those refiners having stocks to sell. This has resulted in a temporary scarcity. It is not, however, the result of any primary market conditions, stocks of raws arriving with fair regularity. There is no danger of any real scarcity developing at the present, and probably the present situation will be easier again during the week.

Molasses stocks are scarce and show a stronger tone. These conditions are due almost entirely to the transportation situation. Sailing ships are being brought into use in transporting the molasses output of the Barbadoes, these being the only tonnage available.

Quotations on spices show no marked changes

during the week, but there is a steadily strengthening feeling in regard to these, owing to scanty stocks. At present the business is strictly of a hand-to-mouth character, no surplus stocks being available.

There is a report current that peanuts have been removed from the list of embargoed goods. If this report is correct it will be of considerable interest, as good supplies of Japanese and Chinese peanuts are offering at very moderate figures. Other nuts are advancing very sharply. Only those shipments on order prior to the embargo have been licensed, and there is no surety of any further supplies.

The fruit market is active. California deciduous fruit is arriving, mixed cars of apricots, peaches and plums having been received during the week. Canadian strawberries, too, are beginning to arrive on the market.

Tomatoes are arriving from Tennessee in very good condition. Mississippi and Texas tomatoes are about finished. Local stocks are beginning to arrive from the Leamington section, though it will be a week or more before there is a brisk shipment from this source.

WINNIPEG—There is an indication on the market here that higher prices are to be expected on rice. Buying during the week, however, did not seem to be unusually brisk.

The demand for canned goods has been brisk during the week. Pineapple is off the market and will probably remain so till the latter part of July, when new stocks will be available. There is expected to be a slight advance in the prices for these goods.

In coffee there is a very limited trade. Importers are finding a great deal of difficulty in getting supplies. Rio grades are fairly scarce, but despite these facts importers do not anticipate any shortage on the market.

It is expected that the prices on new jam will be named soon, possibly next week. The general impression is that these prices will show a considerable advance over former prices.

Olive oil is now almost entirely off the market. Embargoes preventing its export from European countries of production make it next to impossible to obtain supplies, and there is a strong probability that in the near future the market will be entirely bare.

QUEBEC MARKETS

MONTREAL, June 26.—There are a number of changes this week, mostly of an advancing nature. For the most part business is settling down to a more prescribed basis, and there will probably be less activity in many lines for a few weeks. Reference to the market summary on the preceding page will outline the affected lines on which changes were made.

Bi-carbonate of Soda Infants' Food Up

Montreal.
SODA, INFANTS' FOOD, MUSH-ROOMS.—Advances are made this week in soda bicarbonate, this being 25c per keg of 112 pounds, and the new quotation being \$4.50. Christie's infant food also is marked up 10c to \$4. The recent advance in the price of hotel mushrooms is followed by a further advance of 2c per tin to 54-55c each.

Mustard Prices Up; Blue Prices Named

Montreal.
MUSTARD, BLUES.—Advances are made this week in the price of mustard. These appear in the proprietary list elsewhere, and are as follows:—Quarter-lb. tins, doz., \$2.40; ½-lb., \$4.50, and 1-lb., \$9. Laundry blues also are announced, there having been no quotations on these for some time. Keen's Oxford is 22c per lb., and in cases of twelve 12-lb. boxes the price is 21½c.

Fruit Jars Higher Mineral Water, Too

Montreal.
FRUIT JARS, MINERAL WATER.—An advance is made here in the price of fruit jars and aggregates \$1 per gross all around. Pints are now \$11.50 per gross for Imperial Gem and Crown; quarts, \$12, and half-gallons, \$15. Perfect seal are for these respective sizes, \$12.50, \$13 and \$17.25. Celestine mineral (Vichy) water is up \$1 per case to \$14.25, cases containing 50 bottles. The advance is attributed to the increased cost for containers.

Insurance Risk Will Not Advance Sugar

Montreal.
SUGAR.—While the advance made on account of war risk insurance in the States will naturally affect the price to the refiner of his supplies of raw sugar, it is generally expressed to CANADIAN GROCER by the refineries that there will probably be no resultant revision of price. The percentage advance thus made is not a big thing, and for the immediate present no change is looked for. If it is made it will probably be very small. Trading is reported somewhat easier, and jobbers are thought to have better supplies at present than for some time, and will likely be able to meet a

reasonable request from the retail trade during coming weeks.

Canned Goods Stocks May Overlap New Packs

Montreal.
CANNED GOODS.—While there may be enough canned goods to meet the new packs as they are put up, the canners do not expect that there will be a great deal left over of what stocks now exist. This would be strengthened as a probability because of the recent passing from jobber to jobber of supplies that were needed, and out of which some had run for the time being. There is a tendency to firm prices for corn, and the recent frosts, as reported from some points in Quebec and the Maritimes, will have a tendency to firm prices on beans as well. All lines are held with a firm undertone ruling.

Request For Beans is Light; Market Dull

Montreal.
BEANS.—Very little movement of beans is taking place. The season is not the most active period, and while supplies of some are plentiful enough, they are not being asked for by the trade. Prices are resting without any revision, although some would sell if orders came to hand in any volume at favorable prices. Quotations rule as follows:

| | | |
|-------------------------------------|------|-------|
| Beans— | | |
| Canadian, hand-picked, bush... | 8 50 | 9 00 |
| Ontario, new crop, 3 to 4 lbs.. | 8 50 | 9 00 |
| British Columbia | 9 00 | |
| Brown Beans | 7 50 | 8 00 |
| Canadian, 4-5 lb. pickers | 7 75 | 8 00 |
| Japanese | 8 50 | 8 75 |
| Yellow Eyes | 8 00 | 8 50 |
| Rangoon beans, per bushel .. | 7 00 | 7 50 |
| Lima, per lb. | 0 19 | 0 20 |
| Kidney beans | 8 00 | 8 50 |
| Peas, white soup, per bushel.... | 4 50 | 5 00 |
| Peas, split, new crop, bag 98 lbs. | 9 50 | 10 50 |
| Barley (not), per bag 98 lbs.... | 6 50 | |
| Barley, pearl, per bag 98 lbs. | 7 50 | 8 25 |

Season's Demand Good For Both Maple Products

Montreal.
MAPLE SUGAR AND SYRUP.—The demand for maple products has been well maintained through the spring months. It has been noted by several that the movement to outside concerns has been considerable, and the shipments going to United States concerns have totalled large in many instances. There has, therefore, never been a large surplus on the market here and prices are fully maintained, with the undertone quite firm.

Maple Product—

| | | |
|---------------------------------|------|------|
| Syrup, 15 lbs. Imp. meas., gal. | 1 90 | 2 00 |
| Syrup, 5-gal. tins, per gal.... | 1 85 | 1 85 |
| 8½-lb. tins | 1 35 | 1 45 |
| Sugar, in blocks, per lb. | 0 21 | 0 22 |

Syrups Are Steady And Molasses Scarce

Montreal.
SYRUPS AND MOLASSES.—There is enough syrup to meet the demand, and yet one refiner of cane syrup states that

they have no surplus, the demand using up all they can turn out. The corn syrup sales are probably a little better than they would be were the scarcity of molasses not so marked. Prices hold without change. Molasses is not available in anything like large quantities, because there is neither shipping to bring in big quantities, nor is there the co-operation to contain supplies. As a result the market is very firm and advances are not improbable.

Prunes Are Advanced; Other Dried Fruit Firm

Montreal.
DRIED FRUITS.—Advances are made in prunes this week, and this is very probably the result of the action by the United States Food Administration in making prices as between the growers and packers. The change is from 1½c to 2½c per lb. New drained peels are in the market at very much enhanced prices. There is some demand for certain of the dried fruits and altogether there is a firm undertone.

| | | |
|-----------------------------|-------|-------|
| Apricots— | | |
| Choice | 0 28 | |
| Fancy | 0 30 | |
| Apples (evaporated) | 0 20 | |
| Peaches (fancy)— | | |
| Faced | 0 19 | |
| Choice | 0 17 | |
| 12 oz., per pkg. | 0 16 | |
| Pears | 0 16 | |
| Drained Peels (old)— | | |
| Citron | | |
| Lemon | 0 27½ | 0 32 |
| Orange | 0 28½ | 0 34 |
| Drained Peels (new)— | | |
| Lemon | 0 40 | 0 41 |
| Orange | 0 42 | 0 43 |
| Citron | 0 47 | 0 48 |
| Prunes— | | |
| 30-40 | 0 19 | |
| California, 40-50s | 0 18 | |
| 25-lb. cases, 50-60s | 0 16½ | 0 17 |
| 60-70s | 0 15½ | 0 16½ |
| 70-80s | 0 13 | 0 15½ |
| 80-90s | 0 11½ | 0 14 |
| 90-100s | 0 11 | 0 13 |
| Oregon, 30-40s | 0 15½ | 0 16½ |
| 40-50s | 0 15½ | 0 16½ |
| 50-60s | 0 12½ | 0 13½ |

Generally Understood Tea Prices Will Hold

Montreal.
TEA.—It is evident that the retailers are convinced that tea prices are very probably as low as they will be this season. As a consequence there has been some inquiry and some booking has been done. The trade cannot be stated as active, however, and at this season of the year this is not a surprising condition. There is some reported activity in the States for old crop teas, and all advices from the Orient tell of the firm position holding there for new crop teas. The more definite position reached on certain freight rates has served to settle the trade across the border down to a more definite basis.

Cocoa and Coffee Move in Routine Way

Montreal.
COCOA AND COFFEE.—The coffee stocks here are ample to take care of the needs for the present time, and in a general consideration of the situation it is thought that there will be enough to meet the requirements. Much depends

upon the shipping. The regulations on the part of the United States Government are likely to have some bearing on the future position here, but these are hard to define, and predictions at this time are not to be encouraged. Prices rule steady, without change, and trading is maintained on a reasonable basis. Cocoa is in demand on a like basis, although this is not heavy. The future of coffee supply, it is thought, will very probably and, in fact, largely depend upon the tonnage available for carrying from the South American producers.

Coffee, Roasted—

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

Spice Prices are Generally Revised

Montreal. SPICES.—A very general revision upward has been made in the spice list. This bears out the very definite predictions made in CANADIAN GROCER for the past few weeks, and those who have needed to fill in their stocks have probably done so to some extent ere this. The revisions include white and black peppers, cayenne pepper, cassia, ginger, allspice, mixed spice, cloves, pickling spice. Cream of tartar, which also is scarce, has been moved up, and is firm at 95c to \$1. A generally quiet market condition prevails here, and the same is true of markets across the line.

| | 5 and 10-lb. boxes | |
|------------------------------|--------------------|------|
| Allspice | 0 20 | 0 22 |
| Cassia | 0 35 | 0 35 |
| Cassia (pure) | 0 35 | 0 37 |
| Cayenne pepper | 0 28 | 0 35 |
| Cloves | 0 75 | 0 77 |
| Cream of tartar | 0 95 | 1 00 |
| Ginger | 0 30 | 0 40 |
| Ginger (Cochin or Jamaica) | | 0 30 |
| Mace | 0 80 | 1 00 |
| Mixed spice | 0 30 | 0 32 |
| Nutmegs | 0 45 | 0 50 |
| Pepper, black | 0 42 | 0 45 |
| Pepper, white | 0 48 | 0 50 |
| Pepper (Cayenne) | 0 35 | 0 37 |
| Pickling spice | 0 25 | 0 27 |
| Paprika | 0 45 | 0 50 |
| Tumeric | 0 21 | 0 23 |
| Cardamon seed, per lb., bulk | | 2 00 |
| Carraway, Dutch, nominal | | 0 75 |
| Cinnamon, China, lb. | | 0 30 |
| 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 18 | 0 20 |

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

Good Sale for Fruit But Supply is Scarce

Montreal. FRUITS.—There is an active demand for fruits, and the greatest difficulty is that of getting supplies forward. Lemons are scarce in particular this week, and the fact of this explains an advance just made to \$9. per case. Oranges, too, are very expensive, and as much as \$8.50 per case is asked. Montreal strawberries have come on the market, and these are

selling at \$10 to \$11 per case of 54 boxes. Imported cherries are a little easier at \$3.50 per box. Active trade is expected from now on, as the fruit season develops.

Apples—

| | | |
|---------------------------------|-------|-------|
| Ben Davis | 3 25 | 4 00 |
| Russets | 4 50 | 6 50 |
| Nonpareil | 5 00 | 5 50 |
| Boxed apples (all sizes) | 2 75 | 3 00 |
| Bananas (fancy large), bunch | 5 00 | 5 50 |
| Cherries (California), box | | 3 50 |
| Cocoanuts, sack | 7 25 | 8 50 |
| Grape fruit (fancy Jamaicas) | 3 25 | 3 75 |
| Grape fruit (fancy Porto Ricos) | | |
| 80, 96, 112 | | 5 00 |
| Grape fruit (fancy Porto Ricos) | | |
| 54, 46 | | 4 75 |
| Lemons (fancy new Messina) | 8 50 | 9 00 |
| Lemons (choice) | | 7 00 |
| Lemons (California seedless) | | 5 00 |

WHAT THE GROCER WILL PAY FOR PRUNES

MONTREAL (Special).—The United States Food Administration having set the prices that the dried fruit packers of California will have to pay the growers for the 1918 crop, it can now be figured pretty closely what the jobber will have to charge the retailer for his requirements. The matter is thus figured out by a large importer from the announced prices, which are as follows:

| | In 25-lb. Unfaced Boxes, per lb. | |
|---------|----------------------------------|--|
| 20-30s | 0 21¼ | |
| 30-40s | 0 19¼ | |
| 40-50s | 0 18 | |
| 50-60s | 0 16¼ | |
| 60-70s | 0 15½ | |
| 70-80s | 0 15 | |
| 80-9s | 0 13¾ | |
| 90-100s | 0 13 | |

Allowing the packer a fair profit, and after paying freight, duty and war tax, the jobber, in order to come out without making a loss will have to get from the retailer the following prices:

| | Per lb. (Bulk Basis) | |
|------------------------|----------------------|--|
| 20-30s | 0 15 | |
| 30-40s | 0 10 | |
| 40-50s | 0 09½ | |
| 50-60s, 60-70s, 70-80s | 0 08½ | |
| 80-90s, 90-100s | 0 08 | |

No trading between packers and jobbers is permitted before July 15. The administration has not made it clear if the prices they have set to be paid the growers are the minimum or maximum prices, so that if they are the minimum prices and the crop outlook is not good on July 15 the prices may be considerably higher.

| | | |
|--------------------------------|-------|-------|
| Oranges, Valencia lates | 7 50 | 8 50 |
| Oranges, Porto Ricos | | 5 50 |
| Oranges, California navels | 7 50 | 8 00 |
| Oranges, Jamaica | | 6 50 |
| Oranges (bitter) | 4 00 | 5 00 |
| Oranges (Seville, bitter) | | 5 50 |
| Oranges (Sorrentoes), 200 size | | 5 00 |
| Pineapples, Cuban (crate) | | 6 00 |
| Pineapples, Florida | | 6 00 |
| Peaches (6-basket) | | 3 50 |
| Strawberries (box) (quarts) | 0 30 | 0 35 |
| Strawberries (Montreal) crate | 10 00 | 11 00 |
| Watermelons (each) | | 0 40 |

Lower Tomato Prices; Montreal Peas \$2.00

Montreal. VEGETABLES.—The advancing season has at length brought a lower quotation for tomatoes. The appearance of some Montreal grown stock on the market may have something to do with this.

They may now be had for \$1.90 per box. New Montreal peas are offered at \$2 for 20-lb. bags. Asparagus is scarce and some higher, and wax and green beans, cabbage, carrots, turnips, and Texas onions are firmer, while cucumbers and new imported potatoes are easier. New beets, turnips and parsnips are on the market and selling in small bunches at 75c to \$1 per dozen. Trade is very active, as the vegetable-eating season seems to have found many patrons among all classes.

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

More Money Asked For Various Nuts

Montreal.

NUTS.—As showing the strength of the nut markets prices have been revised this week, and the advances are from 2½c to 4c per lb. The same are made in view of the shortage that exists, as already pointed out in the columns of CANADIAN GROCER for several weeks. The fact is that some lines will be irreplaceable and no Tarragona or Valencia shelled almonds will be obtainable after present supplies are exhausted. Some jobbers are finding their supply of walnuts near the point of exhaustion already. As a consequence of the shortage price ranges are wider than usual, some jobbers depending upon their stocks for sale at old quotations until they are compelled to replace at the advances asked them by the importer.

| | | |
|----------------------------------|-------|-------|
| Almonds (Tara), per lb. | 0 24 | 0 30 |
| Almonds (shelled) | 0 50 | 0 55 |
| Almonds (Jordan) | | 0 70 |
| Almonds, Valencia, shelled | 0 45 | 0 46 |
| Almonds, soft shelled Tarragonas | 0 22½ | 0 23½ |
| Brazil nuts (new) | 0 20 | 0 25 |
| Brazil nuts (med.) | 0 15 | 0 17 |
| Filberts (Sicily), per lb. | 0 22 | 0 27 |

| | | |
|---|-------|-------|
| Filberts, Barcelona | 0 17½ | 0 18½ |
| Hickory nuts (large and small), lb. | 0 10 | 0 15 |
| Peanuts (roasted)— | | |
| Jumbo, per lb. | 0 25 | 0 26 |
| Fancys, per lb. | 0 24 | 0 25 |
| Extras, per lb. | 0 19 | 0 20 |
| Shelled, No. 1 Spanish..... | 0 18½ | 0 19½ |
| Shelled, No. 1 Virginia..... | 0 19½ | 0 20½ |
| Do., No. 2..... | 0 14 | 0 14 |
| Pecans (new Jumbo), per lb.... | 0 28 | 0 32 |
| Pecans, New Orleans, No. 2 ... | 0 21 | 0 24 |
| Pecans "paper shell," extra large Jumbo | 0 40 | 0 40 |
| Pecans (shelled) | 0 80 | 0 80 |
| Walnuts (Grenoble) | 0 20 | 0 23 |
| Walnuts (new Naples) | 0 16 | 0 18 |
| Walnuts (shelled) | 0 76 | 0 82 |
| Walnuts (Marbots), in bags | 0 25 | 0 28 |

**Tapioca and Rice Firm
With Fair Supplies**

Montreal. **RICE AND TAPIOCA.**—The demand for rice is seasonable, and against this supplies are fairly ample. Notwithstanding this there is none too much, some assert, and as a consequence the market is very firm. Looking into the future it is not possible to make predictions, say the importers, for the serious problem of transportation ever looms large in such matters. Tapioca is steady, in fair demand, and is held on a very firm basis unchanged.

| | | |
|---------------------------------|-------|-------|
| Snow (Japanese) | 10 25 | |
| Ice Drips | 11 25 | |
| Carolina | 12 50 | 16 00 |
| "Texas," per 100 lbs. | 9 50 | 9 50 |
| Patna (good) | 8 90 | 9 40 |
| Siam, No. 3 | 8 50 | 9 00 |
| Siam (fancy) | 10 25 | 11 00 |
| Rangoon "B" | 8 50 | 9 50 |
| Rangoon "B," 200-lb. lpts | 7 70 | 7 70 |
| Rangoon OC | 8 20 | 9 25 |
| Mandarin | 8 90 | 10 00 |
| Pickling rice | 7 70 | 8 40 |
| Tapioca, per lb. (seed)..... | 0 15 | 0 16 |
| Tapioca (Pearl) | 0 15 | 0 16 |

**Cereal Prices Lower;
Also Rye Flour Down**

Montreal. **CEREALS.**—There is some interest this week in the fact of reductions made on rolled oats, oatmeal, and also on pot and pearl barley. These become immediately effective, and the new quotations may have an effect on trading, which has been quite limited for some of these products. The entrance to the Canadian market of supplies of rye flour has forced the price of this flour substitute to lower price levels, and one distributor is selling at \$8 per 98-pound sack. Package goods are held unchanged.

| | | |
|--|------|-------|
| Cornmeal, Pure Gold | 7 00 | 7 00 |
| Cornmeal (Gold Dust) | 6 60 | 7 00 |
| Barley, pearl | 7 50 | 8 25 |
| Barley, pot, 98 lbs. | 6 00 | 6 25 |
| Buckwheat flour, 98 lbs. | 7 25 | 7 25 |
| Corn flour, 98 lbs. | 5 65 | 6 00 |
| Rice Four | 9 00 | 9 00 |
| Hominy grits, 98 lbs. | 6 75 | 8 00 |
| Hominy, pearl, 98 lbs. | 7 50 | 7 75 |
| Oatmeal (standard-granulated and fine) | 5 60 | 6 00 |
| Peas, Canadian, boiling, bush... .. | 5 00 | 5 50 |
| Split peas | 9 50 | 11 25 |
| Rollled oats, 90-lb. bags..... | 5 10 | 5 35 |
| Rollled oats (family pack.)— | | |
| case | 5 26 | 5 60 |
| Rollled oats (small size), case... .. | 2 10 | 2 10 |
| Rollled wheat (100-lb. bbls.)..... | 6 75 | 6 75 |
| Rye flour, small lots, 98 lbs. | 8 00 | 8 75 |
| Self-raising flour— | | |
| 3-lb. pkgs., doz. | 2 80 | 2 80 |
| 6-lb. pkgs., doz. | 5 50 | 5 50 |

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

**Some Movement Flour
With Feeds Down \$9.00**

Montreal. **FLOUR AND FEEDS.**—There is some improvement noted in the movement of flour. But even at this there is not a great deal of interest, for the supplies are limited to the smallest possible point. Some mills have ceased to mill on their usual scale, and there will be the usual cessation of grinding later on. The feature of the week is that of a reduction by one of the large mills of \$9 per ton

on barley chop and barley meal. There is a good demand for feeds yet—excessive of the supply, indeed, and there will be a good request for this all summer, many assert. Feed oats are quoted at \$1.09 per bushel.

War Standard, Graham and Whole

| | | |
|--------------------------------|-------|-------|
| Wheat Flours— | | |
| Car lots (on track)..... | 10 95 | 11 05 |
| Car lots (delivered), Bakers.. | 11 05 | 11 15 |
| Small lots (delivered) | 11 15 | 11 15 |
| Bran, per ton | 35 00 | 35 00 |
| Shorts | 40 00 | 40 00 |
| Crushed oats | 64 00 | 73 00 |
| Barley chop | 64 00 | 76 00 |
| Barley meal | 64 00 | 77 40 |
| Feed oats, per bushel | 1 09 | 1 09 |

ONTARIO MARKETS

TORONTO, June 26.—The market during the week has been of a very quiet character, only minor activity has prevailed in any of the lines quoted, though business has not been bad for the season of the year.

**Sugar Situation
Shows Little Change**

Toronto. **SUGAR.**—The situation on sugar during the week has not been quite as easy as it was a week ago. Some refiners are a trifle behind on their orders and as a result there has been a slight stringency in the market. There has been nothing however of a serious nature, and it is only a temporary condition. Stocks of raws are coming forward in reasonable quantities and there has been no marked change in the situation as far as these are concerned. The buying movement has been very irregular, some sections reporting heavy sales while others are exceptionally quiet. There have been no changes in prices during the week.

| | | |
|--|------|--|
| Atlantic, extra granulated | 9 07 | |
| St. Lawrence, extra granulated..... | 8 97 | |
| Acadia Sugar Refinery, extra granulated .. | 9 07 | |
| Can. Sugar Refinery, extra granulated.. | 8 82 | |
| Dom. Sugar Refinery, extra granulated.. | 8 97 | |
| Iceing sugar, barrels | 9 27 | |
| Powdered, barrels | 9 17 | |
| Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb. gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic differentials: 20-lb. bags, 40c advance over 100 lb.; 10-lb. gunnies, 50c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 70c advance. Acadia sugar differentials: 20-lb. bags, 35c advance over 100 lbs.; 10-lb. gunnies, 45c advance; 5-lb. cartons, 45c advance; 2-lb. cartons, 50c advance. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1. | | |

**Opening Figures on Tuna
Fish Show 25c Advance**

Toronto. **TUNA FISH, FIBRE PAILS, etc.**—The opening figures on Tuna fish show an advance of 25c on last year's prices for halves. This would seem to be a reasonable advance in view of the fact that the fish cost \$95 a ton against last year's figure of \$80 a ton. Fibre pails

have advanced to \$4.90 a dozen. Huron gallon apples show a slight reduction to \$4.75. Durkees salad dressing is selling at \$1.95 a dozen. Resin has advanced to 6 cents.

**Molasses Stocks Light;
Import Prices High**

Toronto. **MOLASSES.**—There is a very strong feeling indeed in molasses. Quotations on primary markets are unusually high, so much so that some handlers have ceased importing. Stocks on hand are light and prices are strong. Syrups are in fair demand, with no change in prices.

| | | |
|--|------|------|
| Corn Syrups— | | |
| Barrels, per lb. | 0 07 | 0 07 |
| Cases, 2-lb. tins, 2 doz. in case | 4 65 | 4 65 |
| Cases, 5-lb. tins, 1 doz. in case | 5 20 | 5 20 |
| Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls. | | |
| Cane Syrups— | | |
| Barrels and half barrels, lb... .. | 0 06 | 0 08 |
| Cases, 2-lb. tins, 2 doz. in case | 5 05 | 5 25 |
| Molasses— | | |
| Fancy, Barbadoes, barrels | 1 05 | 1 10 |
| Choice Barbadoes, barrels | 0 95 | 1 00 |
| West India, ½ bbls., gal..... | 0 56 | 0 56 |
| West India, No. 10, kegs..... | 6 50 | 6 50 |
| West India, No. 5, kegs..... | 8 25 | 8 25 |
| Tins, 2-lb., table grade, case 2 doz., Barbadoes | 4 90 | 4 90 |
| Tins, 3-lb. table grade, case 2 doz., Barbadoes | 6 75 | 6 75 |
| Tins, 5-lb., 1 doz. to case, Barbadoes | 5 30 | 5 30 |
| Tins, 10-lb., ½ doz. to case, Barbadoes | 5 20 | 5 20 |
| Tins, 2-lb., baking grade, case 2 doz. | 3 50 | 3 50 |
| Tins, 3-lb., baking grade, case of 2 doz. | 4 60 | 4 60 |
| Tins, 5-lb., baking grade, case of 1 doz. | 3 90 | 3 90 |
| Tins, 10-lb., baking grade, case of ½ doz. | 3 75 | 3 75 |
| West Indies, 1½, 48s | 5 00 | 5 00 |
| West Indies, 2s, 36s | 4 00 | 4 25 |

**Canned Goods Show
Few Changes**

Toronto. **CANNED GOODS.**—There has been quite a marked improvement in the demand for canned goods during the week. Vegetables are moving out fairly well, while fruits are having a fair sale. There were no notable changes in prices during the week.

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

| | | |
|---------------------------|------|------|
| Salmon— | | |
| Sockeye, 1s, doz. | 4 00 | 4 50 |
| Sockeye, ½s, doz. | 2 40 | 2 50 |
| Alaska reds, 1s, doz..... | 3 75 | 3 85 |
| Chums, 1-lb. talls | 2 35 | 2 60 |
| Do., ½s, doz. | 1 95 | 1 45 |

| | | |
|---------------------------------|------|----------|
| Pinks, 1-lb. talls | 2 25 | 2 60 |
| Do., 1/2 doz. | 1 85 | 1 50 |
| Cohoos, 1/2-lb. tins | 1 85 | 1 90 |
| Cohoos, 1-lb. tins | 3 45 | 3 75 |
| Red springs, 1-lb. talls | 3 15 | 3 65 |
| White springs, 1s. dozen | 2 30 | 2 35 |
| Lobsters, 1/2-lb. doz. | 3 00 | 3 25 |
| Canned Vegetables— | | |
| Beets, 3s | 1 50 | 2 30 |
| Tomatoes, 2 1/2s | 2 50 | 2 75 |
| Peas, standard | 1 95 | 2 25 |
| Peas, early June | 1 95 | 2 32 1/2 |
| Beans, golden wax, doz. | 1 85 | 2 10 |
| Beans, golden wax, doz. | 1 85 | 2 45 |
| Asparagus tips, doz. | 3 55 | 3 65 |
| Corn, 2s, doz. | 2 45 | 2 65 |
| Pumpkins, 2 1/2s | 1 80 | 2 00 |
| Succotash, No. 1, doz. | 2 00 | 2 35 |
| Pineapples, 2s | 2 50 | 3 25 |
| Cherries, 2s | 2 60 | 2 90 |
| Peaches, 2s | 2 10 | 2 40 |
| Pears, 2s | 1 85 | 2 00 |
| Plums, Lombard, 2s | 1 75 | 1 75 |
| Plums, Green Gage | 1 80 | 1 95 |
| Strawberries, 2s, H.S. | 3 00 | 3 40 |
| Jam, raspberry, 16 oz., doz. | 2 90 | 3 30 |
| Do., black currant, 16 oz. | 2 90 | 3 30 |
| Do., strawberry, 16 oz. | 3 00 | 3 40 |
| Raspberries, 2s, H.S. | 3 00 | 3 25 |
| Do., raspberry, 4-lb. tin | 0 85 | 0 85 |
| Do., black currant, 4-lb. tin | 0 75 | 0 83 |
| Do., strawberry, 4-lb. tin | 0 84 | 0 87 |
| Preserved Fruits, Pint Sealers— | | |
| Peaches, pint sealers, doz. | 3 40 | 3 45 |
| Plums, Greengage, doz. | 2 40 | 2 95 |
| Do., Lombard, doz. | 2 25 | 2 90 |
| Do., Blue, doz. | 2 25 | 2 90 |
| Black currants, doz. | 3 45 | 3 45 |
| Red currants, doz. | 3 45 | 3 45 |
| Raspberries, doz. | 3 50 | 3 60 |
| Strawberries | 3 60 | 4 40 |

**Dried Fruits Fair Demand;
No Price Change**

Toronto.
DRIED FRUITS.—There has been a fair market for dried fruits during the past week but nothing of an outstanding nature. Prices remain practically unchanged.

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

**Tea Market Strong;
No Changes in Price**

Toronto.
TEA.—There have been no changes in tea during the present week, but the market is in a very strong position. Quotations at primary points show mark-

ed strength, and this with the fact that the British Government has taken over 60 per cent. of the Indian crop will result in a very strong future market.

**Coffee in Strong Position;
Advance Possible**

Toronto.
COFFEE.—The embargo imposed on the export of coffee from the United States, while it has been raised to allow 70 per cent. of last year's consumption, is still acting as a limitation to the trade; as this supply will not be equal to the increased demand there is a likelihood of stronger prices. Up to the present, however, there has been no change in prices.

**Spices in Firm Market
Due to Light Supplies**

Toronto.
SPICE.—All spices are held in very limited supply and new stocks are very light so that there is a great probability of a still further stiffening in price. Trade at the present is of a hand-to-mouth character. There has been no change in price during the week.

| | | |
|---|------|------|
| Allspice | 0 18 | 0 20 |
| Cassia | 0 33 | 0 45 |
| Cinnamon | 0 45 | 0 55 |
| Cayenne | 0 30 | 0 35 |
| Cloves | 0 70 | 0 85 |
| Ginger | 0 25 | 0 35 |
| Herbs — sage, thyme, parsley, mint, savory | 0 40 | 0 60 |
| Mace | 0 90 | 1 10 |

**Shelled Filberts, Brazils
Show Sharp Advance**

Toronto.
NUTS.—The situation in nuts at the present time is one of uncertainty. The market is largely dependent on the interpretation of the licensing clause in the recent embargo against the importation of nuts. At the present time there is a strong feeling in the primary markets. The almond market ahead shows a marked firmness. In walnuts there is little offering and prices at New York are very firm. Shelled filberts have advanced sharply as have also Brazil nuts. Pecans are very firm.

| | | |
|----------------------------|-------|-------|
| In the Shell— | | |
| Almonds, Tarragonas, lb. | 0 21 | 0 27 |
| Walnuts, Bordeaux | 0 25 | 0 27 |
| Walnuts, Grenobles, lb. | | |
| Walnuts, Manchurian, lb. | | |
| Filberts, lb. | 0 19 | 0 22 |
| Pecans, lb. | | 0 27 |
| Peanuts, Jumbo, roasted | 0 24 | 0 25 |
| Do., Fancy, roasted | 0 24 | 0 25 |
| Brazil nuts, lb. | | 0 17 |
| Cocanuts, 100s | | 7 50 |
| Shelled— | | |
| Almonds, lb. | 0 45 | 0 55 |
| Filberts, lb. | 0 40 | 0 45 |
| Walnuts, lb. | 0 75 | 0 80 |
| Peanuts, Spanish, lb. | 0 18 | 0 19 |
| Do., Chinese, 30-32 to oz. | | 0 18 |
| Brazil nuts, lb. | 0 68 | 0 75 |

**Little Movement in Beans;
Limas Somewhat Easier**

Toronto.
BEANS.—There has been very little change in the bean market during the week. Demand has been light and stocks are fairly heavy.

**No Change in Rice Price;
Demand Strong**

Toronto.
RICES.—Receipts during the past week have been light and prices remain firm and unchanged.

| | | |
|-------------------------------|----------|-------|
| Texas, fancy, per 100 lbs. | 11 50 | 12 00 |
| Blue Rose Texas, per 100 lbs. | 11 75 | 12 50 |
| Andras, fancy, per 100 lbs. | | 13 00 |
| Siam, fancy, per 100 lbs. | | 9 75 |
| Siam, second, per 100 lbs. | | 9 50 |
| Japans, fancy, per 100 lbs. | 10 75 | 11 75 |
| Japans, second, per 100 lbs. | 9 50 | 9 75 |
| Chinese XX, per 100 lbs. | 9 00 | 10 00 |
| Do., Simiu | | 11 50 |
| Do., Mujin, No. 1 | | 10 75 |
| Do., Pakling | | 10 25 |
| Tapioca, per lb. | 0 14 1/2 | 0 15 |

**Package Goods Quiet;
No Price Changes**

Toronto.
PACKAGE GOODS.—The market remains firm on these goods with an average demand. There have been practically no price changes.

| | | |
|--|----------|----------|
| Cornflakes, per case | 8 90 | 4 25 |
| Rolled oats, round, family size, 20s | 5 75 | 6 00 |
| Rolled oats, round, regular 18s, case | 2 05 | 2 30 |
| Rolled oats, square, 20s | | 5 85 |
| Shredded wheat, case | | 4 25 |
| Cornstarch, No. 1, pound cartons | 0 11 1/2 | 0 11 1/2 |
| No. 2, pound cartons | | 0 10 1/2 |
| Starch, in 1-lb. cartons | | 0 11 1/2 |
| Laundry starch, in 1-lb. cartons | 0 10 | 0 11 1/2 |
| Do., in 6-lb. tins | | 0 13 |
| Do., in 6-lb. boxes | | 0 13 |
| Do., in 100-lb. kegs | | 0 11 |

**Honey Off Market;
No Supplies For Month**

Toronto.
MAPLE SYRUP, HONEY.—Honey is practically off the market at present, and there is no likelihood of any change until the new production is available; this will not be before late July or August. Only odd stocks remain in the hands of some wholesalers. There is no change noted in maple syrup.

**California Apricots and
Canadian Strawberries**

Toronto.
FRUIT.—There has been a good movement in fruit during the past week though there have been comparatively few changes in price. Georgia peaches arriving during the week have been of a greatly improved color. Next week the first cars of Belle of Georgia will be arriving. The first car lots of California deciduous fruits arrived on the market this week. They consisted mostly of apricots, with some cherries and early plums; the fruit was of good quality. Oranges arriving at present are showing much better quality. Pineapples have been arriving in very limited quantities; they have been routed by rail from Key West, Florida owing to the submarine danger on the sea route, and as a result some shipments have shown some waste. Canadian berries are beginning to arrive.

| | | |
|------------------------|-------|----------|
| Bananas, yellow, bunch | 4 00 | 4 50 |
| Do., per lb. | | 0 07 1/2 |
| Cherries, Cal., box | 3 25 | 4 00 |

| | | |
|-----------------------------------|----|----|
| Grapefruit— | | |
| Floridas, 46s, case | 6 | 50 |
| Do., 54s, 64s, 126s, 150s..... | 6 | 50 |
| Oranges— | | |
| Valencias— | | |
| 96s | 7 | 00 |
| 100s | 7 | 00 |
| 126s | 8 | 00 |
| 150s, 176s, 200s, 216s | 8 | 00 |
| 250s | 8 | 00 |
| 288s | 8 | 00 |
| 324s, 360s | 7 | 00 |
| Lemons, Cal., case | 11 | 00 |
| Do., Verdilla | 9 | 00 |
| Peaches, Georgia, 6 bask. crate.. | 4 | 75 |
| Pears, Cal., box | | |
| Pineapples— | | |
| Do., Cuban, cs. 24-30s | 5 | 75 |
| Strawberries— | | |
| quarts | 0 | 25 |
| | 0 | 30 |

Potatoes Advance Sharply on Primary Markets

Toronto.
VEGETABLES.—There is a firmer tone in tomatoes due to the cleaning up in stocks. Mississippi and Texas tomatoes are about off the market, and Tennessee are arriving and are of a good quality. Potatoes have advanced very sharply at all primary points, conditions that will probably be reflected in the market within a few days.

| | | | | |
|---|---|----|---|----|
| Asparagus, Canadian, basket .. | 2 | 00 | 2 | 50 |
| Artichokes, Cal., doz. | 1 | 25 | | |
| Beans, wax, hamper | 3 | 00 | 3 | 75 |
| Do., green, hamper | 2 | 50 | 2 | 75 |
| Beets, new, hamper | 1 | 75 | 2 | 00 |
| Do., Canadian, doz. | 0 | 40 | 0 | 60 |
| Cabbage, Canadian, barrel | | | | |
| Do., Florida, crates | 4 | 50 | 5 | 00 |
| Do., Carolina, crate | 4 | 50 | 5 | 00 |
| Do., Mississippi, crate | 4 | 50 | 5 | 00 |
| Cantaloupes, standard crate | | | | |
| Do., flat crate | 2 | 75 | 3 | 00 |
| Carrots, bag | | | | |
| Do., new, hamper | 1 | 75 | 2 | 00 |
| Cucumbers, hothouse, basket .. | 2 | 75 | 3 | 00 |
| Do., North Carolina, crate .. | 4 | 75 | 5 | 00 |
| Lettuce, leaf, doz. bunches..... | 0 | 25 | 0 | 50 |
| Do., head, doz. | 1 | 00 | 1 | 25 |
| Mushrooms, basket | 3 | 25 | | |
| Onions— | | | | |
| Texas, 50-lb. crate | 2 | 25 | 2 | 50 |
| Parsley, doz. bunches | 0 | 85 | 0 | 90 |
| Parsley, doz. bunches | 0 | 85 | 0 | 85 |
| Peas, Canadian, 11 lb. bask. | 1 | 00 | 1 | 50 |
| Parsnips, bag | | | 1 | 00 |
| Peppers, green, doz. | 0 | 75 | 0 | 90 |
| Potatoes— | | | | |
| Ontario, bag | 1 | 85 | | |
| N.B. Delawares | 2 | 00 | | |
| New Carolina, bbls. | 6 | 50 | | |
| Do., bushel basket | 2 | 50 | | |
| Spinach, Canadian, bushel | 0 | 60 | 0 | 75 |
| Rhubarb, dozen bunches | 0 | 30 | 0 | 40 |
| Tomatoes— | | | | |
| Mississippi, 4 bask. crate | 1 | 85 | 2 | 00 |
| Texas, 6 bask. crate | 5 | 00 | 5 | 25 |
| Hothouse, fancy, lb. | 0 | 35 | 0 | 40 |
| Turnips, new, doz. | | | 0 | 50 |
| Watermelons, each | 0 | 90 | 1 | 25 |
| California fruit— | | | | |
| Apricots, per box | 3 | 50 | | |
| Peaches, per box | 2 | 50 | | |
| Cherries, according to quality and size | 2 | 75 | 4 | 00 |

Flour Movement Small; Grain Stocks Low

Toronto.
FLOUR.—Stocks of grain are running pretty well to a close and most of the mills will be shutting down within a couple of weeks. There will be a fair supply of flour in reserve however to meet subsequent demand. Present movement in flour is very light indeed, and the fact is materially helping the situation.

| | | |
|----------------------------------|----|----|
| War Grade— | | |
| Manitoba spring wheat..... | 10 | 95 |
| Ontario winter wheat | 10 | 95 |
| Blended, spring and winter | 10 | 95 |

Shortage of Feed When Mills Close

Toronto.
MILLFEEDS.—The early closing of the mills will bring about a trying situation in mill feeds. There are no surplus stocks, the demand being more than sufficient to account for every bag as milled, so that when the mills shut down the supply of bran and shorts will be exhausted until milling starts again.

Cereal Demand Light; Prices Unchanged

Toronto.
CEREALS.—There is only a limited

demand for cereals at present. Prices have remained practically stationary during the week.

| | Single Bag Lots F.o.b. Toronto | |
|---------------------------------|-----------------------------------|----|
| Barley, pearl, 98s | 7 | 00 |
| Barley, pot, 98s | 5 | 50 |
| Buckwheat Flour, 98s | 6 | 50 |
| Cornmeal, Golden, 98s | 6 | 00 |
| Do., fancy yellow, 98s | 5 | 00 |
| Corn flour, 98s | 5 | 80 |
| Graham flour, 98s | 6 | 00 |
| Hominy grits, 98s | 6 | 25 |
| Hominy, pearl, 98s | 6 | 25 |
| Rolled oats, 90s | 5 | 00 |
| Oatmeal, 98s | 5 | 75 |
| Rolled wheat, 100-lb. bbl. | 6 | 75 |
| Rice Flour, per 100 lbs | 11 | 00 |
| Peas, yellow, split | 10 | 00 |
| Blue peas | 0 | 11 |

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, June 21.—Trade was very good this week, and although prices were unchanged predictions were for higher prices on a large number of commodities of the grocery trade. There is talk of obtaining coffee through Canadian ports on account of the hard time experienced by brokers in obtaining their supplies from New York.

Coffee Trade Limited Rio Grades Scarce

Winnipeg.
COFFEE.—The difficulty that brokers are having in obtaining coffee from New York has caused considerable worry among the local dealers and an effort is to be made to obtain coffee through Canadian ports. Peter Lopez, a coffee man of the Republic of Columbia, is expected in this city within a week and the situation is to be discussed. Rio coffee continues to be scarce, especially No. 5, and prices are expected to go higher. Trade in coffee is very limited at the present time, New York brokers not quoting and local brokers are turning down orders daily, but a shortage is not expected.

Olive Oil Short Owing to Embargoes

Winnipeg.
OLIVE OIL.—This commodity is now almost entirely off the market and it is impossible to predict when it will be placed for sale again on account of the embargo at the present time prohibiting its export from Europe.

New Jam Prices Expected Will Probably Be High

Winnipeg.
JAM.—New prices on new packed pure jam are expected to be named soon, possibly next week. Local dealers expect them to be very high.

Canned Goods Demand; Pineapple Off Market

Winnipeg.
CANNED GOODS.—There was a very

good demand for all canned goods throughout the week. Canned pineapple is now entirely off the market and it will not be placed for sale again until the last part of July. Prices will be \$6.00 a case, a slight advance over the previous price.

Ban Lifted on Sugar For Canning Purposes

Winnipeg.
SUGAR.—The ban has been lifted on sugar in any quantity can be bought now providing that it is for canning purposes. Supplies are not coming in very satisfactorily, the bulk of it coming from the Eastern refineries.

Shelled Nuts Advance; Condition Uncertain

Winnipeg.
NUTS.—Shelled nuts continue to advance steadily on the local market and the trade is more or less at sea on account of the restrictions placed by the government regarding the importation of them.

Higher Prices Are Expected on Rice

Winnipeg.
RICE.—There has been very little change in the rice situation from last week and the market continues easy. Prices are as yet unchanged but dealers predict much higher prices in the near future. The new crop of rice is expected to be placed on the market by January.

| | | |
|---------------------------------------|---|-----|
| Extra fancy, Japan, 100-lb. bags..... | 0 | 10½ |
| Fancy Japan, 100-lb. bags | 0 | 09½ |
| Choice Japan, 100-lb. bags | 0 | 08½ |
| Siam, 100-lb. bags..... | 0 | 09½ |
| Tapioca, lb. | 0 | 13½ |
| Sago, lb. | 0 | 11 |

California Fruit Feature of Market

Winnipeg.
FRUITS AND VEGETABLES.—California fruit continues to come in steadily and there was a good demand all week. Onions are rather scarce but supplies are

(Continued on page 53.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., June 25.—The wholesale trade in general has been very quiet last week. The general volume for June will be small. Small fruits moving according to season; strawberry demand and supply about equal. The crop was small and made smaller by drought. Fresh grass butter is now coming in freely from Alberta and wholesaling at 53c. Fresh eggs have gone up to 54c. The first carload full of cream cheese made in British Columbia reached Vancouver from Sardis last week. The quality is good, but the public look askance at the square boxes in which it is packed. Shortening is very scarce. Old potatoes are maintaining their prices, but new potatoes are down to 5½c a pound. Oranges are selling freely, as apples are cleaned up at \$8.25 a box. Lemons are at the unprecedented price of \$10 a box. A Japanese steamer arrived at the end of last week with small consignments of rice, beans, and peanuts, not enough to affect market to any extent.

VANCOUVER, B.C.:

| | |
|--|-------------|
| Sugar, pure cane, gran., 100 lbs. | 9 45 |
| Flour, war grade, Manitoba, per per bbl. in car lots | 10 85 10 95 |
| Rice, Siam, No. 1, per ton | |
| Do., Siam, No. 2 | 1 85 1 90 |
| Rice, China, 44 lb. mats, No. 1 .. | 1 90 1 95 |
| Do., No. 2 | 1 75 1 89 |
| Do., Japanese | 2 10 2 15 |
| Beans, Japanese, per lb. | 0 09 0 15 |
| Beans, B.C., white | 0 14½ 0 15 |
| Potatoes, per ton | 30 00 45 00 |
| Lard, pure, in 400-lb. tierces, lb. | 0 33 |
| Lard, compound | 0 29½ |
| Butter, fresh made creamery, lb. | 0 49 0 53 |
| Cheese, Canadian | 0 25¾ |
| Margarine | 0 34 |
| Eggs, new-laid, in cartons, doz. | 0 54 |
| Oranges, box | 8 25 |
| Lemons | 10 00 |
| Salmon— | |
| Sockeye, halves, flat case | 16 50 |
| Tall, case | 14 00 |
| Pinks, case | 8 25 10 25 |
| Cohoos | 11 00 13 00 |
| Chums | 7 50 9 00 |

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., June 25.—Arrowroot biscuits have advanced 3c a pound and sodas 2c. Sweet biscuits are 1c higher. Rolled oats are firm, with prospects for an advance. An advance of 2c a pound on butter is expected. Tomatoes 2½'s are quoted \$5.25 to \$5.50. Peameal backs are down 1c. Lard has declined

½c, and is now quoted at \$19.50 for 3's. Siam rice is quoted at \$8.50. China mats—No. 1, \$5.10; No. 2, \$4.70. Evaporated peaches, choice range, from 15c to 17c. Lemons are now \$12 a case. Lobster halves, \$3.50 to \$4; quarters, \$2.15 to \$2.49. Washboards, bluing and polishing creams, are all higher.

CALGARY:

| | | |
|---|-------|-------|
| Beans, small, Burma, lb. | 0 10 | 0 11 |
| Flour, 98s, per bbl. | 10 35 | |
| Molasses, extra fancy, gal. | 1 15 | |
| Rolled oats, 80s | 4 45 | 4 60 |
| Rice, Siam, cwt. | 8 50 | 9 50 |
| Rice, Japan | | 10 50 |
| Rice, China, per mat, No. 1 | 5 10 | |
| Do., No. 2 | 4 70 | |
| Tapioca, lb. | 0 15 | |
| Sago, lb. | 0 15 | |
| Sugar, pure cane, granulated, cwt. | 10 60 | |
| Cheese, No. 1, Ontario, large. | 0 24½ | 0 26½ |
| Butter, creamery, lb. | 0 45½ | 0 47 |
| Do., dairy, lb. | 0 35 | |
| Lard, pure, 3s, per case | 19 50 | |
| Eggs, new-laid, case | 10 00 | 11 00 |
| Candied peel, lemon, lb. | 0 30 | |
| Tomatoes, 2½s, standard case. | 5 25 | 5 50 |
| Corn, 2s, standard case | 5 60 | 5 90 |
| Peas, 2s, standard case | 4 00 | |
| Apples, gal., Ontario, case. | 2 80 | 3 00 |
| Strawberries, 2s, Ontario, case. | 6 50 | 6 80 |
| Raspberries, 2s, Ontario, case. | | |
| Apples, evaporated, 50s, lb. | 0 21 | |
| Apricots, evaporated, lb. | 0 24½ | |
| Peaches, evaporated, lb. | 0 15 | 0 17 |
| Peaches, 2s, Ontario, case | 4 75 | |
| Salmon, pink, tall, case | 9 50 | |
| Salmon, Sockeye, tall, case | 16 25 | |
| Do., halves | 17 00 | 18 25 |
| Potatoes, per ton | 33 00 | |
| Oranges, Valencias, case | 7 50 | 8 00 |
| Lemons, case | | 12 00 |

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., June 25.—Rain fell throughout Saskatchewan during the past week and the crops in many districts will be saved as a result. Following a long drought when the grain was threatened business is reported to be good. Leaf tobacco has advanced 20c per pound. Christie biscuits in some lines have advanced 6c per pound. Rolled oats bails are quoted at \$4.67, an advance of about 25c.

REGINA—

| | |
|-------------------------------------|-----------|
| Beans, small white Japans, bu. | 7 75 |
| Beans, Lima, per lb. | |
| Flour, standard, 98s | 5 20 |
| Molasses, extra fancy, gal. | 0 70 |
| Rolled oats, bails | 4 65 |
| Rice, Siam, cwt. | 9 25 |
| Sago and tapioca, lb. | 0 15½ |
| Sugar, pure cane, gran., cwt. | 10 25 |
| Cheese, No. 1 Ontario, large. | 0 25½ |
| Butter, creamery | 0 50 |
| Lard, pure, 3s, per case | 19 10 |
| Bacon, lb. | 0 47½ |
| Eggs, new-laid | 0 30 0 32 |
| Pineapples, case | 5 75 |
| Tomatoes, 3s, standard case. | 5 35 |
| Corn, 2s, standard case | 4 85 4 95 |
| Peas, 2s, standard case | 4 20 4 25 |
| Apples, gal., Ontario | 3 90 3 50 |
| Apples, evaporated, per lb. | 0 22½ |
| Strawberries, 2s, Ont., case | 6 30 |
| Raspberries, 2s, Ont., case | 6 85 |
| Peaches, 2s, Ontario, case | 4 65 |

| | |
|--|-------------|
| Plums, 2s, case | 2 40 |
| Salmon, finest sockeye, tall, case | 15 50 |
| Salmon, pink, tall, case | 9 00 |
| Pork, American clear, per bbl. | 40 75 41 00 |

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., June 25.—Frosts throughout New Brunswick during week have seriously affected the bean and buckwheat crops, and in some sections potatoes were touched. The grocery market is steady with practically no changes. The increasing scarcity of eggs is reflected in higher price, 36c to 37½c now being asked. Butter is more plentiful, dairy butter is off now to 38c to 40c. Texas onions are higher, and are quoted at \$3.25 to \$3.50 per case. Pineapples are off the market. Bananas are firm at 9c. The usual importations of early American vegetables are practically absent, transportation costs making prices almost prohibitive.

ST. JOHN, N.B.:

| | |
|--|-------------|
| Flour, No. 1 patents, bbls., Man. | 12 05 |
| Ontario | 12 05 |
| Cornmeal, gran., bbls. | 14 50 |
| Cornmeal, ordinary, bags | 3 80 3 90 |
| Molasses, extra fancy, gal. | 0 90 |
| Rolled oats, bbl. | 11 75 |
| Beans, yellow-eyed | 10 00 |
| Beans, Canadian, white | 9 50 |
| Rice, Siam, cwt. | 10 25 10 35 |
| Sago and tapioca, lb. | 0 18 0 19 |
| Sugar— | |
| Standard, granulated | 9 15 9 20 |
| No. 1 yellow | 8 65 8 70 |
| Cheese, N.B., twins | 0 25 |
| Eggs, case | 0 36 0 37 |
| Breakfast bacon | 0 40 |
| Butter, creamery, per lb. | 0 42 0 44 |
| Butter, dairy, per lb. | 0 38 0 40 |
| Butter, tub | 0 36 0 38 |
| Margarine | 0 32½ 0 33 |
| Lard, pure, lb. | 0 32 0 32½ |
| Lard, compound | 3 27½ |
| American clear pork | 60 00 63 00 |
| Beef, corned, ls | 4 25 |
| Tomatoes, 3s, standard, case | 5 40 |
| Raspberries, 2s, Ont. case | 6 20 |
| Peaches, 2s, standard case | 4 40 |
| Corn, 2s, standard case | 5 00 |
| Peas, standard, case | 4 00 |
| Apples, gal., N.B., doz. | 4 00 |
| Strawberries, 2s, Ont., case. | 6 20 |
| Salmon, Red, spring, cases | 15 00 |
| Pinks | 11 00 |
| Cohoos | 14 00 |
| Chums | 8 50 |
| Evaporated apples, per lb. | 0 18 0 19 |
| Peaches, per lb. | 0 19 |
| Potatoes— | |
| Native, barrel | 2 80 3 00 |
| Onions, Bermuda | 3 25 3 50 |
| Do., Texas | 2 75 3 00 |
| Lemons, Cal., Messina, case | 9 00 10 00 |
| Oranges, California, case | 6 00 9 00 |
| Grapefruit, case | 6 50 7 00 |
| Bananas, per lb. | 0 09 |

Brantford grocers report that an investigation shows that the cost of delivery for parcels in that city is from 14c to 15c.



PRODUCE AND PROVISIONS

Specializing in Butter and Eggs

Many Grocery Stores Have Built a Substantial Business on the Fact That They Supplied Fresher Butter and Eggs Than Their Neighbors, and Let the Public Know it

MANY a merchant has built up a good business not because he has been known to carry a generally superior stock, but because he is known to specialize in one or two lines, and to make a hobby of seeing that these few lines are kept up to the very peak of perfection. There is something that appeals to the public interest in any claim of specialization, and, therefore, many merchants have made capital out of this fact and have attained surprising success in taking one or two lines and keeping persistently before the public in advertising and dodgers and window cards, and through the personal efforts of the salesmen, that they are supplying a quality of article that can be obtained nowhere else.

Especially has this been the case with butter and egg sales, for these two articles lend themselves particularly to this type of campaign. They are articles in which the bulk of the public wants the best, and will not complain at paying for quality. Quality in butter and eggs is a tangible thing that they can understand. So it is that the store that can get a first-class quality of butter, and an assured supply of fresh clean eggs is in a position to build up a profitable business in these two lines.

Must Make Good on the Boast

The claims of the store, however, must be backed by the greatest of care to see that never for a moment is there any lowering of the quality, and to be sure beyond any shadow of a doubt that the eggs are strictly as advertised. It takes care to do this, but it is not by any means impossible, and the little extra care involved will work wonders in building a profitable business.

This type of campaign is a bid for the best type of trade in the locality, and a trade on which there is a substantial profit.

Many butter and eggs stores have made remarkable success, and usually they have done this by emphasizing the fact that they are specialists and therefore are competent to judge what is a high grade article in butter or eggs. Many grocers are taking advantage of this fact and by paying particular and personal attention to this part of their

business are building up a very profitable department.

One grocer who has developed quite a business in butter said that he attributed much of his success in this line not only to the fact that he handled the very finest butter he could buy regardless of price, but also to the way in which it was sold. Absolute cleanliness prevailed around the butter counter.

Every order was sold in such a way as to show customers that it was not possible for a speck of dirt or dust to get into the butter.

U. S. DOUBLES MEAT EXPORTS

During April 359,058,000 pounds of beef and pork products were exported from the United States to England, as compared with 161,000,000 pounds in April, 1917, and 43,700,000 pounds in April, 1914, before the war began. The total exports of meat products last April were therefore about 220 per cent. of exports in the same month last year and about 830 per cent. of those in April, 1914.

The Purest and Freshest of Butter and Eggs

TEMPTING fresh country eggs and pure meadow butter are what you crave for—but often fail to get. It is just as easy for the grocer to give you them as to supply the other kind—it is all a question of care in buying.

The grocer who values the good will and future trade of his customer, **AS WE VALUE YOURS**, selects his butter and eggs with care. We **GUARANTEE** every egg sold at this store and we use the pure, fresh butter on our own table every day.

Nothing can make you surer than that about our best in eggs and butter.

These are this week's prices:

.....
.....

BROWN & SON
10 MAIN STREET

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

THE market in eggs during the week has been one of many uncertainties. For some reason the available supply seems to be considerably less than the demand, and as a result buyers have been at the mercy of the producers. The natural effect of these conditions has been to send prices up. In the West conditions are easier, and arrivals of Western eggs, which are daily expected, will have a marked effect on the situation.

Butter also has been scarce during the week. June butter has gained a reputation that has made it strongly in demand for storage purposes, consequently only limited supplies have been available for current trade, with consequent advancing prices.

The provision market has been quiet during the week. The restrictions in the consumption of pork are having their effect, and the demand is lighter than usual, though the present is always a light season. Hams are very strong in price owing to difficulties in getting supplies.

Lard and shortening are in a fair market, orders being more numerous but light. Lard is slightly easier in price.

There is a constantly improving demand for fish. In the fresh water fish the demand is far in excess of the supply, but in sea fish supplies are plentiful and prices low, which, in conjunction with the campaign for increased consumption, has resulted in a very marked improvement in sales.

Demand for Hogs; Fair Run Expected

Montreal.

PROVISIONS.—The run of hogs has been light this week, and while there is not a great deal of change in price about 25c more per cwt. was paid than the highest quotation a week ago. The expected delivery for the next week or so is expected to improve and this will be ample to meet the demand, very probably, which is light. There is no change in the price of smoked meats but dry salt bacon is firmer, while roast hams are higher to 52 cents per pound. Trade conditions are good as far as most of the cured meats are concerned, the usual summer demand being manifest.

| | | |
|------------------------------------|-------|-------|
| Hogs, dressed— | | |
| Abattoir killed, small, 65-99 lbs. | 28 00 | 28 50 |
| Do., heavy, 225-275 lbs. | 26 00 | 26 50 |
| Hogs, live | 19 00 | 19 50 |
| Hams— | | |
| Medium, smoked, per lb. | 0 37 | 0 38 |
| Large, per lb. | 0 35 | 0 36 |
| Bacon— | | |
| Plain | 0 42½ | 0 43½ |
| Boneless, per lb. | 0 45½ | 0 46½ |
| Bacon— | | |
| Breakfast, per lb. | 0 43½ | 0 44 |
| Roll, per lb. | 0 33½ | 0 34½ |
| Dry Salt Meats— | | |
| Long clear bacon, ton lots. | 0 29 | 0 29½ |
| Long clear bacon, small lots. | 0 29½ | 0 30 |
| Fat backs, lb. | 0 29½ | 0 30 |
| Cooked Meats— | | |
| Hams, boiled, per lb. | 0 51 | 0 52 |
| Hams, roast, per lb. | | 0 52 |
| Shoulders, boiled, per lb. | | 0 46 |
| Shoulders, roast, per lb. | | 0 48 |
| Barrel Pork— | | |
| Canadian short cut (bbl.) | 60 00 | |
| Clear fat backs (bbl.) | 61 00 | |
| Short cut clear pork (bbl.) | 60 00 | |
| Bean pork (bbl.) | 54 00 | |
| Heavy mess pork (bbl.) | 55 00 | |

Enough Lard Here For Limited Demand

Montreal.

LARD.—While there is enough lard to meet the demand there is not a great deal of interest to the market. Smaller sales are effected than usual and the falling off is attributed to the government's regulations regarding the quantities which may be used. Prices have held without change but there would probably be some advance were the demand more nearly normal than it now is.

| | |
|----------------------------|-------|
| Lard, Pure— | |
| Tierces, 400 lbs., per lb. | 0 32 |
| Tubs, 60 lbs. | 0 32½ |
| Pails | 0 32½ |
| Bricks, 1 lb., per lb. | 0 34 |

Shortening Market Quiet and Unchanged

Montreal.

SHORTENING.—What applies to lard in the way of demand characterizes the shortening situation this week. The stocks in produce dealers' hands are fairly ample because of the reduced consumption and prices rule without change of any kind and these are as follows:

| | |
|----------------------------|------------|
| Shortening— | |
| Tierces, 400 lbs., per lb. | 0 26¼ |
| Tubs, 50 lbs. | 0 26¼ |
| Pails, 20 lbs., per lb. | 0 27 |
| Bricks, 1 lb., per lb. | 0 28 0 28½ |

Little Change in Margarine; Demand Limited

Montreal.

MARGARINE.—The reduced sale of

margarine by the retail trade has caused some of the wholesale houses to carry a smaller supply of margarine. Trading is confined to a smaller compass than usual and while prices are quite unchanged there is nothing of a firming inclination in any way.

Margarine—

| | | | |
|-----------------------------------|-------|-------|-------|
| Prints, according to quality, lb. | 0 29½ | 0 31½ | 0 34 |
| Bulk, according to quality, lb. | 0 28½ | 0 30½ | 0 31½ |

Many Ready Buyers For Butter Offerings

Montreal.

BUTTER.—Many large buyers have come into the market and paid enhanced prices for butter offered at the sales here during the past few days. This might be stated as somewhat unusual—to the extent at least that it has applied to the buying of the last couple of weeks. As a consequence the market is very strong and storing is going on actively. It was stated by one produce house to CANADIAN GROCER that at present prices there seemed to be a reflected desire on the part of farmers to make butter preferably than to sell their milk to the cheese factory. In any case they have their skimmed milk left and get a very excellent price for the cream when converted into butter. Little, if any butter, seems to be forwarded from the West. Prices are unchanged, but if supplies are picked up as at present there will naturally continue to be a firm market. Receipts to date this year show an increase of 12,845 packages over the same period a year ago.

Butter—

| | |
|------------------------------|-----------|
| Creamery prints (fresh made) | 0 46 |
| Creamery solids (fresh made) | 0 45 |
| Dairy prints, choice | 0 38 0 40 |
| Dairy, in tubs, choice | 0 37 |

Not So Much Cheese And Prices Are Steady

Montreal.

CHEESE.—Taking the totals for last year and comparing these with those to date for 1917 there is quite a decrease in the number of packages received in Montreal. To June 22 the receipts this year were 78,026 boxes, while last year they were 95,806, showing a decrease of 17,780. Trade conditions are fairly good and may be called seasonable.

Cheese—

| | |
|----------------------------|-------|
| Large, per lb. | 0 23¼ |
| Twins, per lb. | 0 24 |
| Triplets, per lb. | 0 24 |
| Stilton, per lb. | 0 27 |
| Fancy, old cheese, per lb. | 0 28 |

Egg Receipts Shorter Country Prices Up

Montreal.

EGGS.—As pointed out last week the country prices for eggs were firm and

this condition still obtains. As a matter of fact at some points as much as 40c per dozen was paid. This is probably the result of a much decreased production, and as it looks now there may be actual advances within the week as affecting prices to the trade. In the meantime these are held without revision but a very firm market characterizes the situation here. As showing the large decrease in receipts the figures for last year from May 1 to June 22 were 141,280 cases, while this year for the same period they were only 104,153 cases, a decline of over 37,000.

| | |
|----------------|------|
| Eggs— | |
| Selects | 0 45 |
| No. 1, candled | 0 40 |
| New-laid | 0 42 |
| No. 2 | 0 38 |

Good Sale for All Available Poultry

Montreal.

POULTRY.—Those having anything to sell in the way of either live or dressed poultry, ducks, broilers or turkeys can find a ready market for it at very satisfactory prices. There is a good demand from the consumer and it is a matter now of securing the supplies. These are none too plentiful but some broilers and ducks are coming to hand and this relieves the situation to some extent. Quotations are unchanged but the same are fully maintained and for good quality poultry favorable returns are assured.

| | | |
|-------------------------|-----------|-----------|
| | Live | Dressed |
| Young ducks, lb. | 0 45-0 50 | |
| Old ducks (fat) | 0 25 | |
| Old ducks (thin) | 0 15 | |
| Broilers, ¾ lbs., pair | 0 40-0 45 | |
| Turkeys (old toms), lb. | 0 28 | 0 38-0 38 |
| Turkeys (young) | | 0 40 |
| Geese | | 0 30 |
| Old fowls | 0 30-0 32 | 0 35-0 36 |
| Chickens (milk-fed) | | 0 39-0 40 |
| Roasting chicken | | 0 37 |

Fish Prices are Rather Unsettled

Montreal.

FISH.—The existing demand for fish is very good, but prices, due to the conditions of supply and demand are somewhat more unsettled than usual. Salmon, of the Gaspere variety, is higher and may go up as much as 5c per pound in the week. Heavy storms at various coastal fishing points have interfered with the catch in some instances. Lobster arrivals have declined somewhat of late and as a consequence prices have soared much. Haddock and cod are free at fair prices while mackerel meets a ready sale at unchanged prices. More enquiry is made for salt and pickled fish but sales have been few as yet.

| | | |
|---------------------------------|-------|-------|
| SMOKED FISH. | | |
| Haddies (fresh cured) | 0 12 | 0 13 |
| Haddies, fillet | 0 18 | 0 19 |
| Smoked herrings (med.) per box | 0 22 | 0 23 |
| Smoked cod | | 0 12 |
| Bloaters, per box 60/100 | 1 50 | 1 75 |
| Kippers, per box 40/50 | 1 75 | 2 15 |
| SALTED AND PICKLED FISH. | | |
| Haddock (per bbl.), 200 lbs. | | 11 00 |
| Herring (Labrador), per bbl. | 12 00 | 12 50 |

| | |
|---|-------|
| Herring (Labrador), ½ bbls. | 6 75 |
| Herring, No. 1 lake (100-lb. keg) | 5 25 |
| Salmon (Labrador) per bbl. | 24 00 |
| Do., tierces | 33 00 |
| Salmon (B.C. Red) | 26 00 |
| Sea Trout, red and pale, per bbl. | 19 00 |
| Sea trout (½ bbls.) | 10 00 |
| Green Cod, No. 1, per bbl. (med.) | 15 00 |
| Green Cod (large bbl.) | 16 00 |
| Green Cod (small), bbl. | 12 00 |
| Mackerel, No. 1, per bbl. | 25 00 |
| Mackerel (½ bbls.) | 13 50 |
| Codfish (skinless), 100-lb. box | 12 50 |
| Codfish, 2-lb. blocks (24-lb. case) | 0 17 |
| Codfish (Skinless), blks. "Ivory" Brd., lb. | 0 15 |
| Codfish, boneless, lb. (according to package) | 0 14 |
| Codfish, Shredded, 12-lb. box | 2 20 |
| Eels, salted | 0 12 |
| Pickled turbot, new, bbls. | 13 00 |
| Do., half barrels | 7 00 |
| Cod, boneless (20-lb. boxes), as to grade | 0 14 |
| Cod, strip (30-lb. boxes) | 0 17 |
| Cod, dry (bundles) | 12 00 |

SHRIMPS, LOBSTERS

| | |
|---------------------------------|-------|
| Lobsters, medium and large, lb. | 0 35 |
| Lobsters (boiled), lb. | 0 25 |
| Prawns, lb. | 0 30 |
| Shrimps, lb. | 0 30 |
| Scallops, per gallon | 4 00 |
| Oysters— | |
| Ordinary, gal. | 2 50 |
| Cape Cod shell oysters, bbl. | 14 00 |
| 5 gal. (wine) cans | 12 50 |
| 1 gal. (wine) cans | 2 50 |
| 1 gal. (wine) cans | 2 25 |
| Oyster pails (pints), 100 | 1 50 |
| Oyster pails (quarts), 100 | 2 10 |
| Clams, med., bbl. | 10 00 |

FRESH FROZEN SEA FISH

| | |
|---------------------------|-------|
| Herring, large sea, lb. | 0 09 |
| Herring, frozen lake, lb. | 0 06 |
| Halibut | 0 19 |
| Halibut (medium) | 0 20 |
| Haddock | 0 08 |
| Mackerel | 0 12 |
| Cod—Toms | 3 00 |
| Cod steak, fancy, lb. | 0 91½ |
| Salmon, Red. | 0 19 |
| Salmon, Gaspe | 14½ |
| Salmon, vaale | 15 |
| Salmon, Gaspere | 26 |

FRESH FROZEN LAKE FISH

| | | |
|-------------------|-------|-------|
| Pike, lb. | 0 09½ | 0 10 |
| Perch | 0 12½ | 0 13 |
| Whitefish, lb. | 0 12½ | 0 13 |
| Whitefish (small) | 0 09½ | 0 12½ |
| Lake trout | 0 18 | 0 20 |
| Eels, lb. | | 0 12 |
| Doree | 0 12½ | 0 13 |

FRESH FISH

| | | |
|---------------------------|-------|-------|
| Barbotte | 0 14 | 0 15 |
| Haddock | 0 06½ | 0 07 |
| Steak cod | 0 11 | 0 12 |
| Market cod | 0 06½ | 0 07 |
| Carp | 0 09 | 0 10 |
| Dore | 0 16 | 0 17 |
| Lake trout | 0 19 | 0 20 |
| Brook trout | 0 35 | 0 37 |
| Pike | 0 12 | 0 13 |
| B. C. Salmon | 0 26 | 0 28 |
| Salmon (Gaspere) | 0 22 | 0 24 |
| Gaspereaux, lb. | | 0 06 |
| Gaspereaux, each | | 0 04½ |
| Gaspereaux herring (100) | 3 50 | |
| Western Halibut | 0 22 | 0 23 |
| Eastern Halibut (chicken) | | 0 18 |
| Eastern Halibut (med.) | | 0 22 |
| Flounders | 0 09 | 0 10 |
| Perch | 0 09 | 0 10 |
| Bullheads | | 0 15 |
| Whitefish | 0 18 | 0 19 |
| Whitefish (small) | 0 09 | 0 09½ |
| Eels | | 0 14 |
| Mackerel, lb. | 0 11 | 0 12 |
| Smelts, No. 1 | 0 18 | 0 19 |
| Smelts, No. 2 | 0 11 | 0 12 |
| Smelts, No. 1 large | | 0 24 |
| Shad | 0 12 | 0 13 |

Prov. Market Quiet; Hams Range Higher

Toronto.

PROVISIONS.—There has been a quiet trade in provisions during the week. The Canada Food Board restrictions have beyond a question had their effect in curtailing the consumption of

many of these lines. There has been a fair offering in live hogs during the week for this time of year.

There has been a decided scarcity in hams, and as a result they are showing a firmer tendency.

| | |
|---|-------------|
| Hams— | |
| Medium | 0 37 0 39 |
| Large, per lb. | 0 34 0 35 |
| Bacon— | |
| Plain | 0 42 0 44 |
| Boneless, per lb. | 0 45 0 48 |
| Bacon— | |
| Breakfast, per lb. | 0 39 0 43 |
| Roll, per lb. | 0 34 |
| Wiltshire (smoked sides), lb. | 0 36 0 38 |
| Dry Salt Meats— | |
| Long, clear bacon, lb. | 0 29 0 31 |
| Fat backs | 0 32 |
| Cooked Meats— | |
| Hams, boiled, per lb. | 0 52 0 54 |
| Hams, roast, without dressing, per lb. | 0 48 0 51 |
| Shoulders, roast, without dressing, per lb. | 0 45 0 47 |
| Barrel Pork— | |
| Mess pork, 200 lbs. | 54 00 56 00 |
| Short cut backs, bbl., 100 lbs. | 60 00 62 00 |
| Pickled rolls, bbl., 200 lbs. | 56 00 58 00 |
| Hogs— | |
| Dressed, 70-100 lbs. weight | 28 00 29 50 |
| Live, off cars | 18 25 |
| Live, fed and watered | 18 00 |
| Live, f.o.b. | 17 25 |

Business In Lard Improving; Stocks Clearing Up

Toronto.

LARD.—The demand for lard has been more active than has been the case for some time past. The improved condition is probably due to the cleaning up of stocks and to the consequent return of many buyers into the market. While the business is improving, it is largely in the number of orders rather than in their bulk, buyers evidently being contented to purchase in a hand-to-mouth fashion.

Lard, pure, tierces, 50 lbs., lb. 0 29¼ 0 29¾
In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Shortening in Good Demand; No Change in Price

Toronto.

SHORTENING.—There has been an improvement noted in the demand for this commodity during the week, but no price changes have occurred.

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

Margarine Market Fair No Price Changes

Toronto.

MARGARINE.—There has been no change in the prices quoted on margarine during the past week; the demand has been fair. The prices quoted are as follows:

| | | |
|--------------------------------------|--------|--------|
| Margarine— | | |
| 1-lb. prints, No. 1 | \$0 32 | \$0 33 |
| Do., No. 2 | 0 30 | 0 31 |
| Do., No. 3 | 0 27 | 0 28 |
| Solids, 1c per lb. less than prints. | | |

Butter Price High Available Supply Light

Toronto.

BUTTER.—The Dairy Commission put the price of butter at 43½c. At this basis butter should be bought in the country at 42½c. This has not been found possible, however, prices at country points ranging from 43c to 43½c. Supplies for immediate consumption are comparatively light, owing to the fact that June butter is in favor for storing, and consequently much of the available supply is being put in storage. Prices to the trade are as follows:

| | | |
|-----------------------------|------|------|
| Creamery prints, fresh made | 0 45 | 0 47 |
| Creamery solids, fresh made | 0 45 | 0 46 |
| Dairy prints, choice, lb. | 0 39 | 0 40 |
| Dairy prints, lb. | 0 35 | 0 37 |

Eggs Advance Sharply Western Stocks Coming

Toronto.

EGGS.—There is an unusually erratic market in eggs. There is an exceptionally strong demand and seemingly a small production. Everything has been in the sellers' favor and prices have been advancing daily.

Western eggs are now en route to this market. These are cheaper in price and at the same time somewhat poorer in quality than the local eggs. This fact may have the effect of checking consumption to some extent.

| | | |
|----------------------|------|------|
| Eggs— | | |
| New-laid, in cartons | 0 45 | 0 47 |
| Do., loose, doz. | 0 43 | 0 44 |

Poultry Slightly Easier Demand Good

Toronto.

POULTRY.—There is a fair demand for poultry at present. Some minor changes in a downward direction are noted, but in the main there has been very little variation in prices.

Prices paid by commission men at Toronto:

| | Live | Dressed |
|--------------------------------|-----------|-------------|
| Ducks | \$ -30 30 | \$ -30 - 35 |
| Turkeys | 0 25-0 28 | 0 30-0 35 |
| Roosters | 0 24-0 25 | |
| Hens, over 5 lbs. | 0 28-0 29 | 0 31-0 32 |
| Hens, under 5 lbs. | 0 25-0 28 | 0 27-0 31 |
| Chickens, Soring | 0 50 | 0 50 |
| Squabs, dozen | 4 50 | |
| Prices quoted to retail trade: | | |
| Hens | 0 28 | 0 35 |
| Chickens, Spring | 0 60 | 0 70 |
| Ducks | 0 30 | 0 34 |
| Turkeys | 0 36 | 0 40 |

Cheese Fairly Active; Prices Steady

Toronto.

CHEESE.—There is a fair movement in cheese, according to the report of the trade during the past week. Prices hold at unchanged figures.

| | | |
|---|------|------|
| Cheese— | | |
| New, large | 0 23 | 0 24 |
| Old, large | 0 24 | 0 25 |
| Stilton (new) | 0 26 | 0 27 |
| Twins, ¼ lb. higher than large cheese. Trip-lets ½c lb. higher than large cheese. | | |

Fish Demand Reaches Record Figure

Toronto.

FISH.—There is a constantly growing demand for fish of all kinds. Public interest in fish as a food is evidently increasing, and sales at present are in many varieties the heaviest on record. Sea fish are plentiful, and are selling well due probably to the fact that it is the one line of food where the prices remain practically as before the war. Lake fish is not plentiful enough to meet the demand, which is very keen.

SMOKED FISH.

| | | |
|---------------------------------|------|------|
| Haddies, per lb., new cured | 0 12 | 0 13 |
| Chicken haddies, lb. | 0 11 | 0 12 |
| Haddies, filets, per lb. | 0 15 | 0 17 |
| Kippered herrings, per box | 1 75 | 2 00 |
| Digby herring, skinless, 10-lb. | | 2 25 |

PICKLED AND DRIED FISH.

| | |
|--------------------------------------|------------|
| Acadia cod, 20 1-lb. blocks | 3 40 |
| Acadia cod, 12-2-lb. blocks | 4 25 4 50 |
| Strip cod, lb. | 0 12 0 16 |
| Quail on toast, 24 1-lb. blocks, lb. | 0 12½ 0 13 |
| Skinless cod, 100-lb. boxes, lb. | 0 11 0 12 |
| Halifax shredded cod, 24s. | 2 20 |
| Salt Mackerel, kits, 20 lbs. | 3 00 |
| Labrador salt herring, barrels | |
| Do., half barrels | 5 50 6 00 |
| Herring, pickled, keg 100 lbs. | 6 00 |

FRESH SEA FISH

| | |
|----------------------------|------------|
| Brills, dressed, lb. | 0 10 |
| Cod, steak, lb. | 0 09 0 10 |
| Do., market, headless, lb. | 0 09 |
| Flounders, lb. | 0 08 0 10 |
| Flukes | 0 15 |
| Halibut, medium, lb. | 0 21 0 22 |
| Do., chicken, lb. | 0 20 0 21 |
| Do., large | 0 20 0 21 |
| Haddock, lb. | 0 06½ 0 08 |
| Herring, lb. | 0 05½ 0 06 |
| Mackerel | 0 11 0 13 |
| Plaice, dressed, lb. | 0 10 |
| Soles, dressed, lb. | 0 10 |
| Salmon, Red Spring, lb. | 0 25 |

FRESH LAKE FISH

| | | |
|----------------|------|-------|
| Herring, lb. | 0 08 | 0 08½ |
| Trout, lb. | 0 14 | 0 16 |
| Whitefish, lb. | 0 15 | 0 16 |

Ontario Government Fish

| | |
|-----------|-------|
| Herring | 0 08½ |
| Mullets | 0 05 |
| Pickeral | 0 11½ |
| Pike | 0 09 |
| Sturgeon | 0 20 |
| Trout | 0 11½ |
| Whitefish | 0 11½ |

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

Live Hogs Advance Due to Competition

Winnipeg.

PRODUCE AND PROVISIONS.—Heavy competition sent prices on last week on live hogs up to 18½c after low prices during the week. This high price is not expected to hold. The provision market showed very little change.

Eggs.—Prices on fresh eggs remained steady at 29c.

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

| | | |
|------------------------------------|-------|-------|
| Compound— | | |
| Tierces | 0 25½ | |
| Tubs, 50s, net | 12 87 | |
| Pails, 20s, net | 5 40 | |
| Cheese— | | |
| Ontario, large fresh | 0 24 | 0 24½ |
| Manitoba, large fresh | | 0 23½ |
| Butter— | | |
| Fresh made creamery, No. 1 cartons | | 0 45 |
| Fresh made creamery, No. 2 | | 0 43½ |
| Margarine | 0 31 | 0 32 |
| Eggs, fresh, doz. | | 0 29 |

WEEKLY MARKET REPORTS

(Continued from page 48.)

now coming in steadily. The lettuce supply is nearly done, but the local grown article is now coming on the market.

| | | |
|--|-------|-------|
| Santa Clara Prunes— | | |
| 90-100s, 25-lb. boxes, per lb. | 0 10 | |
| 80-90s, 25-lb. boxes, per lb. | 0 10½ | |
| 70-80s, 25-lb. boxes, per lb. | 0 11½ | |
| Apples— | | |
| Choice, 50-lb. boxes, lb. | 0 17½ | |
| Pears, choice, 10-lb. bxs., faced, lb. | 0 16 | |
| Wax Beans, hamper | 4 00 | |
| Green Beans, hamper | 4 00 | |
| Cucumbers, doz. | 3 00 | |
| Asparagus, doz. | 1 50 | |
| Cabbage, lb., local | 0 04 | |
| Potatoes, Albertas | 1 00 | |
| Potatoes, new, lb. | 0 04 | |
| Beets, with heads on, hampers | 2 00 | |
| Carrots, with heads, hampers | 2 00 | |
| Head Lettuce, Texas | 1 50 | 2 00 |
| Turnips, cwt. | 2 00 | |
| Tomatoes, Mississippi, crate | 3 00 | |
| Onions, Valencias, lb. | 0 04 | |
| Onions, silvers and yellows | 2 25 | |
| Radishes, doz. | 0 65 | |
| Parsley, imported, doz. | 0 75 | |
| Shallots, doz. | 1 00 | |
| Fruits— | | |
| Apples, box | 4 00 | 5 00 |
| Oranges | | 9 00 |
| Lemons, Cal. | | 9 50 |
| Bananas, lb. | | 0 08½ |
| Cherries, box | | 4 00 |
| Grapefruit, case | | 6 50 |
| Strawberries, Hood River | 5 50 | 6 00 |
| Pineapples, case | | 5 50 |
| Cantaloupes, crate of 45 | | 10 00 |

Rolled Oat Market Weak; Feeds in Heavy Demand

Winnipeg.

ROLLED OATS.—The market is still weak, there being very little demand and millers are having difficulty in disposing of their stock.

FLOUR AND FEED.—There is a big demand for feed but the supply continues small. The flour situation is unchanged and millers continue to boost the sale of white corn flour.

| | | |
|--|------|-------|
| Govt. Standard Flour— | | |
| Cash carload price | | 10 50 |
| To bakers and flour and feed dealers | | 10 50 |
| To storekeepers paying cash or 30 days, ton lots | | 10 60 |
| Do., less than ton lots | | 10 70 |
| Cereals— | | |
| Rolled oats, 80s | 4 00 | 4 30 |
| Rolled oats, pkgs., family size | | 5 65 |
| Cornmeal, 98s | | 5 60 |
| Oatmeal, 98s | | 5 50 |
| Feeds— | | |
| Bran, per ton | | 30 80 |
| Shorts, per ton | | 35 80 |
| Barley— | | |
| Pearl, 98-lb. bags, per bag | | 7 25 |
| Pot, 98-lb. bags, per bag | | 5 15 |
| Beans— | | |
| Lima, Manchurian | | 0 17 |
| Fancy white, bushel | | 6 50 |
| Peas— | | |
| Split, 98-lb. bags, per bag | | 10 55 |
| Whole, yellow, soup, 2 bush. bags, bush. | 4 50 | 5 00 |
| Whole, green, lb. | | 0 11½ |

Brantford Equipment saves you money



Brantford
Scale
Agate Bearing

At the left we show you

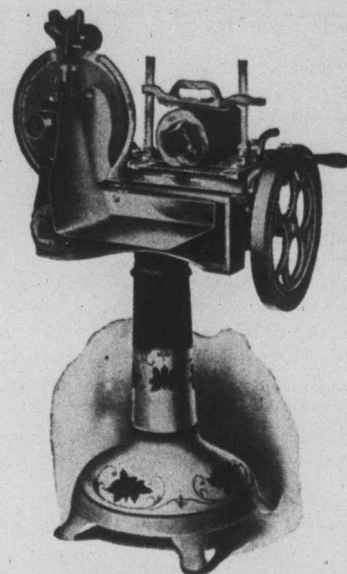
The Brantford Scale

—a necessity to the well-being of your business. Eliminates the guess-work. Strictly sanitary. Absolutely dust-proof. Fool-proof as well. Working parts are all enclosed.

Then at the right we have

The Brantford Meat Slicer

This good-looking Slicer will make your cooked meat department more profitable. It will cut quickly and evenly. Never a waste particle. Ball-Bearing Crucible Gears, Automatic Sharpening Device and Quick Interchangeable Trays.



Brantford Meat Slicer
Ball Bearing and Crucible
Steel Gears

The

Brantford Computing Scale Co.

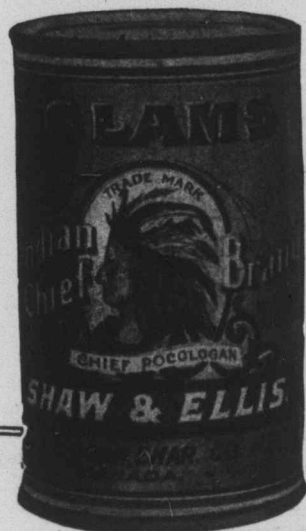
BRANTFORD, CANADA

LIMITED

16 Notre Dame E., MONTREAL

386 King Street, W., TORONTO

280 Main Street, WINNIPEG



Help Conserve Our Meat Supplies

“INDIAN CHIEF” BRAND CLAMS

offer your customers a dandy substitute—a sweet, pure, wholesome fish food that represents sensible meat substitution in its most economical and practical form.

You cannot recommend a better sea food than Indian Chief Brand Clams. They will open up on your customer's table just as sweet and just as fresh as the day they were taken from the clam beds.

Remind your trade, too, that Indian Chief Brand Clams are ready cooked. Heating to a simmer makes them ready to serve—a fact that will appeal to both the restaurant trade as well as to the housewife.

Make Indian Chief Brand Clams a leader in your fish department. It will pay you.

Shaw and Ellis, Pocologan, Charlotte Co., N.B.

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

For the Luncheon Table and the Picnic Hamper

*—these seasonable lines will bring you
good business and are easily handled.*

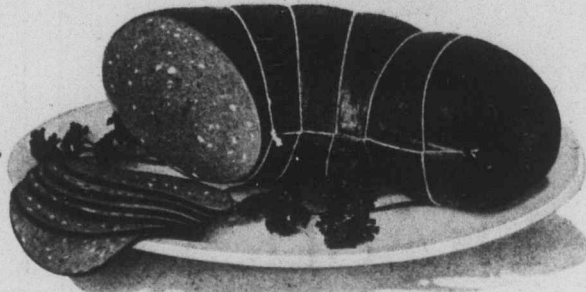
YOU will find Davis Quality Bologna an excellent selling line to feature on your provision counter during the summer months.

The two varieties illustrated make real cold luncheon treats, and, being firm, slice well and evenly for sandwiches for the picnic basket.

We guarantee all our bologna to contain **no artificial coloring whatsoever**. The appetising appearance of the product is due solely to its being smoked over hickory fires, which process adds also to the appetising delicacy of its flavor.

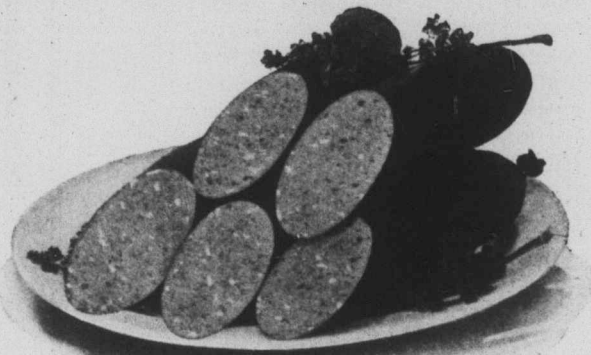
Davies Quality Bologna is manufactured under Government inspection, and is a product which will help you to maintain a steady, even trade during what would otherwise be a "slack" season.

Let us ship you a trial order
—this week!



Davies Quality Thick Bologna

A delicious cold luncheon sausage for slicing, and excellent for sandwiches. It is prepared from choice pork and beef, seasoned with the best condiments, and makes a most tempting product, inviting in appearance and appetizing in taste. Moreover, it has always proved an excellent seller.



Davies Quality Ham Bologna.

Always a popular dish for the summer months. These delicious Bologna Sausages are made from choice pork and beef, filled in beef middle casings, and make a delightful cold luncheon treat. They're fine for sandwiches, too.

THE DAVIES COMPANY
WILLIAM DAVIES LIMITED
TORONTO

MONTREAL

Canada Food Board Packer's License No. 13-50

HAMILTON

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



Give your customers BRUNSWICK BRAND

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

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

Replenish your supplies from this list:

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

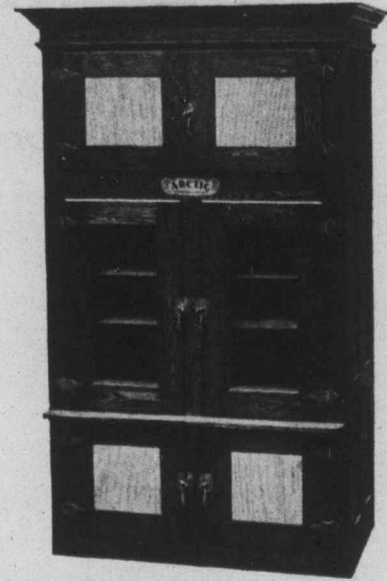


Connors Bros., Ltd.
BLACK'S HARBOR, N.B.

This Summer you'll need an "Arctic" Refrigerator

Don't take chances on the security of that stock of perishables. Their proper preservation is vitally important—doubly so now because of the present food situation. The "Arctic" eliminates the element of risk absolutely. Perfect security, ideal display, small ice expense—that's the "Arctic" Refrigerator.

Let us send you the "Arctic" catalogue with full illustrated information on this complete line of dependable refrigerators.



John Hillock and Company
TORONTO

HEINZ

Canadian-American Food Products.

57 VARIETIES

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

Distributing Warehouses in Canada:
TORONTO MONTREAL

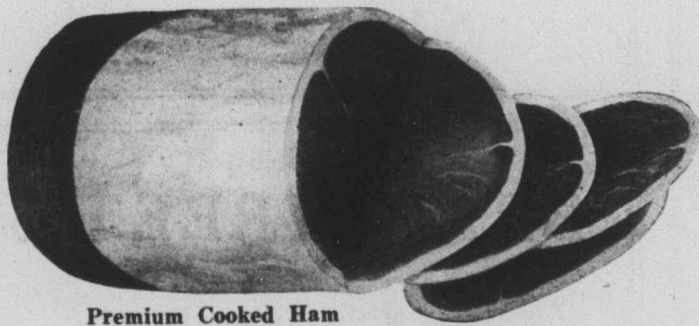
Canadian Distributing Agencies:

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



For Your Customers' Summer Table

"These Swift lines are just ideal during the hot weather"



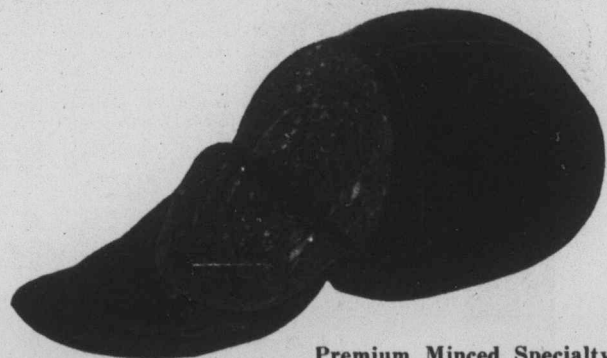
Premium Cooked Ham

THAT'S the opinion of every good housewife regarding these high grade products.

They like Swift's. Swift's Quality wins their confidence and keeps them coming regularly to the store featuring these high class Summer lines.

IN city home or summer cottage, at the picnic or the outing party, Swift's Cooked Meats and Specialties are appreciated above all others.

Show these Summer sellers in your displays. Show them regularly and you'll win extra trade and better profit.



Premium Minced Specialty

Swift Canadian Co.

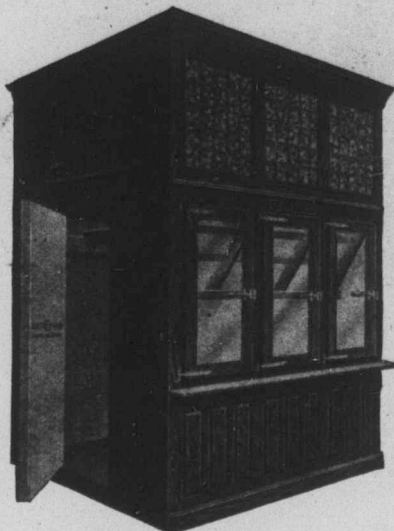
Limited

TORONTO WINNIPEG EDMONTON

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

YOU WANT TO WIN THE WAR?

Then save the ice. Ice costs money. Look into
FREEMAN'S Dry Air REFRIGERATOR



Dry Air means better storage. Better storage better meats. Good Meats mean better trade. Better Trade means Bigger Business, Bigger Profits. This is what the merchant of to-day is looking for. We can help you in this line. ASK FOR A CALL. Buying a cheap refrigerator to save money is like stopping the clock to save time. Write for a catalogue, which will contain a full line AND GROCERS

of different styles for BUTCHERS

Manufactured by
The W. A. Freeman Co., Limited
Hamilton, Ont.

TORONTO—114 York Street, near King.
MONTREAL—D. H. H. Neil, 16 Notre Dame St. Uptown 8547.

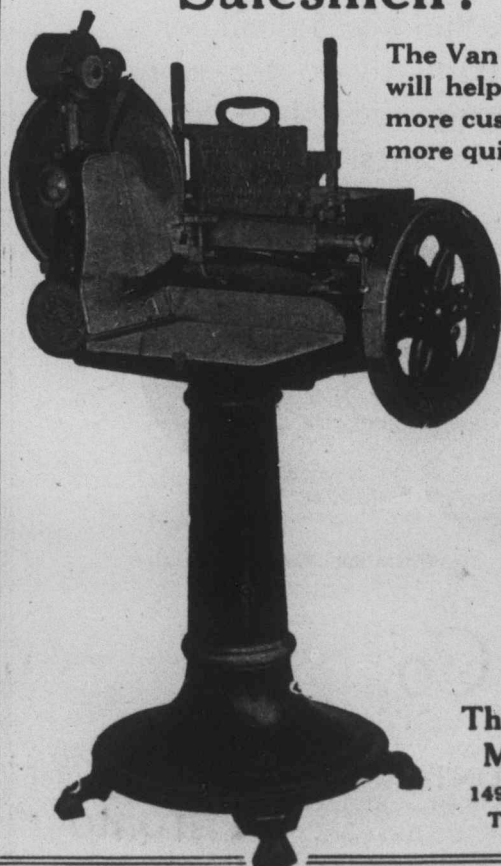
Back Bacon

Skinned Backs
Boned Backs
Backs in Casings
Sugar Cured, Mild and Sweet.

These furnish a delightful change from Ham and Bacon.

F. W. FEARMAN CO.
Limited
HAMILTON

Salesmen!



The Van Berkel will help you serve more customers more quickly

The Van Berkel Meat Slicer brings the service in the cooked meat department up to the 100% efficiency mark.

It saves money, time and worry. The Van Berkel will cut the meat down to the very last crumb and cut it in any thickness desired.

The name "Berke's Improved Patent" guarantees the real slicer.

The Hobart Mfg. Co.
149 Church St.
TORONTO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

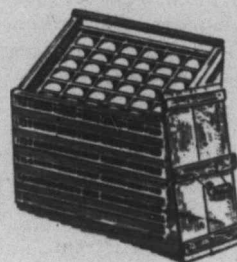
| | | |
|-----------------|-----------------|----------------|
| Calgary, Alta. | Ottawa, Ont. | Montreal, Que. |
| Edmonton, Alta. | St. John, N.B. | Quebec, Que. |
| Halifax, N.S. | Vancouver, B.C. | Toronto, Ont. |
| London, Ont. | Victoria, B.C. | Winnipeg, Man. |
| | Hamilton, Ont. | |

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager
TORONTO, CANADA. Western Canada

EGG CASE FILLERS and EXTRAFLATS

For
30 Doz.
Egg
Cases



And
12 Doz.
Egg
Crates

The 12 Dozen Crate

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

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

RELEG

Agents Wanted



We want live grocers in every community to display and push RELEG—the very best Egg substitute.

Releg is certain to make good. Eggs are expensive and the housewife is certain to appreciate a perfect egg such as is offered her here.

Just $\frac{1}{4}$ teaspoonful of Releg dissolved in a tablespoonful of hot water is equivalent to one egg, in your baking.

Order a stock to-day and give it a thorough trial.

RELEG COMPANY, Regd.

34 King Street, Quebec, Canada

BLACKWOOD'S

Aerated Waters

THE Western people are rapidly finding out what excellent beverages our Aerated Waters are; they have found their way into ice boxes of thousands of homes.

They have a life and snap that is invigorating, and a purity that is a safe thirst quencher on a hot day.

Are good in any season, enjoyable at any hour.

All good grocers sell them by the case, or at Fountains, Clubs, and Cafes.

Blackwood's Limited
WINNIPEG

GET THE FARMER'S VIEW

HON. GEO. BROWN'S 300 SHORTHORNS, headed by the 4th Duke of Clarence, as told by John Clay, the veteran head of several livestock interests in the United States, opens up a series in the June 15th issue of **FARMERS' MAGAZINE**. These recollections by Mr. Clay are masterpieces and will carry all the interest of their old times.

IN PRAISE OF SLAVERY, by Peter McArthur, is a satirical thing that everyone will read with pleasure. It is not the Gadsby kind with its odor of sanctity and its pungent jibes, but in Peter's best style. This appears in **FARMERS' MAGAZINE** for July 1st. Peter McArthur is now a regular contributor.

IN THE GERMAN PRISON CAMP, by Capt. J. E. Lattimer, an Ontario farmer and district representative who was taken prisoner at Zillebeke, was shot in the head, lay for a few hours in a shell hole and later was taken by the Germans to Stuttgart and then to successive camps. This story is told in the July 1st **FARMERS'**. The ex-soldier on the land follows this article and has a wealth of information in it.

CANADA'S FARMS ELECTRIFIED. The way in which the white coal can be utilized in farming, either from the Falls, from a local waterfall, or from the gasoline engine system—all are completely told in actual stories in the July 1st issue.

FARMERS' MAGAZINE is a real, live journal—leading all farm papers in point of enterprise and pithiness. Here are a few of the contributors:

PETER McARTHUR
JOHN CLAY
HENRY G. BELL
DR. HELEN MACMURCHY
MISS ETHEL M. CHAPMAN
D. J. LAMONT
JUSTUS MILLER
A. R. KENNEDY

CAPT. J. E. LATTIMER
J. ERNEST PLACE
COL. J. B. MACLEAN
W. C. WOOD, B.A.
WM. HAMAR GREENWOOD
JAS. E. POOLE
J. W. TYSON
DR. C. A. ZAVITZ

Besides there are 18 departments of farm work where experts talk and real information on editorial pages are features.

Get into the habit of having your table make a selection of the really good farm journals—tell your neighbors about it and so be in the current of real farm citizenship.

One dollar a year. Order it from

The MacLean Publishing Co., Ltd. 143 University Avenue Toronto



Have you
**ROSE'S
LIME JUICE**
on display today?

The quality reputation it established half a century ago and which made it the people's favorite then has since been constantly maintained.

So that Rose's Lime Juice is to-day the choice of the discriminating just as it was 50 years ago.

Still at pre-war prices—

HOLBROOK'S
Imported
**WORCESTERSHIRE
SAUCE**

Delicious and customer-pleasing. A sure profit-maker.

The following are also quick movers: Imported English Malt Vinegar, Sardines, French Olive Oil and Custard Powders, any flavor.

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

Your Questions Answered

Any information you desire on matters pertaining to the trade will be gladly furnished FREE upon application and will be answered through the columns of this paper. If you enclose a stamped, addressed envelope we will also reply direct to you. Don't hesitate to ask us. We will do our best.

==
CANADIAN GROCER
143-153 UNIVERSITY AVE.
TORONTO

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the livest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.



ECONOMICAL Food Dessert

Junket Tablets are advertised in the leading Magazines and Journals for making economical food desserts with great possibilities for variety. And Junket is wholesome and delicious! All physicians and nurses have long known and used

Junket

MADE with MILK

This great number of uses provides many sales — in almost every home.

Can you afford to be without this product? Will you say you haven't it when asked to supply Junket Tablets?

Get acquainted with the 10-Tablet package that retails at 12c, with a good profit. Ask your jobber, or write.

Chr. Hansen's
Canadian Laboratory
Toronto, Canada





Barnes

Pure Concord Grape Juice

is a line of quality that every good grocer can display with every likelihood of big sales and increased profits.

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

A Grand Egg Substitute

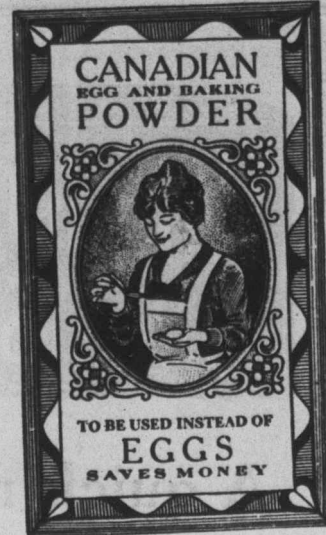
Your customers will be delighted to know what delicious cakes and pastry can be made by using

CANADIAN EGG & BAKING POWDER

instead of eggs

Eggs are an expensive ingredient in cake making that the good housewife will be glad to eliminate when she knows what excellent results Canadian Egg and Baking Powder produces.

Try a little display of this egg substitute.

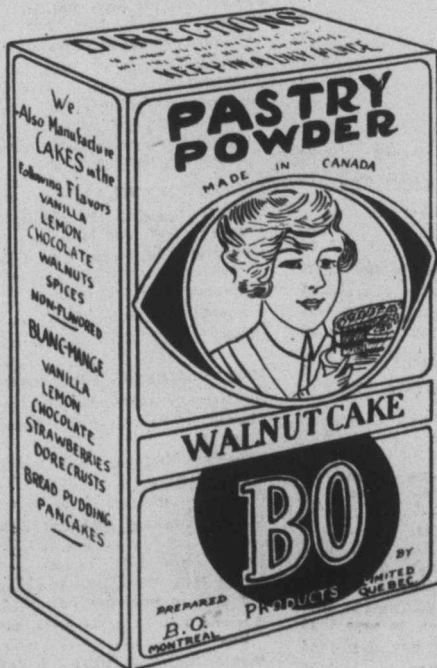


The ECONOMICAL MILL

817 Laurier Ave., Montreal

AGENTS

Robt. Gillespie Co., Winnipeg and Vancouver.
Johnston Brokerage & Drayage Co., Sherbrooke, Que.



DIRECTIONS

Pour the contents of this box in a dish and add one tablespoonful of melted butter and enough milk to make a regular cake dough. Put immediately in the oven. This powder is prepared with the purest ingredients and will give you perfect results, economically and without trouble.

Cash in on the Economy Campaign

by featuring a line that enables the housewife to make tasty, dainty cakes without Flour, Eggs or Sugar.

B.O. PASTRY POWDER

make this possible. A small quantity of the powder, a little milk and butter will make cakes good enough to please the most critical.

No other ingredients necessary.

B.O. Pastry Powders come in these flavors: Vanilla, Lemon, Chocolate, Walnut, Spices and Non-flavored as well.

When you are ordering a supply ask about the following "ready" products: Pancakes, Bread Pudding, Dore Crust, Blanc Mange (four flavors).

Help your customers economize by featuring the B.O. Products.

B.O. PRODUCTS, LIMITED QUEBEC

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



A quick mover

There is not the slightest doubt about the easy-selling, money-making merits of Wonderful Soap. Its record is well established.

Be one of those grocers whose sales and profits are constantly being strengthened by a good display of Wonderful Soap.

Guelph Soap Company
GUELPH, ONTARIO



The Canadian Salt Without a Fault

If you wish to impress on a customer the fact that some one article in your store is pure, you can't make a stronger comparison than to say, "It is as pure as Windsor Salt."

Windsor Salt has probably been used in her home for years.

Windsor Table Salt
THE CANADIAN SALT CO. LIMITED

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$€5 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

| Size | Less than 10-case lots | Per doz. |
|--------|------------------------|----------|
| Dime | \$ 1 15 | |
| 4-oz. | 1 65 | |
| 6-oz. | 2 45 | |
| 8-oz. | 3 10 | |
| 12-oz. | 4 65 | |
| 16-oz. | 5 90 | |
| 2½-lb. | 14 60 | |
| 5-lb. | 27 35 | |

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

JAMS

DOMINION CANNERS, LTD.

"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 | \$3 00 |
| Currant, Black | 3 20 |
| Plum | 2 90 |
| Pear | 2 90 |
| Peach | 2 90 |
| Raspberry, Red | 3 30 |
| Raspberry and Red Currant | 3 00 |

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

| | Per doz. |
|------------------------------|----------|
| ½ Pts. Delhi Epicure | \$1 75 |
| ½ Pts., Red Seal, screw tops | 1 40 |
| Pts., Delhi Epicure | 2 75 |
| Pts., Red Seal | 1 90 |
| Qts., Red Seal | 2 85 |
| Qts., Lynn Valley | 2 75 |

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

| | Per doz. |
|---|----------|
| Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case | \$0 95 |
| 1's Baked Beans, Flat, Plain, 4 doz. to case | 1 15 |
| 1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case | 1 25 |
| 1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case | 1 35 |
| 1½'s (20-oz.) Plain, per doz. | 1 65 |
| Tomato or Chili Sauce | 1 90 |
| 2's Baked Beans, Plain, 2 doz. to case | 1 95 |
| 2's Baked Beans, Tom. Sauce, tall, 2 doz. to case | 2 30 |
| 2's Baked Beans, Chili Sauce, tall, 2 doz. to case | 2 30 |
| 2½'s Tall, Plain, per doz. | 2 75 |
| Tomato or Chili Sauce | 3 20 |
| Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10. | |

"AYLMER" PURE ORANGE MARMALADE

| | Per doz |
|--|---------|
| Tumblers, Vacuum Top, 2 doz. in case | \$1 90 |
| 12-oz. Glass, Screw Top, 2 doz. in case | 2 25 |
| 16-oz. Glass, Screw Top, 2 doz. in case | 2 75 |
| 16-oz. Glass Tall, Vacuum 2 doz. in case | 2 75 |
| 2's Tin, 2 doz. per case | 3 90 |
| 4's Tin, 12 pails in crate, per pail | 0 60 |
| 5's Tin, 8 pails in crate, per pail | 0 84 |
| 7's Tin or Wood, 6 pails in crate | 1 15 |
| 7's Tin or Wood, 4 pails in crate, per lb. | 0 10 |
| 80's Tin or Wood, one pail crate, per lb. | 0 10 |

BLUE

| | |
|----------------------------------|-------|
| Keen's Oxford, per lb. | 0 22 |
| In cases 12—12 lb. boxes to case | 0 21½ |

COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA

COCOA—

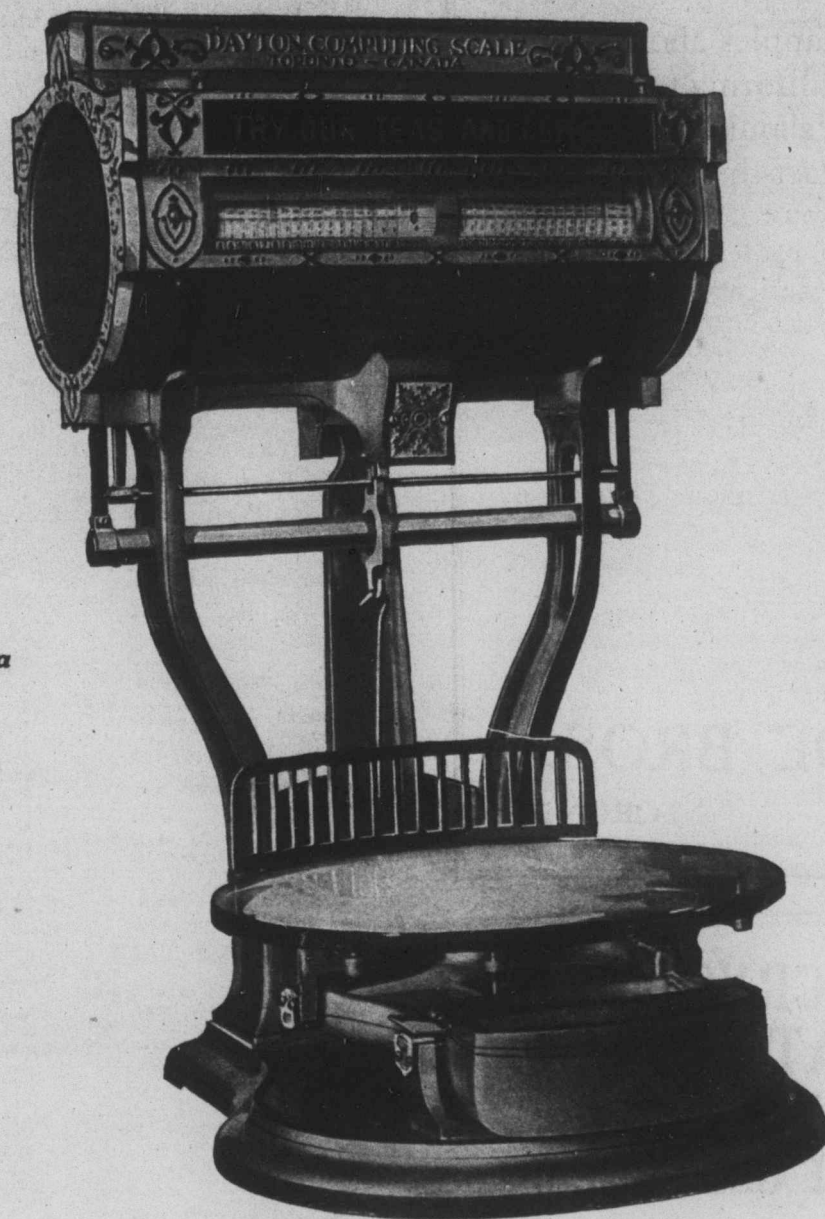
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|---|--------|
| Empire Breakfast Cocoa, 2 doz. in box, per doz. | \$2 45 |
| Perfection, ¼-lb. tins, doz. | 2 45 |
| Perfection, ¼-lb. tins, doz. | 1 25 |
| Perfection, 10c size, doz. | 95 |
| Perfection, 5-lb. tins, per lb. | 37 |
| (Unsweetened Chocolate) | |
| Supreme Chocolate, 12-lb. boxes, per lb. | 30 |
| Supreme Chocolate, 10c size, 2 doz. box, per doz. | 90 |
| Perfection chocolate, 10c size, 2 doz. in box, per doz. | 90 |

SWEET CHOCOLATE—

| | Per lb. |
|--|---------|
| Queen's Dessert, 10c cakes, 2 doz. in box, per box | 1 80 |
| Diamond Chocolate, 7's, 4-lb. boxes | 1 1 |
| Diamond, 6-lb. boxes | 30 |
| Diamond, ¼s, 6-lb. boxes | 0 30 |

CHOCOLATE CONFECTIONS—

| | Per doz. |
|--|----------|
| Milk medallions, 5-lb. boxes | 0 30 |
| Nonpareil wafers, 5-lb. boxes | 0 28 |
| Chocolate Beans, 5-lb. boxes, per lb. | 0 35 |
| Chocolate Emblems, 5-lb. boxes, per lb. | 0 35 |
| Chocolate ginger, 5-lb. boxes | 0 45 |
| Milk chocolate wafers, 5-lb. boxes | 0 30 |
| Lunch bars, 5-lb. boxes | 0 30 |
| Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box | 0 95 |
| Almond nut bars, 24 bars, per box | 0 95 |
| Maple Buds, 5c pkgs., 4 doz. in box, per doz. | 1 80 |
| Filbert Nut Bars, 24 in box, per box | 0 90 |
| Ginger Bars, 24 in box, per box | 0 95 |
| Pineapple Bars, 24 in box, per box | 0 95 |
| Regal Milk Chocolate Bars, 24 in box, per box | 0 95 |
| Puffed Rice Bars, 24 in box, per box | 0 95 |
| Queen's Dessert Bars, 24 in box, per box | 0 95 |
| Maple Leaf Bar, 24 in box, per box | 0 95 |



Made in Canada

Made in Canada

The Dayton "Electric"

The finest piece of scale-machinery ever devised. It is your constant, vigilant guarantee that you get credit for every fraction of every ounce of the weighable goods you sell. Electric sign flashes your advertisement when goods are sold—built so it advertises YOU and not the scale.

DAYTON COMPUTING SCALES

Royce and Campbell Avenues, Toronto, Ont.

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

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

WITH pineapples about off the market, California fruit which is just arriving, should make you a good leader. Start the season right by letting us ship you regularly fresh supplies of California canteloupes, peaches, pears, plums, and apricots.

New Verdelli Lemons are now on the market. Get your supply for the summer while the picking is good.

For prompt shipments, 'phone Main 1769.

McBRIDE BROS.

35 Church St.

TORONTO

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO. II

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

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

EVAPORATED MILK

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

CONDENSED COFFEE

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

CARNATION MILK PRODUCTS CO., LTD.

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

EVAPORATED MILK.

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

W. CLARK, LIMITED, MONTREAL.

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

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

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

Beef Steak and Onion—1/2s, \$2.90; 1s, \$4.45; 2s, \$8.45.

Jellied Hocks—2s, \$9.95; 6s, \$29.80.
Irish Stew—1s, \$3.45; 2s, \$6.75.
Cambridge Sausage—1s, \$4.45; 2s, \$8.45.

Boneless Chicken—1/2s, \$5.90; 1s, \$8.95.

Boneless Turkey—1/2s, \$5.90; 1s, \$8.95.

Ox Tongue—1/2s, \$3.85; 1s, \$7.95; 1 1/2s, \$12.45; 2s, \$15.95; 2 1/2s, \$17.50; 3 1/2s, \$27; 6s, \$45.

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

Tongue Lunch—1s, \$6.75.
Beef Suet—1s, \$4.90; 2s, \$8.50.

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

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

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

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

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

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

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

Tomato, 1s, \$1.65; Vermicelli Tomato, 1s, \$1.65; Assorted, 1s, \$1.35; Soups and Bouilli, 1s, \$1.50.

Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, \$1.25; 1 1/2s, \$1.90; 2s, \$2.80; 3s, \$3.25; 3s, talls, \$3.85; 6s, \$12; 12s, \$20.

Plain Sauce, Pink Label—Ind., 85c; 1s, \$1.15; 1 1/2s, \$1.65; 2s, \$1.95; 3s (talls), \$2.50; 3s (talls), \$2.95; 6s, \$10; 12s, \$18.

Chilli Sauce (red and gold label)—Ind., 95c; 1s, \$1.25; 1 1/2s, \$1.90; 2s, \$2.30; 3s (flat), \$2.95.

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

Sliced Smoked Beef—1/2s, \$2.35; 1s, \$3.45; 4s, \$24.

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

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

Spaghetti with Tomato Sauce with Cheese—1/2s, \$1.85; 1s, \$2.50; 3s, \$4.80.

Tongue, Ham and Veal Pates—1/2s, \$2.25.

Ham and Veal Pates—1/2s, \$2.25.

Smoked Vienna Style Sausage—1/2s, \$2.45.

Pate DeFoie—1/4s, 75c; 1/2s, \$1.40.

Plum Pudding—1/2s, \$2.45.

Potted Beef Ham—1/4s, 75s; 1/2s, \$1.40.

Beef—1/4s, 75c; 1/2s, \$1.40.

Potted Tongue—1/4s, 75c; 1/2s, \$1.40.

Potted Game (Venison)—1/4s, 75c.

Potted Veal—1/4s, 75c; 1/2s, \$1.40.

Potted Meats (Assorted)—1/4s, 80c; 1/2s, \$1.45.

Devilled Beef Ham—1/4s, 75c; 1/2s, \$1.40.

Beef—1/4s, 75c; 1/2s, \$1.40.

Devilled Tongue—1/4s, 75c; 1/2s, \$1.40.

Veal—1/4s, 75c; 1/2s, \$1.40.

Devilled Meats (Assorted)—1/4s, 80c; 1/2s, \$1.45.

In Glass Goods

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

Ox Tongue—1 1/2s, \$14.50; 2s, \$17.50.

Lunch Tongue—1s, \$9.95.

Sliced Smoked Beef—1/4s, \$1.75; 1/2s, \$2.85; 1s, \$4.15.

Mince Meat—1s, \$3.45.

Potted Chicken—1/4s, \$2.35.

Ham—1/4s, \$2.35.

Tongue—1/4s, \$2.35.

Venison—1/4s, \$2.35.

Chicken Breast—1/2s, \$9.95.

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

Peanut Butter—1/4s, \$1.45; 1/2s, \$1.95; 1s, \$2.45; in pails, 5s, 33c; 12s, 31c; 24s, 30c; 50s, 30c.

The Toronto Fruit Market Opened Monday Last

Phone Main 6243.

Where we will be receiving

Fruits and Vegetables

both Domestic and Foreign

California Fruit, Canteloupes,
Tomatoes, Etc.

Local Strawberries, Cherries, Cucumbers, Etc.

Your Orders Solicited.

WHITE & COMPANY, LIMITED
TORONTO

Strawberries

Canadians should be at their best now. Crop short. Price will not be low this season. Order early.

Tomatoes

Mississippi in 4-basket crates; fine quality; prices low. Canadian extra fancy hothouse arriving daily.

Canteloupes

California very fine quality arriving daily.

Lemons

New Verdillas just arrived; fine quality, 300 size. California's Sun-kist extra fancy, 300 and 360 sizes.

Oranges

Golden Orange Brand California late Valencias; all sizes.

Grape Fruit

California seedless, full of juice; fine quality.

Potatoes

New Virginias, large bbls.; fine quality; big sellers.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

Guelph, Ontario

STRAWBERRIES

CANADIAN BERRIES NOW IN FULL SWING. CROP IS LIGHT. WILL SHIP AT LOWEST PRICES.

PEACHES

FINEST GEORGIA — SIX-BASKET CRATES AND CALIFORNIA BOXES NOW ARRIVING.

WATERMELONS

OUR LAST CARS OF THE SEASON ARRIVED THIS WEEK. WILL FILL ORDERS SUBJECT TO SUPPLY.

TOMATOES

FANCY TEXAS NOW HERE. ALSO CANADIAN HOT-HOUSE VARIETIES.

CALIFORNIA

CHERRIES, PLUMS, APRICOTS, CANTALOUPE.

DOMESTIC CHERRIES, GOOSEBERRIES, AND NEW PEAS, BEANS, BEETS AND CARROTS NOW COMMENCING.

EVERYTHING IN FRUIT AND VEGETABLES.

DUNCANS LIMITED

NORTH BAY, ONT.

Branches: SUDBURY COBALT TIMMINS



The newest thing in Quality Sea Foods

CHICKEN HADDIES

This is a first-class Fish Specialty—a delicious and economical Sea Food that will win you more customers and add to the good reputation of your store.

Your wholesaler can now supply you with the New Pack. Call him up or write him to-day and tell him you want a case of Chicken Haddie.

Then display it and watch how it will sell.

MARITIME FISH CORPORATION, LTD.

Head Office and Sales Dept.
MONTREAL

Plants at Canso, N.S.
and Digby, N.S.

WATSON & TRUESDALE, Winnipeg, Western Distributors

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

Grape-Nuts

claims the selling attention of grocers everywhere on the basis of highest quality, steady demand, good profit, and guaranteed sale. Backed always by heavy advertising and a broad, liberal sales policy.

Canadian Postum Cereal Co., Ltd.
Windsor, Ontario

A little investment that will lead to big profits!

To put a box of Cobban's Herb Tablets on your counter is a matter of a very small investment, but it may open the way to a new and large source of profit.

COBBAN'S HERB TABLETS

are being well advertised and meet with ready sale. They are a new and better form of the old reliable herbal remedy in the shape of tablets. They do what is claimed for them, consequently are good "REPEATERS." Will please your trade. Packed in counter display boxes of one dozen cartons. Sold retail at 25 cents a box of 50 tablets, and every box guaranteed. Your profit is liberal. Write for our dealer proposition and get some of the business.



Muncey Supply Co.
Muncey, Ont.

Maclure & Langley, Toronto,
Distributors for Ontario.

Watson & Truesdale,
120 Lombard St., Winnipeg.

Distributors
for Canadian
North-West.

Robert
Gillespie Co.,
Vancouver,
Distributors
for British
Columbia and
Alberta.

When in need of Wrapping Paper Twines & Cordage

Brooms
Brushes
Baskets

Grocers' Sundries

Walter Woods & Co.
Hamilton and Winnipeg

War Conditions

necessitate the prohibition
of export of all foodstuffs
from the United Kingdom.

SPRATT'S DOG CAKES

*Poultry Foods, Canary
and Parrot Mixtures*

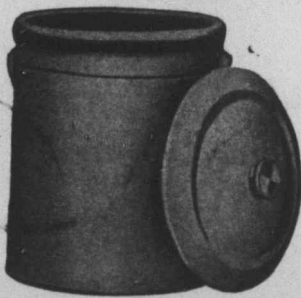
pending the removal of
the embargo, can be ob-
tained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.

June Butter

The best to pack for
winter use



Tall Butter Jars

With or Without Covers
¼ gal. to 6 gal. at 15¢
per gal.

**The
Toronto Pottery Co.**
Limited

617-618 Dominion Bank Bldg.
KING & YONGE, TORONTO

Show your customers how
conveniently and securely
they can stow away ample
supplies of good June Butter
in these Butter Jars.

Anything that will help re-
duce the high cost of living
is sure to interest every
good housewife.

The Butter Jars offer her a
real opportunity to avoid the
high winter prices of butter
by putting away sufficient
good June butter now.

Show these crocks in your
store. Write now for folder
showing complete line and
prices.



French Pots
Black or White Glazed

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Wanted

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

EXPERIENCED SALESMAN COVERING Western Provinces would handle additional staple lines on commission. Address Box 305, Canadian Grocer.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

SITUATIONS WANTED

ARE YOU LOOKING FOR ME?

FIFTEEN YEARS WITH CANADA'S BEST produce houses. From errand boy to Superintendent large plant. Three years successful business in grocery for self. Want a real responsible position with good prospects anywhere in Canada. Married, three children. Want time to settle up business. Don't answer unless reputable concern and willing to pay for right man. Box 399, Canadian Grocer, Toronto.

INDOOR GROCER SALESMAN WITH THIR- teen years' experience wishes to change present position to become a salesman for a wholesale firm. Can furnish the very best references. Speaking both languages. Apply Box 404, Canadian Grocer.

FOR SALE

A GOOD GENERAL MERCHANDISE BUSINESS in a village 30 miles north of Regina. Property consists of two stores, adjoining, one with living rooms. Stock, \$10,500. Turnover, \$27,000. \$4,000 with security for balance will handle. Stores will be rented or sold. Satisfactory reasons for leaving. Apply Box 403, Canadian Grocer.

ONE OF THE BEST GROCERY BUSINESSES in Toronto. Stock about \$6,000. Turnover, \$50,000 per annum. Satisfactory reasons given for selling. Full particulars. Apply Eby-Blain, Ltd., Toronto.

GROCERY AND MEAT MARKET FOR SALE— \$50,000 a year turnover. Post Office in connection. Property, stock and fixtures about \$8,000. \$5,000 cash will handle. Owner joining military service in August. Splendid chance for anyone wanting a real live business. Apply F. L. Paine, 429 11th St., N.W. Calgary.

MISCELLANEOUS

GROCERS—INCREASE YOUR PROFITS SELL- ing Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories; Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

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

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

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

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

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

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

MISCELLANEOUS

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

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

Navel Oranges

Nova Scotia and
Georgian Bay Brand
Apples

Tomatoes

Get in touch with
us today

Lemon Bros.
Owen Sound
Ont.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.

78 King Street, - LONDON, Ontario

BARRELS

(The best shipping package.)

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

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO.
Agents Montreal

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

Perfect PAPER Baler

Simplest, easiest, most efficient and easiest to operate—Full particulars from
SPELMANN AGENCIES RGD
45 St. Alexander St., Montreal

WRITE TO-DAY



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

O
A
K
E
Y
'
S

KNIFE



POLISH

John Oakey & Sons, Limited
London, S.E. 1, England

AGENTS:

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

To Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. The Manufacturers' Agents' directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only \$1.25 per insertion. For quarter column for the same time the cost is \$2.80 an issue.

Canadian Grocer
43-153 University Ave.
TORONTO

VOL-PEEK

— a specialty that every housewife needs

Leaking pots are common in every home. Vol-Peek mends all such quickly and easily. Pots, Pans, Graniteware, Aluminum vessels—all can be made ready for use in two minutes with a little bit of Vol-Peek. Sells at a good profit. Write us direct if your wholesaler hasn't got it.

H. NAGLE & CO.
Box 2024, Montreal

—Because
Every Grain is Pure Cane



is one big reason for the continued popularity of Royal Acadia Sugar.

Royal Acadia Sugar never disappoints. It is the most satisfactory sugar for every known sweetening purpose.

Identify your store with Royal Acadia—the sugar of customer-satisfaction.

The Acadia Sugar Refining Co.

Limited

HALIFAX, CANADA

KING GEORGE'S NAVY

CHEWING
TOBACCO

Make it a leader in your tobacco department. You'll find it a ready seller, a good profit maker, and a certain customer-pleaser.

The wholesale trade handles King George's Navy. If you would stock a real "live" line order a supply to-day.



Rock City Tobacco Co., Ltd.

CANADIAN GROCER

TRADE MARK

THREE
SEASONABLE
SELLERS

Small's

SMALL'S FOREST CREAM BUTTER in lithographed tins, and SYRUP in glass, have a clean, attractive appearance. No loss from leakage or fermentation. We are overcoming obstacle of high rate



of freight on these packages by shipping exclusive fourth class cars to all jobbing centers. Be the first to sell SMALL'S FOREST CREAM PURE QUEBEC SYRUP. It has a smack that lingers.



Above Represents Actual Size

Dozen costs \$2.40; Retails at 25c or 30c ea.

Ask your jobber also for Small's "Forest Cream," Pure Quebec Syrup. It has the true smack of the Maple Season