

FEATURING SELLING FRUIT PRESERVING LINES

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

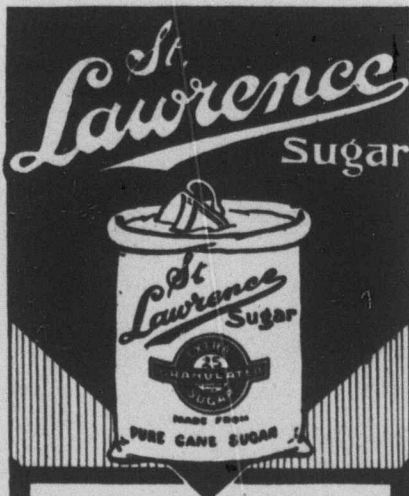
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, JUNE 4, 1915

No. 23

Strawberry Ripe!



THE CHOICEST SUGAR

No choicer or purer sugar can be produced than St. Lawrence Granulated White Pure Cane Sugar.

Made from choice selected cane sugar, by the most modern and perfect machinery, it is now offered in three different sizes of grain—each one the choicest quality.

St. Lawrence Sugar is packed in 100 lb., 25 lb. and 20 lb. sealed bags, and also in 5 lb. and 2 lb. cartons.

ST. LAWRENCE SUGAR REFINERIES
LIMITED, MONTREAL.

23-10-13

Will soon be a familiar cry. This means an increased demand for sugar, and with the near approach of the preserving season the responsibility is yours to supply your customer with the best sugar.

St. Lawrence

Granulated

is the All Pure Cane Sugar

Best for Preserving

—the only sugar put up in

Three Different Sizes of Grain

FINE GRAIN

Ask for

Red Label

MEDIUM GRAIN

Ask for

Blue Label

COARSE GRAIN

Ask for

Green Label

St. Lawrence Sugar Refineries,
Limited, Montreal

CANADIAN GROCER

California



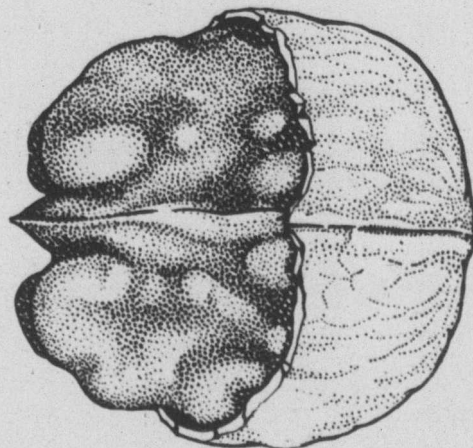
Walnuts

Sell California Walnuts with a Quality Guarantee

DIAMOND BRAND CALIFORNIA WALNUTS from California, U.S.A., are guaranteed by the California Walnut Growers' Association.

You serve your customers best if you supply them with these fine, soft shell California Walnuts. You also protect yourself from returns and dissatisfied customers.

Write your nearest wholesaler for prices and particulars to-day.



The Fish You Sell Most Of THISTLE BRAND



Canned Haddies
Kippered Herring
Flaked Fish

Caught in the famous Nova Scotian fishing beds. Only the choicest and best fish are selected for Thistle Brand. Cured and boxed a few hours after coming from the sea. Thistle Brand Fish reach the table wholesome and appetizing.

The housewife's appreciation of Thistle Brand is evidenced in the heavy sales you will experience the year through. Handle the fish you'll sell most of—push Thistle Brand now. Get your wholesaler to supply you to-day.

Arthur P. Tippet & Co., Agents, Montreal, Que.

Line Up with the New Sugar



Atlantic Sugar
Refineries Limited

Montreal and
St. John, N.B.

Make your store the LANTIC SUGAR headquarters for your neighborhood.

Connect your store with the new \$2,000,000 Refinery in St. John, by making window displays of the LANTIC SUGAR packages.

Double and treble your sales of sugar by featuring LANTIC SUGAR in your own advertising, and thus get the full benefit of the LANTIC SUGAR advertising in the leading magazines and newspapers and on the billboards.

LANTIC SUGAR is the success of the year. It is what housewives have always wanted—an absolutely pure cane sugar, that they can depend upon to be always the same in quality and sweetness.

They are showing their appreciation of LANTIC SUGAR by building up a tremendous demand for it.

Take advantage of this demand, which we have created for you through quality and advertising.

Line up with the new sugar—

Lantic Sugar

THE SUGAR OF EXTRA SWEETNESS



IT HOLDS DOWN THE DUST

Standard Floor Dressing holds down the dust on the floor and kills the disease-carrying germs which abound in dust. By preventing the circulation of dust in the air, it keeps your stock clean and bright looking.

STANDARD Floor Dressing

is a sanitary agent and a floor preservative; stops the warping and splintering of floors and improves their appearance.

Stores, offices, warehouses, etc., form a field for the sale of Standard Floor Dressing which has proved profitable for many grocery stores. Its use on your own floors will be its best advertisement. Supplied in gallon and five - gallon lithographed cans; also half - barrels and barrels.

MADE IN CANADA

THE IMPERIAL OIL COMPANY
LIMITED

BRANCHES IN ALL CITIES



A Profit Producing Store

is the end and aim of every merchant. The surest way to attain this result is to sell what the public wants. The reputation of

Libby's Food Products

for purity and flavor have made them popular favorites for over forty years.

Olives California Fruits
California Asparagus
Canned Meats Alaska Salmon
Pork and Beans.
Hawaiian Pineapple Mince Meat
Plum Pudding Jams and Jellies

Libby, McNeill & Libby
of Canada, Limited

Guelph

Ontario

Canada



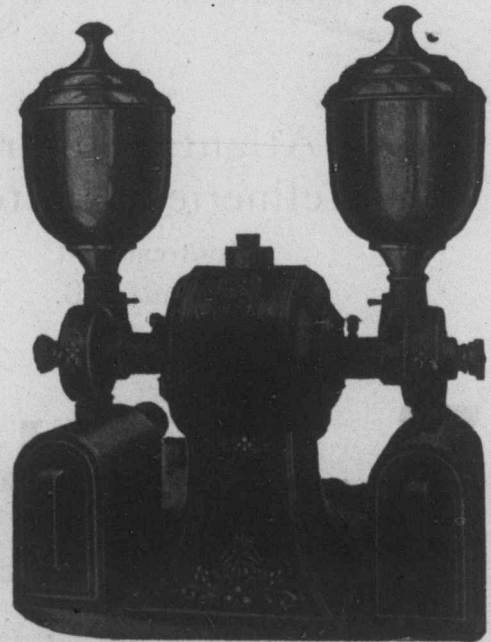
More Than Ever in a Class by Itself

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

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.

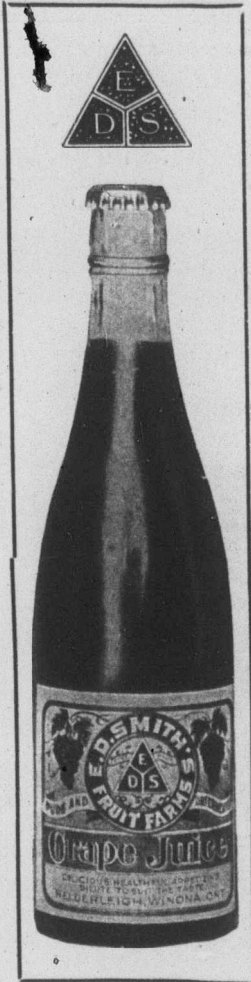


COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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



Try a bottle
of E. D. S.
Grape Juice
yourself

At all times, know what you are selling — don't sell a "Pig in a Poke." We tell you, and we're honest enough in our statement, that E. D. S. Grape Juice is the finest that can be produced from the world's best Concord Grapes (Grown in the Winona District).

But don't take our word for it; make us prove our statements by comparing E. D. S. Grape Juice with any or all other brands on the market. Try a bottle of each and if you are not convinced yourself, don't try to sell it to your patrons.

We invite honest comparison. Try it out before stocking up for the Summer Trade.

**E. D. Smith & Son
Limited**

WINONA ONTARIO

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



Borden's
**Sell Best for Hot
Weather Sales**

No other milk products are as popular as Borden's for hot weather sales, for no other Milk Products are as wholesome, as pure, as delicious, as convenient as these high quality lines that have held the confidence and patronage of three generations with increasing popularity.

Feature them now in your windows for summer outings, camps, picnics and general home use. Borden's, the surest sales-bringers for summer trade. Replenish your supply to-day.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

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

Chats with "Old Baba"



Gentlemen:—

Allow us to introduce to you Joseph Mantell (popularly known among his friends and relatives as "Baba"), Canada's 105-year-old pioneer, and a staunch friend of **King George's Navy Chewing Tobacco**.

He is here shown cutting off a chew of his favorite tobacco between his tales of the pioneer days of this country, sketches of which will be given in this space in a series of chats with a young friend of his.

This old gentleman has opinions and ideas of his own, is a great reader of the daily happenings of the world and likes to chat.

Don't miss reading every Chat as it appears. Watch for next week's.



**Rock City Tobacco Co.
Limited**

Quebec and Winnipeg

A Line That Sells Easily, Quickly, Steadily

Our big coast to coast advertising campaign has created a tremendous demand for O-Cedar Polish—a demand that is getting bigger every day. Make your summer business bigger by selling

O-Cedar Polish

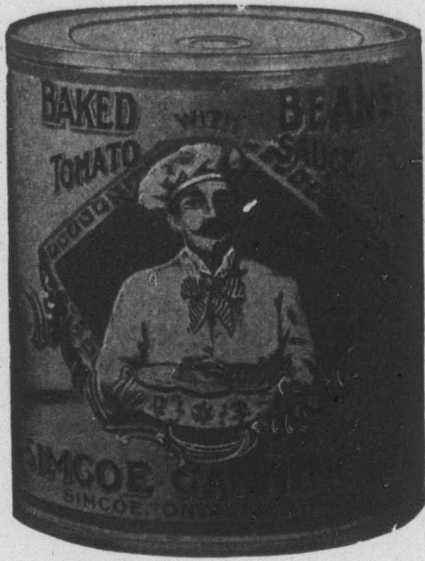
(Made-in-Canada)

It dusts, cleans and polishes all at the one time. It takes the work out of housework. It keeps everything bright and fresh with little work and trouble. Your customers know all this and are demanding O-Cedar. Be ready to supply that demand.

Order From Your Jobber.

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





Cut out the discomfort of working in a hot kitchen and give her more time in the cooling, fresh air. No wonder housewives appreciate

Simcoe Pork and Beans

And more so because it provides one of the most nourishing and healthful meals for the whole family at small cost.

Push Simcoe Baked Beans to-day. They make excellent selling by the case.



Dominion Canners Limited
HAMILTON

Tell your wholesaler you
must have

**DA COSTA & CO.'S
EXTRA FANCY BARBADOS
MOLASSES**

This year Molasses will be high in price, and it is all the more important that you should buy the brand which you **know** will be satisfactory, both to you and your customers. The price is no higher than for other brands.

**INSIST UPON HAVING
DA COSTA'S**

**Continental
Grocery Bags**

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

**The Continental Bag &
Paper Co., Limited**

Manufacturers **Ottawa**

Branches: MONTREAL and TORONTO
Agencies throughout Canada

The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.

**“Yes, Madam, we recommend
“MELAGAMA” TEA,
35, 40, 50 or 60c. lb.”**

We wish to thank the many merchants for their active co-operation in making “Melagama” their leader. We feel that you have appreciated our continuing to supply your customers with this famous Tea at popular prices. The high standard of quality is unimpaired, for it is “quality” that has made “Melagama” Ceylon Tea the favorite it is. We guarantee the Sales. Continue to make “Melagama” your leader, and “watch your sales grow.”

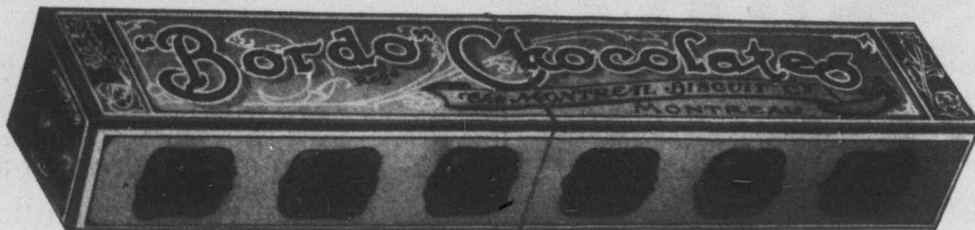
Do you sell “Melagama” Coffee? There is a reason why you should.

MINTO BROS., Limited, TORONTO

The New “Bordo” Package

The well-known, much appreciated “Bordo” Chocolate in this beautifully engraved box meets a popular demand for a chocolate of quality at a popular price.

**10 cent
Package**



Look for the name on every piece.

The New Package

The new package “Bordo” was put out to meet the popular demand for a 10-cent package. It is as attractive as money could make it, and larger than other 10-cent packages. Already it has had a tremendous sale, which is even beyond our most optimistic expectations.

“Chocolate Bordo” is a name that strikes a responsive chord in the heart of every chocolate lover. They know its distinctively unique and delicious flavor—the flavor that has won trade for many dealers, who are increasing sales in their candy departments by selling “Bordo.”

The demand is there, the profit is there (60%).

It is to your interest to sell “Bordo.”

THE MONTREAL BISCUIT COMPANY

MONTREAL

“The Originators”

CANADA

ROBINSON'S

OF BRISTOL, ENGLAND

With the present high prices of

TEA

The question of the cost of packing becomes of interest.

Robinson's tea bags have air-tight paper outside with a parchment lining, thus ensuring the contents of the package reaching the consumer in as good condition as they leave the packer — and in addition these bags are well and effectively printed on all four sides, reproducing your tea label if you wish, or furnishing a new design.

Write

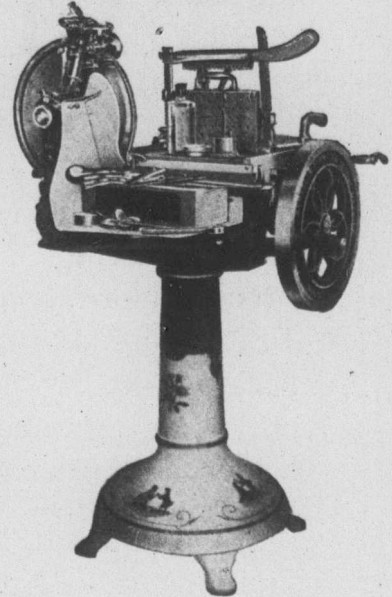
J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

VAN BERKEL SLICING MACHINE

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.



The **W. A. Freeman Company, Ltd.**

HAMILTON, CANADA

CENTURY SALT

TRADE MARK

Century salt put the cents in the profits

Century Salt is not combined with cheap ingredients, the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT CO LIMITED
SARNIA, ONT.

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

OCEAN BLUE

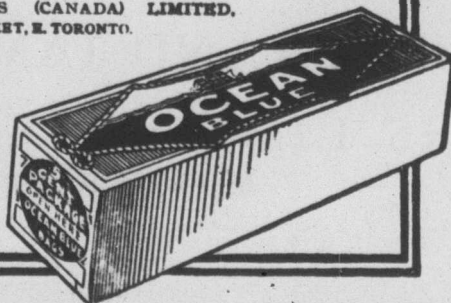
will bring customers again and again to your store.

It earns their goodwill, and the goodwill of your customers is beyond price.

Order from your Wholesaler

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

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



"SOVEREIGN" SALMON

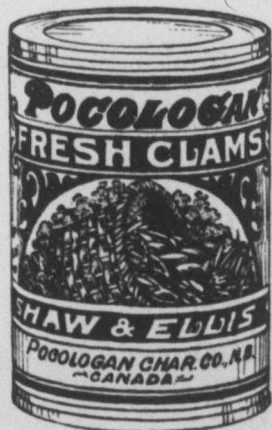


**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

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

Indian Chief Brand CLAMS



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

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

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

Furnivall's FINE FRUIT PURE JAM

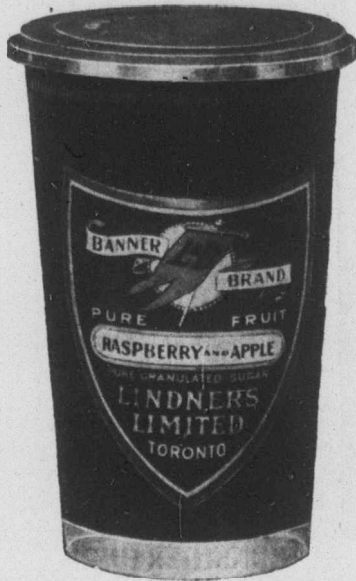
Every customer has her own idea of jam excellence. But there's a definite reason why most people are highly satisfied with Furnivall's. For Furnivall's is the pure essence of choice, fresh fruits, preserved under the most sanitary conditions. To sell Furnivall's once to a customer is to ensure continuous sales. Write your nearest wholesaler to stock you Furnivall's now.



**Furnivall-New
LIMITED
Hamilton, Ont.**

Agents: — Halifax, B. C.
Woodworth, 533 Robie St.;
St. John, N.B., W. W.
Chase, 79 Paradise Row;
Montreal, W. S. Silcock;
Ottawa, L. T. White; Tor-
onto, Duane-Hortop Co.;
Fort William, W. F. El-
liott; Winnipeg, H. P.
Pennock & Co., Ltd.;
Edmonton, Alta., Central
Brokerage Co.; Calgary,
Jackson's, Ltd.; Hamilton,
Ont., Grocers' Specialty
Co.; Sydney, N.S., A. E.
Shepherd.

"Banner Brand" Jams and Jellies



"*BANNER*" *BRAND* JAMS are a food, Pure, Wholesome, Delicious and Nourishing, and can be served at a moment's notice.

Just The Thing for Picnic and Camping parties.

"*BANNER*" *BRAND* is the Best line in Jams and Jellies for the Grocer to recommend and handle—Satisfaction for the Customer—Profit for the Dealer.

You're safe in pushing

"BANNER" BRAND JAMS.

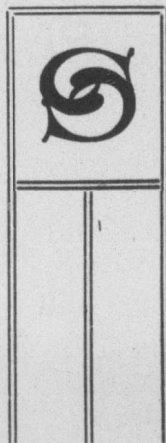
LINDNERS LIMITED

306 Ross Ave., WINNIPEG

340 Dufferin St. TORONTO.

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.



OME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

Seasonable Goods

Mr. Grocer, Are What You Want



Take a few moments to study CLARK'S LIST (if you have not got one, a post-card will bring it), and you will find the goods to fit the season.



CLARK'S Pork and Beans

and, in fact, all CLARK'S products

Are Sellers

They have the quality

Their reputation is unimpeachable

They are thoroughly advertised and prices are right

W. Clark, Limited, Montreal

Clark's

Santan
BRAND
THE SIGN OF PURITY

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

Phulcherra Garden Teas

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

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

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

BARE FACTS ABOUT THE

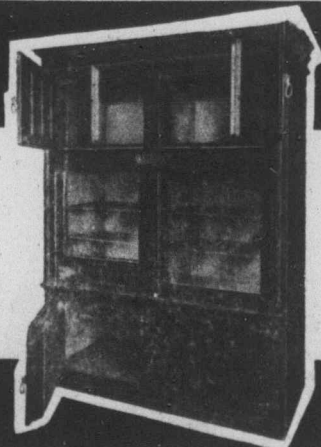
ARCTIC



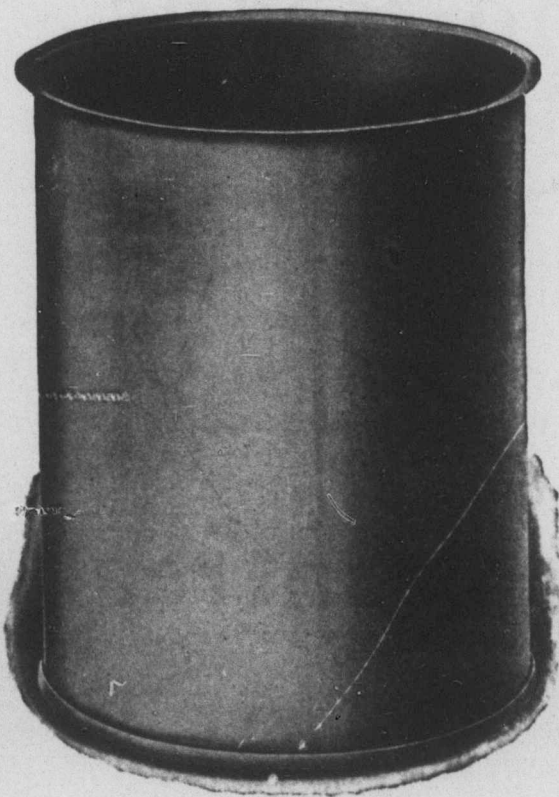
It's the Grocer's greatest hot weather asset—a real investment of more than ordinary merit, an absolute necessity to a live business.

Don't tackle the hot days of July and August without the services of an Arctic.

Catalog and prices on request.



John Hillock & Co. Limited,
TORONTO



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Company
LIMITED

NIAGARA FALLS, ONTARIO

We have never heard of a grocer who regretted changing from some other line of Coffee to

CHASE & SANBORN'S BRANDS

But we have heard of a great many who were sorry they didn't change sooner.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



Every Business Executive

interested in the business press of his field should attend the 1915 Convention of the Associated Advertising Clubs of the World at Chicago, June 20th to 24th

This is not a convention for advertising managers only. It will particularly benefit those who are up to their elbows in business administration and who control the buying of advertising and printing, the direction of the sales force, the costs of manufacturing.

Presidents, General Managers, Sales Managers, all should be and many will be there.

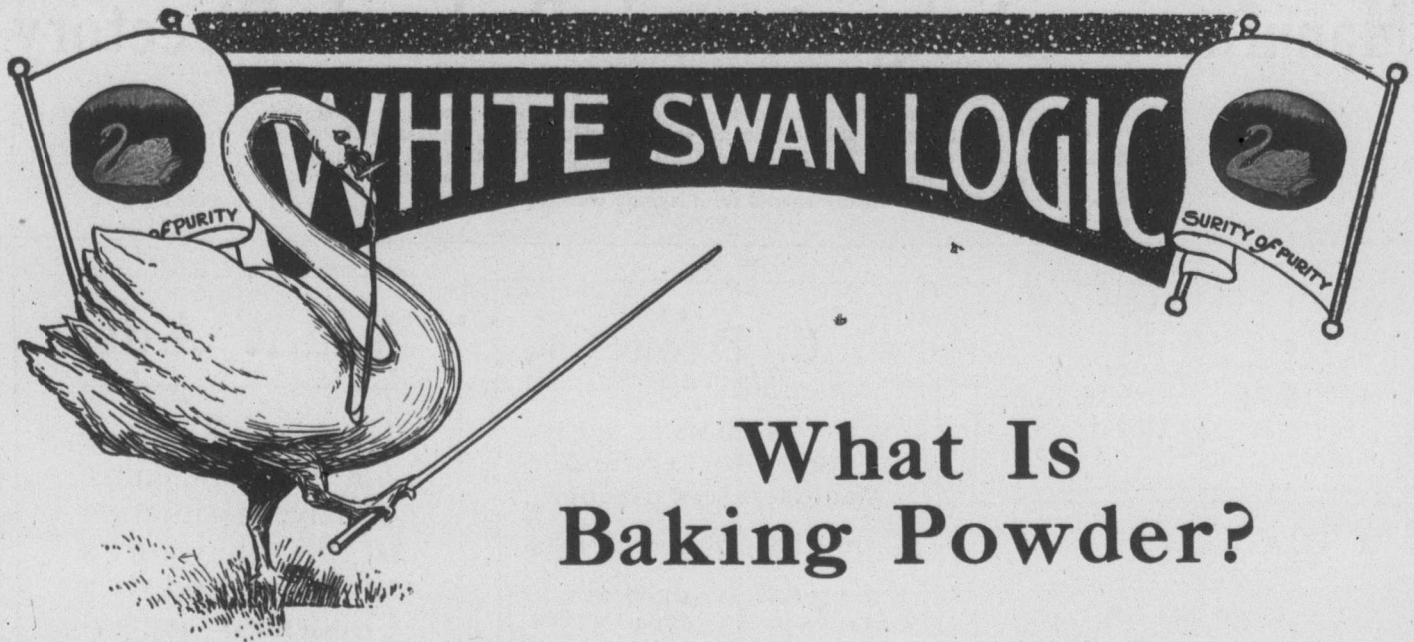
Join them. Visit the representative American city.

Get the ideas of the big men in business. Listen to the addresses on business topics by distinguished men; President Woodrow Wilson, William Jennings Bryan, Arthur Brisbane, Henry Watterson, John H. Rahey and others. Participate in the departmental sessions and discussions nearest your business.

And don't forget to bring the ladies along—a special committee of the Chicago ladies will see that they are entertained royally.

**For further information, Programme, Rates, etc., address
Convention Bureau, Advertising Building, Chicago, Ill.**

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



What Is Baking Powder?

THERE are several methods of making Baking Powder, but the underlying principle in all is to mix an acid with an alkali in such proportions that one completely neutralizes the other. These two substances cannot be properly preserved unless a filler is provided. Cornstarch is one of the best fillers, and there can be no question about it being healthful.

Baking Powder is not a part of the food you eat like Flour, but is used primarily as a preparer of food. When used for baking a chemical reaction takes place, giving off a leavening gas. It is this gas that causes the Biscuit to rise. The residue left in the food you eat is not the original Baking Powder, but an entirely new substance. Good Baking Powder, therefore, contains a high percentage of gas, and the residue left after the chemical reaction takes place should be a healthful substance.

There are several different kinds of Baking Powder, and the results, as far as Baking is concerned, are very much the same in each case, excepting that the residue from some ingredient is harmful and from others beneficial.

Bi-carbonate of Soda is the Alkali commonly used, and it is the cheapest ingredient of Baking Powder.

Alum is probably the most widely used acid, as it costs less per pound, and one pound will neutralize a pound of soda. It is hardly likely that Alum would be considered beneficial by anybody, and it is quite true that if properly neutralized no trace of the Alum can be found in food prepared with Alum Baking Powder. But when Alum and Soda are mixed with water it changes chemically, and the residue is **SULPHATE OF SODA**. Sulphate of Soda is injurious to health, producing indigestion and other internal irritations, as it has a hardening effect upon

all tissues with which it comes in contact. That is why so many people cannot eat hot Biscuits without ill effects, but as far as the appearance of the biscuit itself is concerned it may be considered by some to be "just as good."

Cream Tartar is the most expensive Baking Powder made, as not only is Cream Tartar itself very expensive, but it takes more than two pounds of Cream Tartar to neutralize one pound of Soda. When Cream Tartar and Soda are mixed with water the residue, after the chemical reaction takes place, is **ROCHELLE SALTS**. This residue amounts to 70% by weight of the Baking Powder used. Rochelle Salts is the active principle of a Seidlitz Powder, and may have its uses as medicine, but it has been claimed that it is not healthful to take into the system medicine in this way with your food.

Phosphate Baking Powder is recognized as being much superior to any other kind that has yet been discovered, as it contains a high percentage of leavening gas, and its ingredients are perfectly healthful.

Phosphate, as everyone knows, is a fibrous-bone-building substance, and the residue of a phosphate Baking Powder after the chemical change takes place is **Phosphate of Soda**. This means that not only does a Phosphate Baking Powder produce the same satisfactory results in baking as other kinds, but what is more important, on account of the residue being beneficial instead of harmful, it is by far the best Baking Powder for kitchen use.

Phosphate itself, while more expensive than Alum, does not cost so much as Cream Tartar, and that is why a phosphate Baking Powder can be turned out cheaper.

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

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

Order from your Jobber or direct

White Swan Spices & Cereals Ltd.

PEARL ST.

TORONTO, ONT.



Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

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

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ont.

Headquarters for Evaporated Apples and Canned Tomatoes.

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

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

WESTERN PROVINCES.

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

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

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

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

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

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

BRITISH COLUMBIA.

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

NEWFOUNDLAND.

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

QUEBEC.

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

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments. Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions. The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada
Toronto
"The Canadian Newspaper for Investors"

TEA PRICES

While the War lasts it seems idle to have any opinion about the tea markets. All predictions, so far, have been sadly astray.

Who is there that even dreamed that good tea would now be selling in London public auction at 26 to 30c?

Add the present war freights, insurance and other charges to the above costs, and what should tea be selling at in Canada to-day? Certainly not under 50c retail—yet you can still buy Red Rose Tea (in the territory east of Fort William), to retail at 40c and give you a profit of 25% on what you pay for it.

How long will this last?

As long as our stock lasts, which will be but a very short time if orders keep coming in the way they did in May.

We have never been so submerged with orders as we are now, and we are running one more packing machine than we have ever run before. We are also working all the overtime our staff can stand.

We tell you this so you will forbear with us if your order is one that has been greatly delayed.

Of one thing you can be certain—in fact, two things—first, we will continue to sell Red Rose Tea at the very minimum price good tea can be sold for—second, the quality of Red Rose Tea will be kept up to the standard—regardless of how tea markets may go.

We firmly believe that your customers who have become accustomed to the good quality of Red Rose Tea will willingly pay sufficient price to enable us to maintain its good quality.

T. H. Estabrooks Co., Limited

TORONTO BRANCH—
7 Front St. East

ST. JOHN, N.B.



Don't Pull Up Stream

THE tide of public opinion is now definitely turned towards "pure-food" products. And this is just one more reason in favor of grocers stocking and selling Shirriff's True Vanilla. For it has been made in Canada for years—gathering favor year by year among Canadian women.

Shirriff's True Vanilla

is pure. It is 50% stronger than the Government standard requires. Every bottle bears our Guarantee.

Grocers throughout Canada have found Shirriff's True Vanilla the one vanilla extract that will please the most exacting customers. And grocers have found it profitable, too, to row with the tide of popular favor in regard to their extracts.

Why not look up your stock now and send us an order for True Vanilla and any other flavors you need?

Imperial Extract Co.

Steine and Matilda Streets

Toronto



Fruit
Display
Stand
or
Silent
Salesman

About **YOUR** fruit display stand. Better let us have your order. It means the quick turnover of perishable goods. The increase of sales—the satisfaction of having the most sanitary, neat and nifty selling medium for fruit. You are going to be rid of the old fruit crates that either cover your floor or counters. This stand will take their place. Imagine the effect of the change.

Write for full particulars.

METAL CRAFT COMPANY
GRIMSBY, ONT.

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing **MACLEAN'S**.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and centre of population in Canada. You can make from \$5 to \$10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave.

Toronto, Ont.

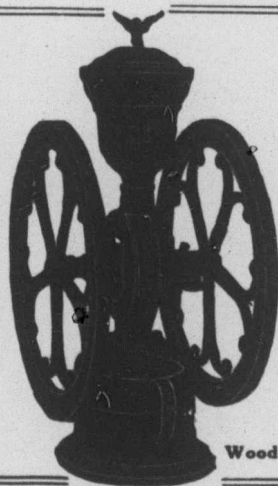
THE VALUE OF A REPUTATION

For nearly a quarter of a century we have been serving the public with a tea of unequalled excellence. When good tea could be sold to retail at 25 cents a pound, Salada sold at that figure. Those were the days of plentiful and cheap tea, and the planter was being ruined. Later the markets rose and it became impossible to provide tea of Salada quality to retail at less than 30 cents. For years the markets remained at this level, but eventually rose again last year, and no more tea of Salada quality could be retailed at less than 35 cents. Now that the markets have again risen (this time to a higher level than for forty years) forty cents a pound is the minimum figure at which Salada can be supplied to the consumer. True there were other ways in which we might have met the markets—we might have employed a cheaper leaf or added dust and fannings—there are many ways of tampering with the public trust, but we started in business 23 years ago with the determination that governs our nation-wide business to-day—TO MAINTAIN THE STANDARD OF GOOD QUALITY AT ALL COSTS. If the cost of tea for Salada quality rises, we believe the public prefer to pay an increased price for that quality rather than submit to any reduction. Our future policy will remain identical with our past.

"SALADA"

TORONTO

MONTREAL



Here's Our Guarantee

That Elgin National Coffee Mills will grind FASTER and at LESS COST than any other Coffee Mill of corresponding size. The new style force-feed, steel-cutting grinders make that a certainty. Write your nearest jobber for descriptive booklet—free to every grocer.

Woodruff & Edwards Co., Elgin, Ill., U.S.A.



Get Bee Brand Products

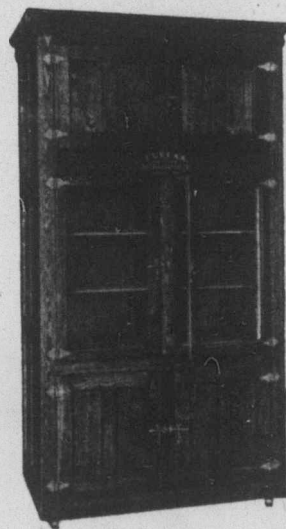
They sell more easily and
delight your customers

The grocer who handles Bee Brand Products never knows dull season with them. Bee Brand Products sell themselves, on their high quality, thorough goodness, perfect satisfaction—and best of all their moderate price. Know what it is to have big sales in Jellies and Baking Powder. Get Bee Brand to-day.

FORBES & NADEAU, Montreal, Que.

Don't Imagine You Can Keep Perishable Goods

fresh and saleable during the hot Summer days
without a Eureka Refrigerator.



People will be more particular than ever this Summer regarding the freshness and purity of their purchases.

You take no risk in buying the EUREKA. Its Patented System, which has stood the test for 28 years, is backed by the maker's guarantee, and the thousands of satisfied Customers in all parts of the Dominion is a strong guarantee of itself.

It will pay you to investigate. It will cost you nothing to get our catalogue showing the various styles and sizes. There is one to suit your requirements. Write for it to-day.

Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

Robinson's "Patent" Barley

will get the mothers' trade for you

There are mothers coming into your store every day who may not as yet have learned of the great merits of this food, or of its valued ally, Robinson's "Patent" Groats. Why not give every mother an equal chance by introducing these foods to her?

Thousands of babies owe their lives to Robinson's "Patent" Barley. It is recognized and used by eminent physicians and in hospitals as the greatest food to-day for Infants and Invalids. Pull your stock from its secluded shelf and arrange it in an attractive display where your customers will see it. Remind every mother who comes into your store of Robinson's "Patent" Barley and "Patent" Groats.

Order from Your Wholesaler if Your Stock is Low

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

CASCO

BRAND

POTATO FLOUR

Another of the
Edwardsburg
Brands—which
complies with
the Pure Food
Laws.

Here's the real
thing — refined
POTATO FLOUR
that customers
have been ask-
ing for to make
their Cakes,
Biscuits, Pud-
dings, Soups,
and Gravies
extra fine.

In 1 pound
Packages.

Order through your

The Canada Starch Co., Limited, Montreal

CANADIAN GROCER

VOL. XXIX

TORONTO, JUNE 4, 1915

No. 23

Selling Pineapples for Preserving

Campaign of Western Ontario Grocer on Pineapples, Sugar, Fruit Jars, Sealing Wax and Rings
—Books Showed Lack of Progress and Something Had to Be Done— Entire
Staff Concentrated on the Campaign— What Can Be Accomplished by
Special Effort.

Written by J. R. MANTLE for Canadian Grocer.
Second of the Mantle series.

JOHN FRANKLIN, a grocer on the main street of a Western Ontario town, looked over his books for the first five months of the year and discovered that business had not been making much progress. As a matter of fact the figures showed that the trade had been a few dollars under the corresponding period of the previous year.

"There are, of course," he said to himself, "some reasons why trade should not be as good this year as last, but there are others why it should, and since I came so near equalling the business of last year without any aggressive policy, there should be no reason why this limit could not have been passed."

So he set himself to discovering ways and means for getting after a little more business during the months to come. The truth of the matter was that Franklin had been playing pretty much in the same key. He and his clerks went about their daily work in a matter-of-fact way, of course, serving their customers courteously and well with the things they asked for, and occasionally suggesting certain lines in which they thought their patrons would be interested. They had actually got into a certain rut. Franklin came to realize this when he had analyzed his figures and decided on a plan.

The Campaign Outlined.

"We must get after some more business," he declared to the clerks, during a lull in the early afternoon's trade, "there is no reason why our business this year should not be equal to last,

Pineapples Now at Their Best

If you haven't already "put down" your pineapples, now is the time to do it. The height of the Pineapple season is here and the fruit is just right for preserving. We have a choice shipment in stock with some of the finest Pineapples you have ever seen, and we are sure you will be entirely satisfied with them. Two varieties of fruit jars from which to choose, jar rings and sealing-wax. We recommend for your preserving, Blank Granulated Sugar. Remember, the Pineapple has splendid medicinal as well as food qualities.

Pineapples, extra choice fruit,....per dozen \$....
Granulated Sugar,....brand, per 20-lb. sack \$....
Fruit Jars, pint and quart sizes. Pints, per doz.c., and quarts,....c.
Sealing Wax, that makes sure no air gets in, per box....c.

DO THEM DOWN NOW

J. K. Brown

17 Main St.

Phone 77

Try this suggestion in your advertising space. The time is appropriate.

particularly since we have so many farmer customers on our list, and these have as much money as usual. I believe if we conducted a selling campaign on a particular line or associate lines of goods each week we could materially increase our sales with no extra expense. What do you say to a selling campaign

next week on, say, pineapples, sugar, fruit jars and sealing wax? Now is the season of the pineapple and we should make the best of it. In previous years we have been content to show our pineapples in the window in the store, and then sit down to wait for a demand. It seems to me that if we went after this business more energetically, we could easily double our pineapple, sugar and fruit trade. Let us encourage the buying of pineapples by the dozen and even by the crate where there are large families. We can point out that there is no better fruit during the winter season than preserved pineapple, and we can encourage the sale of this through our windows and through newspaper advertising, as well as interior display and personal conversation."

In the window of the Franklin store on the following Monday there appeared a fine display of pineapple, sugar, sealers, sealing rings, and wax for sealing the top of jars. The window artist had taken great pains with it. Along the rear at either side he had built a small stairway, each part containing three steps. The top of the step was just wide enough for one pineapple. Rows of these were placed around the window side by side on each of the steps and there was also a row on the floor so that the display showed up one continual mass of pineapple. The steps were neatly draped with red tissue paper to hide the boards. In the centre of the window was an attractive arrangement of 20-lb. sacks of sugar, built up in



In this summer goods window are shown grape juice, lime juice, wines and other summer drinks; canned salmon, canned apple, canned soups, olives, sardines, biscuits, etc.

pyramid form; surrounding this circular pyramid was a square of sugar cartons with the larger cartons on the floor and the smaller ones on top. On either side of this was a pyramid of fruit jars and near the plate glass were the words, 'Pineapple time,' spelled out in fruit jar rings. There were also a couple of trims of wax for sealing the jars. At the back of the window and above the display of pineapples was a large show card reading 'Now is the time to Preserve your Pineapples.' Three other smaller cards were also shown in the window reading, 'Just Right for Preserving per dozen \$1.50,' 'Sugar that guarantees results,' and 'Seal with wax and be safe.'

Personal Salesmanship Inside.

The display was one that certainly attracted attention. A single glance at it suggested preserving pineapples and not simply the purchase of one or two for the evening meal. Inside the store on the counter was a small display of pineapples with some sugar in glass jars and a small show card reading 'Do them down now.' Also in a conspicuous place were three or four cases of pineapple with a card on them reading "Special price by the crate." No customer was allowed out of the store before a suggestion was personally tendered respecting pines for preserving.

Franklin himself looked after the advertisement in the paper that week and saw to it that there was a convincing talk on pineapples, sugar, fruit jars, etc. The whole thing tended to get the customers of this store talking about preserving pineapples and it was certainly a surprise to the sales staff that week. Not only did their customers purchase but passersby who saw the display commented on it and many of them left

orders. So rapidly did the fruit sell that a new shipment had to be wired for in the middle of the week. The campaign meant more business for this store than it had ever secured before in two pineapple seasons and the whole thing was simply due to the concentration on three or four associated lines.

Forecast of A Bright Future.

The campaign was a most pleasing one to the head of the store. Not merely because he had sold more pineapples than ever before, but because it opened to him an avenue through which he saw a greater future.

"Why can I not," he said to himself, "concentrate on several lines of goods during the summer season and double my business on those particular lines the same as I have done on pineapple, sugar, fruit jars, etc."—and a new resolution was formed then and there. (Future issues will show how this resolution was acted upon.)



Thousands of circulars have been distributed in Montreal in connection with the clean-up, paint-up campaign. Included in the advice offered by S. Boucher, M.D., chief of the city hygiene department, is this: "Buy from a clean grocer, butcher, and milkman. Don't buy anything from dirty stores."

WHERE HALF HOLIDAY IS OBSERVED.

In next week's issue of Canadian Grocer there will appear a list of Ontario towns and cities in which a summer half holiday is observed. This is a feature that this paper runs every year in June for the benefit of the wholesale houses and their travelling salesmen. Already a lengthy list of towns and cities has been received, which shows that the half holiday has gained great headway in the last few years. If any of the wholesalers or manufacturers would like any reprints of this article, we would urge that they write us at once, stating the number they will require.

Calgary Grocery Has Rest Room

A Corner Set Apart in the Large S. G. Freeze Store There for Accommodation of Customers—
Magazines and Telephone—Special Attention to Fruits, Vegetables and Confectionery
—Other Features of This Store.

IN the grocery store of S. G. Freeze, is a rest room for customers. Few stores throughout the country have this accommodation. This room contains comfortable chairs, writing desk, telephone, magazines and pictures for the use of the women who take advantage of this accommodation from day to day. The Freeze store finds it a profitable feature. The location of this rest room may be seen on the accompanying photograph. It is at the rear of the left hand side which means that every customer must pass the entire length of the store to get to it. No woman will walk there without looking from right to left to see the goods on display and as people now-a-days buy pretty much from what they see—apart from the necessities—this rest room has become an important investment.

Large Space for Confectionery.

Another feature which strikes one on entering the Freeze store is the large confectionery department just inside the door on the right. Confectionery sales in this store amount to large proportions because of the attention given to this department. Note the attractive

semi-circular glass silent salesman; this is kept spotlessly clean and both package and box goods are featured continually. On top of this case are always to be seen displays of attractive boxes of confectionery, gum, candies in bottles, etc.

Just opposite this department are the fruit and vegetable bins. It is not necessary to go into any details descriptive of these as their arrangement is readily seen at a glance on looking at the photograph. The important thing is that every customer who enters the store must see the displays of the various fruits and vegetables, when they are shown in this neat compact manner. Above the top row of fruit are show cards pinned on to the shelf above describing the fruit in the different sections.

Separate Pickle Display.

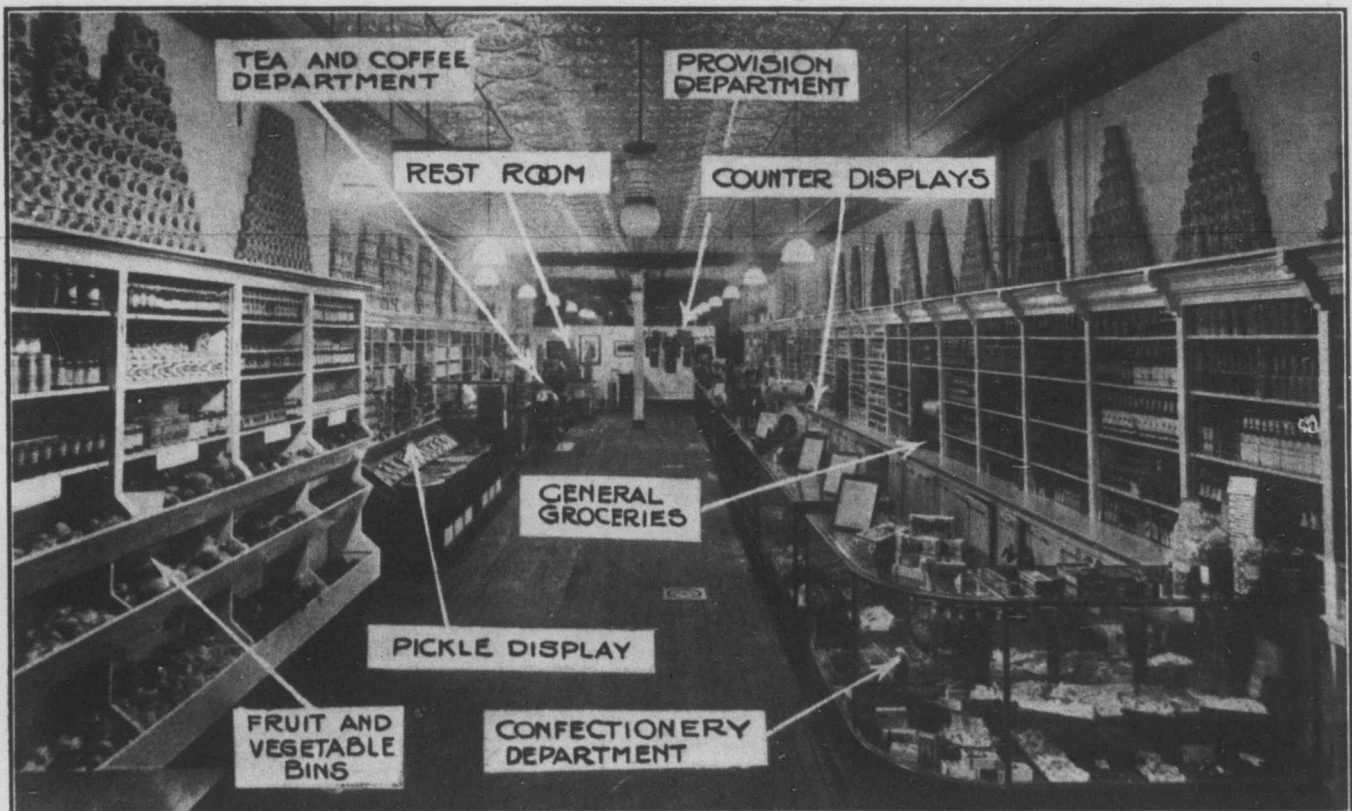
The extensive pickle display is still another feature: this includes both bulk and bottle goods and a special department has been set off for them, where they must be seen by everyone.

Next to this display is the cashier's desk and the internal branch telephone exchange. Then comes the tea and cof-

fee department with roaster and grinder. Next follow the biscuit racks where fancy biscuits are always on display. Then there are tables for showing the special goods for the day. At the end of the left hand side is the rest room already mentioned. Next to the confectionery department at the right are the general grocery counters and to the rear again the provision department with large refrigerator with glass front. At the rear are the general and private offices of the store.

Store Ads. in Frames.

On the grocery and confectionery counters and the provision counter as well may be seen the newspaper advertisements of the Freeze stores arranged in frames. So prominent is this display that customers readily read the firm's advertisement and they buy goods from them. This display connects up the customer's mind with newspaper advertisement and in this way more attention is given to them. The store equipment includes several computing scales, four of which can easily be seen in the pictures.



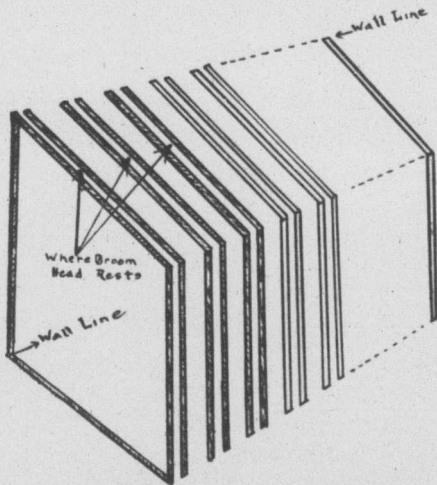
The store interior of S. G. Freeze, of Calgary, Alta., showing some of the leading features

How Other Grocers Do Things



Handy Broom Rack

The accompanying illustration shows how W. J. Parks, a grocer and provision dealer on Bloor street, Toronto, stocks his brooms and arranges them according to price. This frame is constructed in the cellar against the wall, and at right angles to it. It is made of narrow strips of board, between each pair of which, as indicated on the drawing, the brooms



Broom rack used by a Toronto grocer for stocking different priced brooms.

rest, head upwards and handle pointing towards the floor. The wide spaces where there are no strips allow freedom for the broom heads.

The various spaces for the brooms are numbered 1, 2, 3, etc., for different priced brooms. That means if any salesman is filling an order for a certain priced broom he knows exactly in what space to find it. Mr. Parks finds this a handy fixture that keeps his broom stock systematically.

A Glass Provision Refrigerator

The provision department in the store of A. Rowat, a London, Ont. grocer, is specially looked after with an attractive display refrigerator. This refrigerator is a silent salesman, with a compartment in the centre for the ice. The customer can see the ice plainly, as well as the cooked meats, butter, eggs, etc., in the different compartments. The compartments are separated from one another. This glass refrigeration is not only a

valuable acquisition in the sale of cured and cooked meats, butter, eggs, etc., but it actually adds to the attractive appearance of the Rowat store. According to Mr. Rowat it is responsible for a great many sales. On the end of the counter next to this provision refrigerator and salesman is the meat slicer. These two fixtures, together with quality in cured and cooked meats, butter and eggs, and personal salesmanship make the provision department a paying one in this store.

All Package Store in New York

Still another new idea in grocery retailing is being tried out here. This is known as the All Package Sanitary Grocery Stores. The company has now opened six stores in Brooklyn, all neat, clean and painted in white and gold. They are being particularly well lighted at night and the fixtures being of the best they are attracting attention of a good many people. A white coffee mill stands well up towards the windows and there are no ice boxes and no litter lying around the floor. The price lists gotten up by this company show everything done up in packages. The firm make the contention that everything is packed in cartons by automatic weighing machines in their wholesale house in Brooklyn. They also claim that an important fact in connection with the introduction of their goods is that there is no dust, dirt or flies.

One disturbing feature of the new stores is that all goods are sold at cut prices. Free delivery has also been eliminated and all those who wish to have their goods delivered will be charged 3 per cent. on sales of \$1 or more. It will, however, be the endeavor of the company to pack all goods in such a way that they can be carried home as easily as a grip. A mail order business is also being done, all mail orders being sent to their wholesale department. Money orders, drafts and certified cheques must accompany these orders. The regulation in regard to these orders is that they will be packed and delivered free to freight depots or express companies. Price lists will be issued weekly.

A Catchy Pineapple Card

Now that the pineapple season is in full swing, every retailer should consider ways and means to get the most out of the pineapple business before the small fruit season arrives. A Toronto grocer the other day had a large display of pineapples in cases just inside the door and close to the window, some of the cases being in the background of the window, while in the front of it was a neat arrangement of sugar in twenty-pound sacks and cartons. The feature of the display was a large show card in a conspicuous place reading "Why not do them now?" Nothing was mentioned on the card about sugar or pineapples, but the probable customer would naturally associate the card with the sugar and pineapples on display. An array of fruit jars would have added to the practical character of the trim.

A Delightful and Wholesome Fruit.

There is no more delicious dessert than fresh pineapple. It is easily prepared by cutting off the rind and slicing it. The Juice of the pineapple is medicinal in character, and splendid for the throat. Have you ever tried cutting the top off the pineapple, and digging the pulp with a spoon? When this is done and the centre stem has been removed, replace the pulp juice, sugar it to suit the case, and serve from the pineapple on the table. Or mix sliced oranges and bananas, and you have a still more delicious fruit salad. We have "Pines" at— and — cents and — for 50 cents.

A. C. Finlay & Co.

75 Main Street

Phone 87

For selling pineapples for present consumption try this ad. suggestion out.

Saving Money by Co-operating in Delivery

St. Marys, Ont., Dealer Tells How the Merchants There Like the System — Have Had 12 Years' Experience Without a Hitch—Four Deliveries Given Every Day With Extra One Saturday Night—Cost \$7.50 a Week.

“FOR twelve years,” said W. R. Butcher, a St. Marys, Ont., dealer, to The Canadian Grocer, “we have operated the general delivery system in our town and we have never had a hitch with it yet.”

Now is the time when the trade in many parts of the country is looking for methods for cutting down expenses. Why not consider this matter of general delivery? While in some places where this has been carried out it may not have been a great success, there are many others where the merchants are loud in their praises of this system, particularly for the reasons that it removes a large responsibility and at the same time cuts down expenses. Twelve years is quite a long time, and if the merchants of St. Marys can get along for that many years without any trouble, it certainly looks as if those of other towns of somewhat similar size could do the same. There are general delivery systems in other Western Ontario towns and cities, including Simcoe, St. Thomas and Galt. The population of St. Marys is about 3,500.

“The system,” says Mr. Butcher, “is conducted by an outside man altogether, who has no connection with any retail business in the town. He employs four delivery outfits to look after the work. There is one for each ward, the east, north, south and west. The wards are carefully defined so that each driver knows exactly the ground he has to cover, and this tends largely to prevent the occurrence of mistakes.

FIXED HOURS FOR DELIVERY.

“Each merchant is served with four deliveries every day and one extra on Saturday night. The deliveries are at 9 and 11 a.m. and 3 and 5 p.m. with the Saturday night delivery at 9 o'clock, and one also on nights before holidays. The people of the town are well acquainted with the times of these deliveries and they make it a point to get their orders in before the departure of the delivery on which they desire to get their goods, which you will see puts the thing on a systematic basis. It obviates the necessity of having rigs running around the town at all hours and eliminates a great deal of the wear and tear of the delivery outfits.”

“About what does it cost you?” was a question asked Mr. Butcher.

“Around \$7.50 a week,” he replied.

The question is, what would it cost Mr. Butcher to operate his own delivery system. In the first place, a driver in St. Marys would mean anywhere from \$6 to \$10 a week. Added to that would be the upkeep of the delivery wagon, the maintenance of one or two horses, harness, shoes, repairs to the wagons, the chance of losing a horse occasionally, not to speak of the worry of sending out rush orders several times a day. Mr. Butcher gets all this work done for \$7.50 a week.

“There are,” he added, “some eleven grocers in the system and practically all the dry goods men. The man who operates the system is, through his drivers, entirely responsible for the goods after they leave the store. There are very few complaints, and as I said, there has never been a serious hitch since the system started. It means that the delivery of goods has been handed over to men who to-day are specialists in the business and it means further the elimination of a great deal of work and worry in connection with getting the goods to the people's houses when they want them. I, for one, would hate greatly to have to get along without our general delivery.”



CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President.
H. T. HUNTER, General Manager.

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada—Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-149 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.
Subscription: Canada, \$2.00; United States, \$2.50.
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, JUNE 4, 1915

No. 23

RESOLUTIONS OF A. LIVE WIRE.

The other day one of my clerks reported that two women who were passing criticized my store because we kept a cat. Thinking over the matter I came to the conclusion that these women were right — that everybody didn't like cats and that no doubt some of them could not altogether appreciate the food-stuffs they purchased from my store. Foods that the cat would eat were all kept beyond her reach, nevertheless how do my customers know this? Henceforth there will be no more cats in my store during store hours.—A.L.W.

The Damage by Frost

TOWARDS the end of last week, reports were sent out from various points in Western and Eastern Ontario to the effect that great damage had been done by frost. While no doubt the frost did some damage in isolated spots, killing tomato plants, a few early potatoes, strawberry blooms, grapes, cherries, etc., nevertheless, on the whole, the destruction was not so great as the reports indicated. Our information states that no damage was done to standing grain in the East or to fruits and vegetables on high land. So far as can be learned peaches were not greatly injured.

Some sections east of Toronto report little damage, while others report more or less serious damage to strawberries and tomatoes. Other tomato plants will, of course, be obtainable, but it is understood that one packer of tomatoes who lost all his plants will not operate this season.

From the Niagara Peninsula the reports are somewhat conflicting. Grapes in spots seem to have been hard hit, as high as 75% in some cases reported damaged. Cherries also suffered, one estimate placing the destruction at 10% of the crop and cherries

is probably the one fruit that promised a light crop this year. Strawberries in the Niagara district suffered in places, one estimate being from 10 to 15%.

Around Niagara Falls the damage was quite severe. Grapes suffered considerably as well as peaches, plums and pears—an estimate being 50 per cent. The frost in that section was said to have been the most severe ever known. West of London the damage seems to have been light.

Prior to last week's frost the outlook was for splendid yields in practically every fruit. Even as it is there are no grounds for expecting a shortage in any of the important lines and when the fact is taken into consideration that the canners this year will not be preserving as much fruit as last, and also the reports about the splendid crops from different localities, there is every reason to look forward to comparatively low prices this season. Home preserving is not going to be as large as it otherwise would, on account of the high price of sugar, but we can safely state that when the fruits do come on the market, there will be a large consumption of them in their raw state.

A Chance to Cut Expenses.

THERE is an article in this issue on another page dealing with the general delivery system in vogue in the town of St. Marys in Western Ontario. St. Marys has a population of some 3,500 and as there are not too many grocers and dry goods men in the town, a general system operated by a man outside the retail business does not become top-heavy. A grocer tells his experiences of its operation. He points out that it only costs him about \$7.50 a week to deliver his groceries, whereas this would scarcely cover the expense of a driver, not taking into consideration the other overhead expenses such as repairs, new outfits, etc.

Those merchants in the small towns and even in some of the cities who are looking for a chance to cut their cost of doing business, should look into this article on General Delivery and see whether the

thing could not be operated similarly in their own town. A saving of \$8 or \$10 a week means \$450 or \$500 a year, and if this saving could be taken out of the business each year for investment purposes in bonds, etc., at 5 per cent. the retailer would have laid by a nice tidy sum at the end of ten or a dozen years. It might mean the difference between success and failure.

Why not look closely into this?

Analysis of Condensed and Evaporated Milk.

ACCORDING to the legal standards existing in Canada, evaporated milk is "milk from which a considerable portion of water has been evaporated and contains not less than 26 per cent. of milk solids and not less than 7.20 per cent. of milk fat."

The Inland Revenue Department of the Dominion Government have just completed an analysis of 170 samples of evaporated milk, which were purchased by their inspectors in March, April and May of last year. It is therefore just a little over a year ago that these samples were taken, but the Department explains the delay by referring to the necessity for work which in its nature could not so well wait without injury.

The analysis shows that evaporated milk is a highly satisfactory food product. There was an occasional and exceptional occurrence of a sample slightly below normal, but the chief analyst states that this seems almost unavoidable when there is taken into consideration the variability of the material (milk) used in its production. The season of the year, the state of the pasture, the character of the herd and other factors necessarily cause variation in the character of milk, and so long as cases of failure to meet standard requirements are relatively few, and the deficiencies small, there may be considered no evidence of any intent to defraud the purchaser. The fat content, he adds, is of course the most important from the consumers point of view, and six of the brands analysed showed deficiencies in this respect.

There is also a report out on condensed milk in which two hundred samples figure. The standard for condensed milk in Canada, as defined by order-in-Council in November, 1910, is, "milk from which a considerable portion of the water has been evaporated and to which sugar has been added. It contains no less than 28 per cent. of milk solid and not less than 7.7 per cent. of milk fat." The report points out that experience gained meanwhile has demonstrated that certain allowances must be made for climatic and food variations over so large a country as Canada. It has been claimed, declares Chief Analyst A. McGill, to be impossible for Western milk to reach our present standard for total milk solids without bringing the fat content considerably above the required minimum, thus placing the Western manufacturer of condensed milk at a disadvantage. In the light of these considerations it is not desirable from the standpoint of the Department to press too closely the present legal requirements in the matter of total milk solids, and the question of possible modification of these requirements in the near future will receive attention.

As with evaporated milk, the most important single basis in judging the value of condensed milk,

is its content in milk fat. There is, however, a well recognized difficulty in determining the total fat in condensed milk, due to the large amount of cane sugar, which is about 40 per cent. Special care, however, was taken to estimate the amount of fat, and it is satisfactory to note that with but one exception, all samples examined show milk fat up to the legal requirements, and in the majority of cases they were decidedly richer in milk fat than the minimum calls for.

Workmen Earn \$20,000,000 Extra.

COL. BERTRAM, Chairman of the Shell Committee, states that the Munition Industry in Canada continues to expand in a most remarkable manner. The number of firms across Canada with orders for shells or component parts is estimated at 300, and the value of the business has been raised to \$170,000,000. There are approximately 30,000 workmen being employed. Already 500,000 shells have been shipped and by the middle of June, it is expected that the total output will be raised to 50,000 per day. To the figures mentioned about \$30,000,000 could be added as representing the Russian business being handled in this country.

These figures throw considerable light upon one advantage that has come to this country from the war in Europe. Would these men be working if there had been no hostilities? Thirty thousand workmen at say \$2 a day, means \$60,000 or \$360,000 a week. In a year, if the war lasts that long, this many workmen will earn practically \$20,000,000, a great portion of which must find its way through retail channels. This is going to be a mighty good thing for the merchants of Canada.

Our Grape Juice is Good.

CHIEF Analyst, A. McGill of the Inland Revenue Department, Ottawa, has just issued a report called Bulletin No. 307, on Grape Juice analysis. The report deals with 111 samples of unfermented grape juice sold in Canada. These samples were purchased by inspectors of the Department last October, November and December.

The results show that for the most part unfermented grape juice is true to its name. With very few exceptions the alcohol content is below the legal limit of 2 per cent. and in many instances mere negligible traces are to be found. The report states that the grape juice is in the majority of instances rendered marketable by sterilization and hermetic sealing. In addition to a stipulation as to the quantity of alcohol allowed, there are three or four other requirements for grape juice. These refer to the specific gravity, the sugar contents, ash and phosphoric. With few exceptions these limits were met by the samples. The exceptions which in all cases were small indicated that additions of sugar or water or both were made to the grape juice.

Editorial Note

COMMERCE IS not mere money-getting. It is a science, as banking and law and medicine are sciences. It should be studied as such, for with such study comes not only greater efficiency but a higher standard of ethics as well. There is no more pressing public service to be done than the discovery of the best ways of reducing the cost of distribution and of elevating business to the standards of a profession.

CARDWRITING MADE EASY

by
R.T.D. Edwards

LESSON NO. 6.

As was stated in previous lessons but will bear repeating, a good layout on a show card is more than half that goes to make the card a success. You may have your letter formation perfect in every detail, but if you have failed to space them properly on the card, then your work goes for little. I have seen many cards that were quickly made but better from a selling point of view than others that took the writer hours, simply because the person who made the "quick" cards knew that to be a successful card writer one must work for "effect," rather than what may be called strict "accuracy."

The prospective customer does not stop and admire a card because it is correct from a drawing point of view. The card is there, first to attract the eye, and secondly to tell the observer about the goods it advertises, and to tell them at first glance.

Remember the show card often decides whether a customer comes into the

store or passes by. If the card is difficult to read people are not going to wait to figure out what is on it. They will pass by with the impression that

and well lettered card which can be read at first glance, and they are bound to look at the goods if they are in the least interested, because the show card has



Fig. 1.

that store is not up-to-date. That means lost business.

Good Looking and Easily Read.

But, on the other hand, let them be attracted by a nicely worded, well spaced,

told them something that has created a desire for further information.

So, with the purpose of assisting the beginner I have prepared two plates, one of correct spacing and the other of inaccurate spacing. A careful study of these will do you a world of good before you fall into the rut of spacing "any old way."

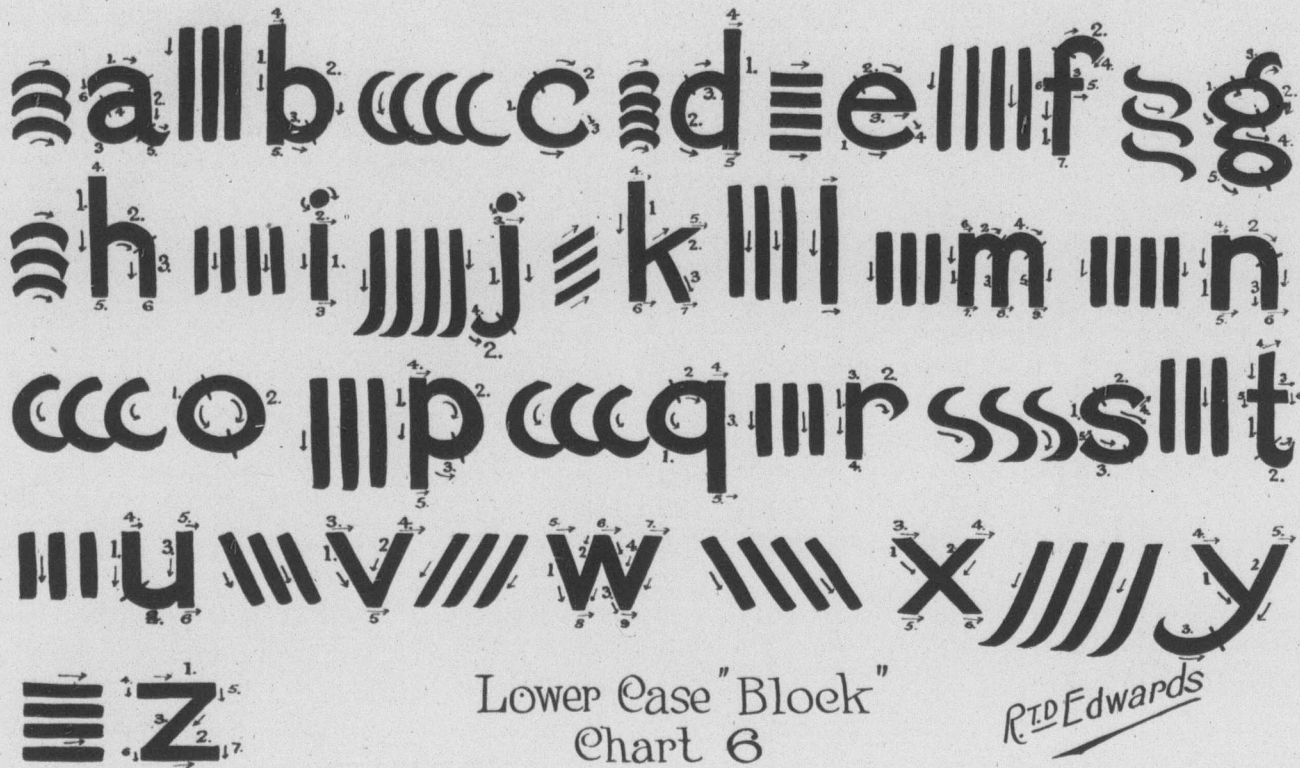
Three Styles of Layout.

Stick to straight line spacing for a long time yet. It is the easiest to make and much the easiest to read. In figure 2 I have shown three distinct styles of layouts. The first shows an upright card spaced from the centre. "A" shows how the card should appear after all necessary guide lines are drawn. "B" shows the next step. Here the letters are roughly spaced out so as to serve as a guide for the brush work. "C" shows the finished work with all pencil marks removed.

The next card shows a different style of layout. The lettering is started from straight lines down the left side of the card. This is the easier and quicker of the two layouts and is most popular in card shops.



Correct Method for Spacing
FIG. 2.



Lower Case "Block"
Chart 6

The next style is balanced up from the centre the same as the first but is written on the card landscape style. This gives a chance to put more than one word on each line.

A study of Fig. 3, shows a few of the many errors in layouts which have come under my notice. I think the worst of all is the one with the lettering too large for the card. This seems to be the most glaring one among beginners. They get the idea that it is necessary to cover as much of the white space as possible and lose sight of the fact that it is the white card behind the black that makes the lettering stand out.

Chart 6.

This chart along with the last two charts, known as charts 4 and 5, complete the brush stroke block lettering. All the strokes in these letter formations are made with one stroke of the brush.

The "A" is composed of five main strokes. Make each stroke in the order as numbered and you will get along better than if you went at it haphazard. Practise well every stroke before attempting the full formation of the letter. "B" shows a letter made up of three main strokes; 4 and 5 are the finishing strokes of the ends of stroke one.

"C" is composed of two main strokes and one finishing stroke. The end of stroke two does not need a finishing stroke if the brush is lifted so as to make a straight edge.

"D" has three main strokes. Stroke 3 is illustrated and needs considerable practice. The "E" has a formation similar to that of the "C." Stroke 3

should be parallel with the quick lines but nearer the top than the bottom.

Stroke 1 of "F" should not be made as high as that of the "B" and "D." The curve of stroke 2 brings it up to the top guide line.

"G" is the all-curve letter. Almost every card writer has a different formation for this letter. This is the one mostly used. This letter should be practised many times. Pay special attention to stroke 4 as shown in the preceding exercise.

Note that the top of stroke 3 of the "H" does not come up to the guide line but meets stroke two, whose curved top just touches the line. The dots over

the "I" and "J" are made with two strokes with the side of the brush.

Much practice is needed in order to get the right angles on stroke 2 and 3 of the letter "K."

Don't neglect to practice the "L," it will assist you in the formation of other letters.

The "M" and "N" are of similar formation.

The curved lines require a lot of attention. The "O" is the only two-stroke letter in the alphabet. You cannot practise this too much. Note the strokes used in this letter are the same as those in "P" and "Q."

Stroke 2 of the "R" after a lot of



Examples of Poor Spacing
FIG. 3.

practise can be made without using a finishing stroke.

The exercise preceding the "S" is very beneficial in its formation.

Note that the stroke exercise preced-

Pineapples

now at
their best

\$150
per dozen

Try this show card for a pineapple display.

ing the "T" does not come to the lower guide line. This is to allow the curved tail to rest on the guide line.

The "U" is similar to that of the "N" only reversed.

Practise many times the slant lines of the "V" and "W." See that where the strokes join, the angles are all the same.

Cross strokes 1 and 2 of "X" are as near midway between the guide lines as possible.

The "Z" while it is constituted of

straight lines is not always easy to make. Make the upper and lower lines first, then the diagonal.

Wherever possible you will note, I have marked, by small cross bars, where the strokes join. This does not mean that you must lift the brush abruptly at these points, but they are the best places to overlap them. Take much care to keep the joins from showing. Draw the brush in the way indicated by the arrows.

Use the same method for practice work as explained in previous lessons. Practise each letter and exercise as shown in Fig. 1.

The accompanying cards illustrate the use of brush stroke block lettering, taken up in this and the last two lessons.



SECOND UNIVERSITY COMPANY CANADIAN EXPEDITIONARY FORCE.

The Second University Company, the organization of which was authorized by the Militia Department, has made substantial progress toward completing its establishment. The company under the command of Captain George C. McDonald, has its headquarters at 382 Sherbrooke street west, Montreal, where about 110 men are already enrolled and in training.

In addition to this, two officers, G. M. Smith and D. G. Hagarty of the Toronto University C. O. T. C., have been appointed to look after recruiting in Toronto. A number of men have already been sworn in there and it is expected that before June 1 Toronto University will have furnished a full platoon of about 60 men.

The full complement of all ranks required is 227, so that it is likely that the company will be up to its full strength at an early date. The rank and file are a splendid type of the young educated Canadian being recruit-

ed from University graduates or undergraduates, or men of a similar class. They are drawn from nearly every part of Canada, groups having been brought from Vancouver, Edmonton, Saskatoon and Winnipeg, as well as from the Eastern provinces. A number of men with C. O. T. C. certificates have enlisted in the ranks.

In the training of this unit special attention will be given to further instruct men studying for officers' certificates. A great many of the men have received the benefit of the training at the C. O. T. C. Camp at Niagara-on-the-Lake, which was held from May 2 to 15.

When the company has been brought up to full strength it will probably be moved to one of the permanent camps to undergo further training before going to the front.

The first University Company ("D" Co., 38th Battalion C. E. F.) was selected as a draft to reinforce the Princess Patricia Canadian Light Infantry.



CANADIAN JAM GOES TO BRITAIN.

Wagstaffe Limited of Hamilton, Ont., have secured an order for jams from the British War Office for the Imperial troops and navy. The British War Office seems to be after black currant jam and Wagstaffe Ltd. have received an order for 300,000 pounds of this for the Royal Navy, as well as a quantity of gooseberry jam in tins. The latter is going direct to the firing lines in France, Belgium, Turkey and Egypt.

It is interesting to note that all tins have to be lacquered on the outer surface so that they cannot get rusty. The Army Service Corps have to ford rivers, etc., to keep the army supplied with food; that is why the tins have to be lacquered on the outside, thus keeping the goods in good condition.



RECENT FOREIGN ENQUIRIES.

Among the trade enquiries received by the Department of Trade and Commerce are the following:—

705. Canned goods, evaporated fruit, etc.—An importing and commission firm in Lyons, France, asks for the addresses of Canadian packers of canned salmon, canned lobster, evaporated apples and peaches, and fruit pulps.

708. Chicory.—A Scotch firm of coffee essence manufacturers desire the addresses of Canadian growers and shippers of chicory.

714. British agencies.—An English agent (now in Canada) with large connection in Great Britain seeks agencies for confectionery, canned goods, cereals, grocers' specialties and woodenware.

Handy Foods

for

Camping Trips

Suggestion for show card appropriate for present time, which the student should be able to make.



Good Roads and Tourist Trade

From the Maritime Merchant.

We know of no more hopeful or productive line of business effort in which the people of a town can join than an organization for the purpose of making the place attractive to tourists. And this effort should concern not only the town itself, but the whole countryside far and near, for in these days of the motor a tourist does not take his holiday entirely in a seaside or country hotel but to a considerable extent in motor-ing through the country. This suggests the value of good roads. In view of this, then, the attraction of tourists to the provinces is not merely a local question for a few places, but a broad question for every nook and corner of the land.

Good roads for automobiles would certainly be a great attraction to tourists. Twenty years ago, when the development of tourist trade was first advocated, it was not so important that all the roads should be in a good condition, because only a small portion of them was ever seen by the summer visitor. But even then, for driving purposes, it was considered important that many of them should be put into as good condition as possible. To-day, however, good roads have become absolutely imperative. If we wish to cultivate a good class of travel we shall have to see that our roads are such as to encourage the man with a car to come this way.

Use of the Term Lima Beans

From American Grocer, New York.

The term Lima, as applied to certain types of beans, is undoubtedly of geographic origin. As far as can be ascertained the beans of the type known as Lima emanated from Lima, Peru, in South America, and this name is now applied very generally in the United States and in other English-speaking countries to cultivated edible varieties of the species *Phaseolus lunatus*. Foreign grown beans of the species *Phaseolus vulgaris*, of which there are over a hundred varieties, have recently been imported under the name Lima, qualified by such terms as Manchurian, Korean and Japanese. A thorough examination of these beans has shown that they are not Lima beans, but varieties of the common bean (*Phaseolus vulgaris*). The Lima bean is considered superior to the common bean for table use, and for this

reason importers, dealers and canners are sometimes inclined to label common beans, chiefly the flat-seeded varieties, which resemble the Lima beans in general appearance, as "Lima beans," and to sell them as such at a price exceeding that of the common bean.

• • •

Mail Order House and Stamp Tax

From Claresholm Review, Alta.

While all this fighting is going on around us, both in the home and abroad, we must not overlook the fact that the mail order houses have received a body punch, with the commencement of the war tax. For years the country editors have been telling their readers to patronize the home merchants and to build up a town. A big percentage of the farmers have disregarded this advice, because in looking at the mail order catalogues they have found where they could save a cent or two by waiting a couple of weeks to receive their goods by mail. Home merchants have told them they lost money by the transaction, but in their greed had overlooked the fact. To-day it is different, the home merchant who sells his goods at a close margin can more than hold his own with the mail order house. It is to be hoped parties who in the past have given life to these houses will in the future have some consideration for the home merchant and keep what little money they spend at home where it belongs.

• • •

The Sugar Situation

From Canada-West Indian Magazine.

The war is affecting the market for sugar in a greater measure possibly than any other event which has taken place within living memory. Great Britain's continental supplies of sugar, principally German and Austrian, have been cut off, and the people have had to turn once more to neglected cane sugar, and to encourage the British farmer to grow sugar beets. The latter proposition is one that is not making much headway, for the British farmer is not likely to depart from his time-honored crops in order to grow a crop that may prove to be in very temporary demand. Failing a much greater guarantee of profit and stability of market than is now offered him, the British farmer generally is likely to leave the growing of beets se-

verely alone. Another consideration is that the British farmer has at last come into his own, and as a result of the war is finding a most profitable market for all his products.

This does not mean that Great Britain is going to suffer from any sugar shortage. But it may mean that at last the sugar produced within the Empire is going to be drawn upon in full measure to meet the Empire's needs. It is many years since West Indian sugar planters have had so encouraging an outlook as they now have through the fact that the European war has brought the British Empire to a realization of its own assets and resources. We hope that this development will not be of fleeting effect, and that after the war is over lessons that have been learned will include among them the one that it is better to encourage development of the resources of the Empire, whether they consist of the sugar plantations of the West Indies or the wheat-producing areas of Canada, than it is to buy foreign produce for the enrichment of rival nations. Meanwhile it is a fact that the signs are all too few to warrant any optimistic view of a change in the fiscal policy of the United Kingdom.

• • •

Tea Consumption in England

From Daily Chronicle, London, Eng.

One finds a vast army of habitual tea drinkers amongst the workers, men as well as women, and in many instances tea has ousted the daily "half-pint."

Large numbers of street navvies and artisans and laborers have taken to a tin of tea instead of beer, and in factories, as well as in the home, there are more people drinking tea, whatever it may have superseded, than ever before. An instance may be cited where a London warehouse allows afternoon tea to its hands—1,000 or so—having started with the concession to the women and then extended it to the men.

It is pointed out that even with the inevitable rise in prices tea remains the cheapest of beneficent drinks, the cost per cup being but trifling. Folk who make the mistake of looking for cheapness in low prices, regardless of quality, may be surprised to learn that purchasers of corresponding position in Ireland think nothing of paying from 3s. 6d. to 4s. per lb. (75c to \$1.00 Canada), resolved on having a rich beverage.



THE CLERKS' PAGE



CONTEST OPEN FOR ONE WEEK MORE.

The Clerks Salesmanship Contest is hereby extended one more week from date to give clerks in the far East and West another opportunity to forward their replies. This Contest has been advertised in Canadian Grocer during the past few weeks, and is one that every clerk should get in. Already a number of replies have been received, with a few splendid examples of the selling power of the clerk. We want this list augmented by several more.

Tell in your own words as briefly as possible, how you have increased the sale of some particular line of goods by salesmanship methods. Tell, for instance how you worked up a good trade on some new goods or in a certain line of jam, canned goods, baking powder, flour, or any other line. Give the gist of the selling talks you used with your customers. Tell also as closely as possible, the quantity of the particular line you sold during a certain period. Please remember that the provisions of the contest exclude goods, the price of which had been cut. There is no salesmanship in selling goods at less than the established price as almost anybody can give a thing away.

If your answer is mailed at once it will be in time for the contest. Winner of the first prize will receive \$3 cash, second prize \$2 cash, third prize \$1 cash. In addition to that the other worthy answers will be reprinted in Canadian Grocer and paid for at our regular space rate. Address your reply to the Editor, Clerks' Department, Canadian Grocer, 143-153 University Avenue, Toronto.

THE PENCIL PROBLEM.

Editor Clerks' Page.—My answer to the pencil problem is as follows:

2 at 2½c= 5
 14 at ½c.....= 7
 4 at 2c= 8
 —————
 20 cost20c

N. FINK.

Mattawa, Ont.

Some one has advanced the opinion that the letter "e" is the most unfortunate character in the English alphabet, because it is always out of cash, forever in debt, never out of danger and in hell all the time. For some reason he overlooked the fortunates of the letter, so we will call his attention to the fact "e" is never in war and always in peace. It is the beginning of existence, the commencement of ease, and the end of trouble. Without it there would be no wheat, meal, millers, machinery, fire nor heaven. It is the centre of honesty and without it there could be no editors, readers nor news.—The Dixi Miller.

THE ENCYCLOPEDIA

COFFEE.

The origin and early history of coffee is like that of tea, involved in considerable obscurity. It was once said by one of the early writers that coffee was mentioned in the Bible, and he even went so far as to make the assertion that the drink given to King David by Abigail to calm his temper was a beverage prepared by something roasted, inferring that it was coffee.

Joseph M. Walsh states in his history about coffee that the first human beings who appear to have used the coffee berry in any form were semi-savage tribes inhabiting higher Ethiopia, to which country the coffee plant is indigenous and where it is found at the present time growing abundantly, both in a wild and cultivated state. Some of these wild tribes have the way of making from the coffee berry, roasted and pulverized, and mixed with grease to a certain consistency a ball that is put away until required for use, and one of these balls when eaten contains more sustenance and is better than bread or meat, because

it cheers their spirits as well as feeds them.

The coffee plant now so widely and extensively grown and cultivated was entirely unknown outside of Abyssinia and Arabia up to the close of the seventeenth century. Louis XIV. was presented a specimen of the coffee plant, which was carefully nursed and from it some sprouts were sent to Martinique in 1717. It is claimed that from one of these single plants was produced the almost innumerable varieties now to be found on the American continent.

A Belgian monk introduced coffee into Rio de Janeiro, and a few years later the Bishop of Rio de Janeiro encouraged the growing of coffee by distributing to the natives the seeds grown in the garden of the monastery, and to this act Brazil is indebted for its great coffee industry. From Brazil the growing of coffee spread to Peru, Chili, Paraguay and other South American countries.

The common coffee plant in its uncultivated state grows to a height of from eighteen to twenty feet, but when cultivated it only grows from four to six feet. Its growth is kept down by continual pruning; this increases the quantity and improves the quality of the product as well as facilitates the picking of the crops.

It is very necessary to use great care in selecting a plantation for the growing of coffee. Soil, climate, temperature and rainfall have much to do with the successful growing of the plant. Its place must be sheltered from wind to insure its perfect growth. Fierce winds accompanied by heavy rains destroy many of the tender plants before they have a chance to mature, and for this reason much care is given to the selection of a plantation; also that efficient roads not only facilitate the making of a good plantation, but they serve the additional purpose of drainage, being specially built for that purpose.

The preparation of the coffee for market is known as the pulping operation, which consists of removing the pulp from the berry. In drying the berry it is spread out on a flat stone surface in the sun; this terrace or drying ground is used when the plantation has not an artificial dryer; this process is done by heat passed through iron pipes under the floor of the room in which the berry is placed.

Personal Power--Your Biggest Asset*

By DR. ORISON SWETT MARDEN.

THE great problem in manufacturing is to get the largest possible results with the least possible expenditure, the least wear and tear of machinery. Men study the economy in their business of getting the maximum return with the minimum expenditure, and yet many of these men who are so shrewd and level-headed in their business pay very little attention to the economy of their personal power expenditure.

There are many people of a high order of ability who do very ordinary work in life, whose careers are most disappointing, simply because they do not keep themselves in a physical and mental condition to do their best thing.

In every place of business we find employees who are only about half awake, half alive; their bodies are full of dead cells, poisoned cells, because of vicious living, vicious thinking, vicious habits. Is it any wonder that they get so little out of life when they put so little into it?

I know men in middle life who are practically where they were when they left school or college. Their enthusiasm has long since petered out; their work has become a drudgery because they have not vim enough to be interested in it. They have not advanced a particle; some have even retrograded, and they cannot understand why they do not get on, why they are not more successful. But everyone who knows them sees the great handicaps of indifference to their health, neglect of their physical needs, dissipation, irregular living, slipshod, slovenly habits, all sorts of things which are keeping them down, handicaps which even intellectual giants could not drag along with them and make any kind of progress.

Everywhere we see young men and women crippled in their careers, plodding along in mediocrity, capable of great things, but doing little things, because they have not vitality enough to push their way and overcome the obstacles in their path.

The author's book is wishy-washy, does not get hold of the reader because he had no vigor, no surplus vitality, to put into it. The book does not arouse because the author was not aroused when he wrote it. It is lifeless because of the writer's low state of vitality.

The clergyman does not get hold of his people because he lacks stamina, force and physical vitality. He is a weakling mentally because he is a weakling physically. The teacher does not

arouse or inspire his pupil because he lacks life and enthusiasm himself. His brain and nerves are fagged, his energy exhausted, burned out, his strength depleted, because he has not taken proper care of himself.

Everywhere we see these devitalized people, without spontaneity, buoyancy or enthusiasm in their endeavor. They have no joy in their work. It is merely enforced drudgery, a dreary, monotonous routine. They try to whip themselves to increased effort, but they are not physically equal to it.

These people remind me of a story I heard of an ignorant pedlar and his horse. This man, a fruit vendor, bought an old horse very cheaply at an auction sale. He was delighted with his bargain, but to his dismay very soon found that it was almost impossible to get any speed or work out of the animal. One day, while trying in vain to urge it on, he met a shrewd fellow-vendor, who told him that he had in his cart a magic remedy which would make a young horse out of an old one and a fast horse out of a slow one. All one had to do when his horse began to lag or give out was to apply this remedy, and he would get immediate results. The unsuspecting fellow bought the magic "remedy," which proved to be a whip. For a day or two it worked so well that he said it was worth many times what he had paid for it, because it put new life into his horse, and he could get much more work out of it than he could before. One morning, however, on going to his stable he found the poor old horse dead.

We may laugh at the foolishness and stupidity of this gullible fellow, but there are multitudes of people who are just as foolish, who daily apply the whip to an overworked, poorly nourished, devitalized body. They try to urge on faculties that are robbed of their power by ill-health.

Most of us are at war with ourselves, are our own worst enemies. We expect a great deal off ourselves, yet we do not put ourselves in a condition to achieve great things. We are either too indulgent to our bodies, or we are not indulgent enough. We pamper them, or we neglect them, and it would be hard to tell which mode of treatment produces the worst results. Few people treat their bodies with the same wise care and consideration that they bestow upon a valuable piece of machinery or property of any kind from which they expect large returns.

Personal power is the aim of every sane ambition. We may not think about it in just that way, but whether we are

bending all our energies to make money or to write books, to paint pictures or to make machines, to win a position at the bar, or to build up a big business, whatever our immediate ambition, our real aim is to get more power. Whether it comes from money, from business reputation, from fame as physician, lawyer, writer, artist, or what not, power is what we are after, and there is no way of gaining or increasing it so effectively as keeping up all of our standards, physical, mental and moral, by doing everything we possibly can that will increase our self-respect, that will give us more robust health, make us think more clearly and act more efficiently.

Of course, there are isolated examples of people who have succeeded in spite of ill-health, just as there are exceptions to every rule. But the exceptions do not affect the rule, and for the average man or woman success without the physical basis of health is impossible.

One of the first essentials of success is to be a first-class animal. A sound mind in a sound body is a pre-requisite. Vigorous, abounding health is a duty as well as a necessity.

It is everyone's sacred duty to keep himself up to the highest possible standard, physically and mentally, otherwise he cannot deliver the divine message entrusted to him by his Creator in its entirety to the world. It is everyone's sacred duty to keep himself in a condition to do the biggest thing possible to him. It is a positive sin to keep oneself in a depleted, run-down, exhausted state, so that he cannot answer his life call or any big demand that an emergency may make upon him.

To be confronted by a great opportunity of which you are powerless to take advantage, because you have let your energy leak away in useless, vicious ways, or to feel that you can only take hold of your great chance tremblingly, weakly, with doubt instead of assurance and a consciousness of vigor, is one of the most disheartening experiences that can ever come to a human being.

If you would make the most of yourself, cut away all of your vitality sappers, get rid of everything which hampers you and holds you back, everything which wastes your energy, cuts down your working capital. Get freedom at any cost. Do not drag about with you a body that is half dead through vicious habits, which sap your vitality and drain off your life forces. Do not do anything or touch anything which will lower your vitality or lessen your chances of advancement. Always ask yourself: "What is there in this thing I am going to do which will add to my life-work, increase my power, keep me in superb condition to do the best thing possible to me?"

*Reprinted from MacLean's Magazine.

If we would only study the needs of our bodies as we study the needs of the plants in our gardens, and give them the proper amount and variety of food, with plenty of water, fresh air and sunshine, we would not be troubled with disordered stomachs, indigestion, biliousness, headache, or any other kind of pain or ache.

If we used common sense in our diet, lived a plain, sane, simple life, we would never need to take medicine. But the way many of us live is a crime against nature, against manhood, against our possibilities.

Take the treatment of the digestive apparatus, for instance, which really supplies the motor power for the whole body, and we will find that most of us do not give it half a chance to do its work properly. The energy of the digestive organs of many people is exhausted in trying to take care of superfluous food for which there is absolutely no demand in the system. So much energy is used up trying to assimilate surplus, unnecessary food, improper food, that there is none left to assimilate and digest that which is actually needed.

Men are constantly violating the laws of health, eating all sorts of incompatible, indigestible foods, often when the stomach is exhausted and unable to take care of simple food. They fill it with a great variety of rich indigestible stuffs, retard the digestive processes with harmful drinks, then wonder why they are unfit for work, and resort to all sorts of stimulants and drugs to overcome the bad effects of their greediness and foolishness.

Many go to the other extreme and do not take enough food or get enough variety in what they do eat, so that some of their tissues are in a chronic condition of semi-starvation.

The result is that while there is a great surplus of certain elements in some parts of the system, there is a famine of different kinds of elements in other parts of the system. This inequality, disproportion, tends to abnormal appetites that often lead to drinking or other dissipation. Many people resort to dangerous drugs in their effort to satisfy the craving of the starved cells in the various tissues when what they really need is nourishing food.

There are only twelve different kinds of tissues in the body and their needs are very simple. For instance, almost every demand in the entire system can be satisfied by milk and eggs, though, of course, a more varied diet is desirable, and should always be adjusted to suit one's vocation and activities. Yet, notwithstanding the simple demands of nature, how complicated our living has become!

The great thing in life is efficiency.

If you amount to anything in the world, your time is valuable, your energy precious. They are your success capital and you cannot afford to throw them away or trifle with them.

Whatever else you do, husband your strength, save your vitality, hang on to it with the determination with which a drowning man seizes and clings to a bit of log at sea. Store up every bit of your physical force, for it is your achievement material, your manhood timber. The man who has no money is rich compared with the man who has squandered his vitality, thrown away his precious life energy. Gold is but dross compared with this, diamonds but rubbish, houses and lands are contemptible beside it.

Dissipators of precious vitality are the wickedest kind of spendthrifts; they are worse than money spendthrifts; they are suicides, for they are killing their great chance in life, their power to be strong, vital efficient men and women. They are squandering their biggest success asset.



**A PLEA FOR THE CENT PIECE.
Western Merchant Wants to Hear From
Others—Says Spring Sales Number
Is Masterpiece.**

Editor Canadian Grocer:

Dear Sir,—I have much pleasure in sending you my renewal subscription. Will you please alter my address to Midnight Lake, Sask., in place of Stony Lake, as I have opened a store at that place, and live there, leaving Stony Lake store in the hands of an employee.

I have found The Canadian Grocer of great service to me, giving me ideas which I could not have obtained from any other source, so far away from a live town as I am doing business—some 60 odd miles. The views and ideas of different business men which appear from time to time are very interesting to me, also instructive.

I wonder if any of them could say why the humble cent piece is not usually accepted in the stores and banks of Western Canada. Goods are marked either 5, 10, 15, 20, 25 cents, or 2 for 5, 3 for 10, 2 for 15, and so on. With prices fluctuating as they are at present, personally I think it would benefit both the retailer and consumer if the cent piece were put to work, then, if anything took one cent a pound rise wholesale, the retailer could raise one cent. As it is at present he either has to raise it two and a half cents, or lose the cent if he has keen competition. One way hits the consumer too hard, and the other way it hits the retailer too hard. The cent piece would relieve both. But as I have only been in business about two and one-half years I may have a lot to learn.

However, I would like to read the ideas

of some of the older and more experienced retail merchants on this subject, it would surely be important enough to be interesting to more than one retailer in the West.

Your Spring Sales Number this year is certainly a masterpiece. The information and ideas contained therein alone are worth the price of the year's subscription, to me anyhow. Wishing you every success.

JOHN HILLS.

Midnight Lake, Sask.

**SERVICE
DEPARTMENT**

Editor, Canadian Grocer.—Will you please let us have the names of any exporters in or around Toronto of potatoes, tomatoes and other vegetables, also the names of several poultry dealers? P. L., Fort William, Ont.

Editorial Note.—We give below a number of firms who will no doubt be able to meet your requirements in their respective lines:

Potatoes—Exclusively: J. J. Ryan, 31 Church Street, Toronto; R. J. Ryan, 81 Colborne Street, Toronto; Champsey & Kelley, 778 Dovercourt Road, Toronto.

Tomatoes and Vegetables—White & Co., corner Front and Church Streets, Toronto; Herbert Peters, 88 Front Street E., Toronto; Clemes Bros., 41 Church Street, Toronto; Tretheway's Model Farm, Weston, Ont.; Hugh Walker & Son, Guelph, Ont.

Poultry—M. P. Mallon, 33 Jarvis St., Toronto; T. W. McDonnell, Front Street East, Toronto; Wm. Ryan & Co., 70 Front Street East, Toronto; Gunns, Limited, Front Street East, Toronto.

Editor, Canadian Grocer.—Will you kindly supply me with a list of wholesale furniture houses in Toronto?

F. H., New Liskeard, Ont.

Editorial Note.—The names given below do not make a complete list, but no doubt are sufficient for your purpose: Toronto Furniture Co., The Charles Rogers & Sons Co., King's Furniture Co., Gendon Mfg. Co., Limited, Imperial Furniture Co.

Editor, Canadian Grocer.—We make peanut butter, but find considerable trouble in shelling the peanuts. Can you give me the address of a firm who would be able to supply nuts already shelled? Is there such a thing as ground or powdered peanuts?

P. & M., Saskatoon, Sask.

Editorial Note.—The W. G. Patrick & Co., 51 Wellington W., Toronto, handle shelled peanuts. Wm. C. Christmas & Co., St. Nicholas Buildings, Montreal, handle both ground and shelled.



CURRENT NEWS OF WEEK



Quebec and Maritime Provinces.

J. Martel & Co., grocers, Hull, Que., are succeeded by G. Montpetit.

J. E. Lariviere & Cie., wholesale and retail teas and coffees have registered at St. John's, Que.

Fire did about \$1,000 worth of damage at the plant of the Atlantic Sugar Refineries, Ltd., St. John, N.B., last week.

H. M. Byno, representing Musson & Co., molasses exporters, Barbadoes, was in Montreal this week, and returned home on Tuesday.

The building and contents of the late William Somerville property, at Waterville, Que., were completely destroyed by fire on May 28.

W. H. Dunn, Montreal, have taken over the premises formerly occupied by Rose and Laflamme on St. Paul St., and will add them to their present building.

The general store and contents of John T. Keating, at Lochaber, Antigonishe, N.S., were destroyed by fire last week. It is supposed that tramps burglarized the place and then set fire to it.

P. Pastene & Co., Inc., importers, 300 Lower Antoine Street, Montreal, will start the manufacture of macaroni in a few weeks. They have imported special machinery for this purpose.

A. J. Williams, manager of Harrison's

& Crosfield, Ltd., Coristine Building, Montreal, suffered a slight paralytic stroke on Saturday last. His condition is reported as favorable.

Harper R. Gray, treasurer of Gunns, Ltd., Toronto, has come to Montreal, where he will be joint manager with Charles Langlois, of Gunn, Langlois and Co., Ltd. Mr. Gray has assumed Col. Gunn's duties in Montreal, during his absence at the front.

Ontario.

J. J. Dunn, grocer, Toronto, has sold to J. O. Tucker.

J. H. May, grocer, Ottawa, is opening a branch store.

J. H. Thompson, a Toronto grocer, died last week.

E. Patterson, grocer, Shelbourne, Ont., has sold to W. J. Hall.

W. J. Fitzgerald, grocer, Toronto, has sold to S. M. Carseallen.

The MacLaren Baking Powder Co., Toronto has obtained a charter.

John McKim, grocer, Orangeville, Ont., sustained a fire loss recently.

The Leamington Fruit Association, Leamington, Ont., has obtained a charter.

T. Shaw & Co., grocer, flour and feed merchant, Toronto, have sold to J. T. Pointon.

A new grocery store has been opened on Wellington St. South, London, Ont., by G. A. Miller.

George Quackenbush has purchased the grocery business of H. Coolidge, Smith's Falls, Ont.

M. James & Co., have opened a new grocery store, corner Worthy Rd. and Bucose St., London, Ont.

A branch grocery store has been opened by G. B. Drake, at the corner of Adelaide and Guy streets, London, Ont.

Crawfords Limited, is name of a new concern in Tilbury, Ont., taking over the general store business of W. C. Crawford.

The Toronto Poultry Co., Ltd., has been granted an Ontario charter to manufacture condensed milk and to deal in all kinds of garden and farm products.

Wallace Anderson, manufacturers' representative, Toronto, left this week for Halifax, where he will attend a conference of representatives of the Acadia Sugar Refining Co.

J. S. Wilkie who has conducted a grocery store in Alvinston, Ont. for the past

two years, has sold to Mr. Nickelson. Mr. Wilkie has bought a grocery business from Mr. Laughlin, in Sarnia, Ont.

Arrangements are being completed for the annual general meeting of the Canadian Manufacturers' Association, which will be held in Toronto on June 8, 9, and 10, and which will be attended by a large number of out-of-town members. Owing to the war and to general conditions, the entertainment to be provided for the delegates in connection with the convention will be much less elaborate than usual.

Western Canada.

M. W. Rublee, wholesale fruit dealer, Winnipeg, died recently.

J. Forcier, grocer, St. Charles, Man., is succeeded by H. Therrien.

J. J. Kells, grocer, Winnipeg, is succeeded by Mitchell & Toon.

The Franklin Supply Co., Franklin, Man., have sold to F. Freeman.

Rachael Edwards, grocer, Sovereign, Sask., is succeeded by W. H. Edwards.

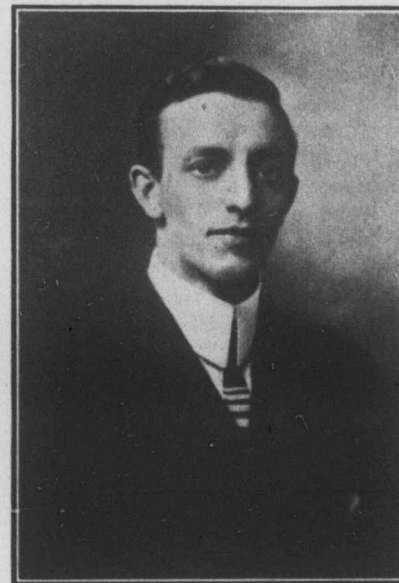
The capital of the Manitoba Vinegar Mfg. Co., has been increased to \$60,000.

The merchants of Enderby, B.C., are closing on Thursday afternoon, during the summer months.

The F. R. MacMillan Co., department store proprietors, Saskatoon, Sask., have been granted a Dominion charter.



F. E. RAYMOND, Saskatoon, Sask.
Secretary of the Saskatchewan branch of the R.M.A., the convention report of which appeared in a recent issue.



W. R. KELL, Saskatoon, Sask.,
Assistant Secretary Saskatchewan Branch of the Retail Merchants' Association.

The Frost Damage Firms Canned Goods

British Jams Costing More — Cable Announces One Shilling Extra — Preferential Tariff, Freights and War Risks Extra to That—Tea Higher After Vacation—Sugar Firm; Higher in Winnipeg—Sockeyes Advance in Montreal—Currants Firm and Higher.

Office of Publication, Toronto, June 3, 1915.

THE wheat situation, both in Winnipeg and Chicago is attracting a good deal of attention. The prices are crumbling. At the time of writing, Manitoba No. 1 is selling at \$1.45½. One week ago this was \$1.63. This is a record-breaking break, time considered, and is all the more remarkable in view of the exceptional strength of the wheat market up to a couple of weeks ago. There are two or three reasons for the downfall. The crop of American wheat nearing the harvest and lack of export orders, has made holders of old wheat nervous. Fearing that there is not going to be any outlet for their holdings, they are selling right now at lower levels. Moreover, the talk of a good crop is having its effect in the same direction. Add to these two factors that the news from the Dardanelles is bearish and that further progress is reported in forcing an entrance there; also that Italy has entered the war and that the international situation looks a good deal better at this writing than for some time and you have the aggregate of reasons why wheat prices apparently are crumbling. Incidentally it is worth while to notice that as we state above, Manitoba No. 1 one week ago was \$1.63; now it is \$1.44; one year ago at this time it was worth 95½¢ cash. The comparison between the prices this year and at the corresponding time last year is very remarkable.

One result of the crumbling up of wheat prices has been a reduction in the price of winter wheat flour. This declined 20c all round in Toronto. Other markets show drops. Manitoba flour is considerably weaker, and a 50 cent reduction is noted in Montreal.

The price of cheese is still abnormally high, and we are no further towards finding out the why and the wherefore. One thing, however, is certain, and that is that the cause of the high price at present is not due to scarcity of supplies in this country. There is lots of cheese coming; the make is large and statistics continue to prove that there is a good deal more cheese this year than last. The "Trade Bulletin," of Montreal, says that "The week ending May 22, there were 55,073 boxes as compared with 19,427 for the same week in 1914." The total receipts from May 1 to May 22 of this year were roughly three times what they were for the corresponding period last year. One big reason for the high price of cheese is the extraordinary amount of buying being done in this country by the British Government. They are short of cheese over there, and cannot get enough for the soldiers, and they are simply taking up every pound of cheese that they can buy in Canada. On the other hand that leaves us short and the domestic demand is only satisfied at prices far too high. One way out might be for buyers over the border to let up for a couple of weeks on purchasing and thus get the prices down and then buy again if they want to. At this time last year when the receipts were so very much lower, the price of the finest grade of cheese was 12¼¢; now it is 19 to 19¼ in Montreal and higher still in Toronto. The only answer as to why cheese is so high seems to be that the war happened in on our commercial organism and made all the difference. Prophets keep on telling us that high prices of cheese cannot last very much longer, but they have been saying so now for several months. Personally, we shall believe in lower prices on cheese when we see them and not till then.

Sugar, which has been strong in both Montreal and Toronto, following New York, for a couple of weeks now, is up five cents in Winnipeg. On the other hand, probably for local reasons only, it is slightly lower in one line in New Brunswick this week. In Ontario and Quebec the market is strong. New York market shows an advance of 10c a cwt. on refined.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND FEEDS—

Flour markets quiet.
Declines occurred in wheat.
Bran and shorts easier.
Rolled oats unchanged.

FISH AND OYSTERS—

Eastern salmon short.
Halibut tends to advance.
Haddock and codfish lower.
Advance of 2c in lobsters.
Medium mackerel 16-18c each.
Frogs legs to be cheaper.

FRUIT AND VEGETABLES—

Frost affects asparagus.
Cabbage down to \$2.25 barrel.
Small cauliflowers \$1 doz.
Good cucumbers \$2.50 basket.
Curly lettuce as low as 75c crate.
Texas and Bermuda onions here.
Rhubarb and radishes decline.
Canadian spinach here.
Strawberries offered 15c quart.
Cherries down to \$2 box.

PROVISIONS AND PRODUCE—

Decline in butter; another coming.
Cheese firm, despite heavy supply.
Eggs, storage nearing end.
Cooked and jellied meats up.
Ducklings here next week.
Demand for live fowl light.

GENERAL GROCERIES—

Further advance in sage.
Higher prices for Java coffees.
Advance in N. Y. refined sugar.
Black tea market higher.
Red sockeyes advance 25c case.
Beans, 3-lb. pickers, advance.
Advance of 2c in sultanas.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Big crumble in wheat.
Winter wheat flour down.
Little demand for Manitoba.
Mill feeds strong.

FISH AND OYSTERS—

Bloater-mackerel a leader.
May be scarcity of trout.
Eels and flounders sell well.
Lobsters a plenty.
Good holiday trade.

FRUIT AND VEGETABLES—

New carrots sell well.
Strawberries are higher.
Potatoes easier and lower.
Grape fruit off market.
Lemons firmer.
New California cherries selling.
All salad vegetables getting business.
Old carrots practically done.
Apples virtually off.
Late Valencias selling.

PROVISIONS AND PRODUCE—

Cheese still 'way up.
Butter easier and more of it.
Storing of eggs lets up.
Prices easier.
Broilers down after holidays.
Honey situation unchanged.

GENERAL GROCERIES—

Teas up in London.
British jams to be dearer.
Sugar situation strong.
Currants firmer and higher.
Tapioca prices advance.
Quiet month in May.

QUEBEC MARKETS.

Montreal, June 3.—It is stated that the recent frost injuder the tomato crop in Ontario so much, the market on canned

CANADIAN GROCER

tomatoes was strengthened to the extent of 10c. This is important, coming as it does, at a most critical period for canned goods, and especially for tomatoes, the price of which has been low, and stocks heavy. A firmer market exists for evaporated apples, the supply of which is short on account of large orders placed some time ago by a European Government. It is also affirmed that the frost got into the apples. Another line affected here by the frost is asparagus, the price of which advanced as a result. An advance is also announced in the ordinary brand of canned salmon (Red Sockeyes) in sympathy with prices on the Coast.

Imported pickles have not met the usual success this year as the war tax and high freight rates have made imported pickles rather high for this market.

An advance is announced in the price of pure spirit vinegar of 2 to 3c per gallon. This is attributed to an advance made by distillers on their No. 2 spirits.

Wholesalers who have been selling 3-lb. picker beans at \$3.10 have been compelled to advance their quotation on account of the higher prices being asked by shippers. It seems that the bean market is gaining strength every week. Soup peas are also strong.

The sugar market is important this week on account of an advance in New York refined, following advances in raws. Further advances in refined are expected across the line, but whether they occur in Montreal depends on the attitude of the refiners. If they all wait for the other to take the step, the advance may be slow in coming. They admit individually that the advance is warranted.

There is nothing new in market for flour or feed.

In the produce market, there is a decline in butter, with a further one coming. The cheese market, despite the large amount being made, remains firm, and prices are unchanged. A large number of egg storage operators have finished, which will mean a surplus for local requirements. Owing to warmer weather, there is a better demand for cooked and jellied meats, and prices are a shade higher.

SUGAR.—For several days the market on raws has been firm, which had the effect of stimulating trade here. An advance took place in New York refined on Tuesday of 10c per cwt., and another is expected on June 5. Whether or not there is an advance here will depend solely on competition among the refiners. This has become so keen of late, advances do not take place so quickly as formerly. One thing is sure—that refiners could not buy raws at today's prices and sell refined at current quotations.

| | Per 100 lbs. |
|---------------------------------|--------------|
| Extra Granulated Sugars— | |
| 100 lb. bags | 6 65 |
| 20 lb. bags | 6 75 |
| 2 and 5-lb. carton | 6 95 |
| Yellow Sugars— | |
| No. 1 | 6 60 |
| No. 2 | 6 25 |
| Extra Ground Sugars— | |
| Barrels | 7 05 |
| 50 lb. boxes | 7 25 |
| 25 lb. boxes | 7 45 |
| Powdered Sugars— | |
| Barrels | 6 85 |
| 50 lb. boxes | 7 05 |
| 25 lb. boxes | 7 25 |
| Paris Lumps— | |
| 100 lb. boxes | 7 40 |
| 50 lb. boxes | 7 50 |
| 25 lb. boxes | 7 70 |
| Cartons and half cartons | 8 05 |
| Crystal Dominoes, cartons | 8 15 |

TEAS.—Advices from Colombo are to the effect that advances have taken place again, and that prices are the highest for twenty-five years. Importers state that the retail trade has difficulty in believing how big the advance is, which makes it hard for salesmen calling upon them. Importers hold the belief that the high prices on Calcutta, Colombo and China blacks will be maintained. Japans are much the same as last year. China greens are rather neglected, and there has not been the corresponding rise in greens as there was in blacks. Cheapest grades of China blacks which formerly cost 10c, are now costing 18c.

DRIED FRUITS.—The fact that Italy is at war is not affecting shipments much. The only change this week as far as the primary market is concerned, is in Sultanans, which have advanced 2c per lb. This makes a total advance since Turkey went to war of nearly 6c per lb. There will be no Sultanans coming from Turkey next year, and Greece will be able to supply only about a fifth of what she did. This country will be dependent on the United States for her supplies during coming year. Figs and dates are firmer, but are not selling, and there will be little demand until the first of September. Currants are unchanged.

| | Per lb. |
|--|---------|
| EVAPORATED FRUITS. | |
| Apples, choice winter, 50-lb. boxes | 0 06 |
| Apples, choice winter, 25-lb. boxes | 0 08½ |
| Apricots | 0 11½ |
| Nectarines, choice | 0 11¼ |
| Peaches, choice | 0 07½ |
| Pears, choice | 0 13½ |
| DRIED FRUITS. | |
| Candied Peels— | |
| Citron | 0 20 |
| Lemon | 0 13½ |
| Orange | 0 13½ |
| Currants— | |
| Amalias, loose | 0 07½ |
| Amalias, 1-lb. pkgs. | 0 07 |
| Filiatras, fine, loose, new | 0 08 |
| Filiatras, packages, new | 0 08 |
| Vostizzas, loose | 0 09 |
| Dates— | |
| Dromedary, package stock, per pkg. | 0 09 |
| Paris, choicest | 0 12½ |
| Hallowee, loose | 0 08 |
| Hallowee, 1-lb. pkgs. | 0 07½ |
| Figs— | |
| 8 crown, 12 lb. boxes, fancy, layer, lb. | 0 14 |
| 7 crown, 12 lb. boxes, fancy, layer, lb. | 0 14 |
| 6 crown, 12 lb. boxes, fancy, layer, lb. | 0 13½ |
| 1 lb. glove boxes, each | 0 12 |
| Prunes— | |
| 20 to 40, in 25-lb. boxes, faced | 0 14 |
| 40 to 50, in 25-lb. boxes, faced | 0 13 |
| 50 to 60, in 25-lb. boxes, faced | 0 12 |
| 60 to 70, in 25-lb. boxes, faced | 0 11 |
| 70 to 80, in 25-lb. boxes, faced | 0 10 |
| 80 to 90, in 25-lb. boxes, faced | 0 09½ |
| 90 to 100, in 25-lb. boxes, faced | 0 09 |
| Raisins— | |
| Malaga, table box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster | 3 60 |
| Muscateis, loose, 3 crown, lb. | 0 09 |
| Sultana, loose | 0 10 |
| Sultana, 1-lb. packages | 0 11½ |
| Valencia, selected | 0 08½ |
| Valencia, 4-cr. layer | 0 09 |

| | |
|-----------------------|-------|
| Cal. seedless, 16 oz. | 0 11 |
| Seedless, 12 oz. | 0 09 |
| Fancy seeded, 16 oz. | 0 10 |
| Choice seeded, 16 oz. | 0 09½ |

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

RICE.—The market for Canadian rice remains unchanged. The situation for imported rices is about same. No Patnas are being offered. Wholesalers claim to have good stocks of rice which they bought last year, which will carry them a long way, as buying is not heavy.

| Rangoon Rices— | Per cwt. |
|----------------|----------|
| Rangoon, "B" | 3 70 |
| "C.C." | 3 60 |
| India bright | 3 85 |
| Lustre | 3 95 |
| Fancy Rices— | Per cwt. |
| Imperial Glace | 5 50 |
| Sparkle | 5 70 |
| Crystal | 5 45 |
| Ice drips | 5 80 |
| Snow | 5 70 |
| Polished | 4 85 |
| Pearl | 5 05 |

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna.

| | Per lb. |
|-----------------------|---------|
| Bags, 224 lbs. | 0 06 |
| Half bags, 112 lbs. | 0 05½ |
| Quarter bags, 56 lbs. | 0 05 |
| Velvet head Carolina | 0 09½ |
| Sago, brown | 0 06½ |
| Tapioca— | |
| Pearl, lb. | 0 06½ |
| Seed, lb. | 0 07 |

MOLASSES.—A firmer raw sugar market has strengthened the molasses market, and demand here is much better. More sales have probably taken place here than is generally known. Prices, delivered Montreal, are in the neighborhood of 38½ and 39c. Reports are that the supply of molasses in Barbadoes will not be as heavy as was expected.

| Barbadoes Molasses— | Price for Island of Montreal. | |
|---------------------|-------------------------------|---------|
| | Fancy. | Choice. |
| Punchcoons | .45 | .41 |
| Barrels | .48 | .44 |
| Half barrels | .50 | .46 |

For outside territories prices range about 2c lower for fancy; nothing for choice.

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

| Corn Syrups— | |
|--|-------|
| Barrels, per lb., 3¼c; ½ bbls., 4c; ¼ bbls. | 0 04¼ |
| Pails, 38½ lbs., \$1.05; 25 lbs. | 1 46 |
| Cases, 2 lb. tins, 2 doz. in case | 2 65 |
| Cases, 5 lb. tins, 1 doz. in case | 3 00 |
| Cases, 10 lb. tins, ½ doz. in case | 2 80 |
| Cases, 20 lb. tins, ¼ doz. in case | 2 85 |
| Maple Syrups— | |
| New, pure, per 9¼ lb. tin | 0 75 |
| Pure, in 15 gal. kegs, 8c per lb. or, per gal. | 1 15 |
| Maple sugar, pure, per lb. | 0 10 |

COFFEE.—Java coffees are dear, and cannot be laid down here, duty free, for less than 26 to 28c. A gradual advance has been taking place, which amounts to about ten per cent.

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

NUTS.—There is quite a good demand from Toronto wholesalers for shelled almonds and walnuts. This seems to show that stocks are low in the country. There is no change in the market for above two lines.

| | | |
|--|-------|-------|
| Almonda, Tara | 0 16 | 0 18 |
| Grenobles, new | 0 14 | 0 16 |
| Marbols, new | 0 15 | 0 12 |
| Shelled walnuts, new, per lb. | 0 35 | 0 34 |
| Shelled almonds, 25-lb. boxes, per lb. | 0 13 | 0 14 |
| Sicily filberts | 0 13 | 0 14 |
| Filberts, shelled | 0 28 | 0 18 |
| Pecans, large | 0 18 | 0 18 |
| Brazils, new | 0 12½ | 0 12½ |
| Peanuts, No. 1, 1¾c; No. 2 | 0 11½ | 0 11½ |
| Peanuts, No. 3 | 0 10 | 0 10 |

CANADIAN GROCER

SPICES.—Market is quiet just now, but should pick up in a month or so. Situation in sage is getting worse, and a further advance of 5 cents has taken place during past week. It is hard to say what dealers will do about sage, as it formerly cost only 3½c. Quotations on cream of tartar vary from 40 to 45c. Pure cinnamon is quoted at 22 to 25c.

| | 5 and 10-lb. boxes | ¼-lb. pkgs. dozen | ¼-lb. tins lb. |
|----------------------|--------------------|-------------------|----------------|
| Allspice | 0 17 | 0 70-0 80 | 0 24 |
| Cassia | 0 23 | 0 78-1 06 | 0 31 |
| Cayenne pepper | 0 30 | 1 08-1 21 | 0 36 |
| Cloves | 0 41 | 1 21-1 31 | 0 48 |
| Cream tartar-40-45c. | | | |
| Ginger, Cochín | 0 19 | | |
| Ginger, Jamaica | 0 23 | 1 00-1 15 | 0 31 |
| Mace | 0 80 | 1 00-1 15 | 0 31 |
| Nutmegs | 0 40 | 1 08-1 26 | 0 75 |
| Pepper, black | 0 20 | 0 90-1 00 | 0 31 |
| Pepper, white | 0 31 | 1 15-1 20 | 0 40 |
| Pastry spice | 0 23 | 0 95-1 20 | 0 31 |
| Pickling spice | 0 20 | 0 85-1 00 | 0 80-0 95 |
| Turmeric | 0 21-0 23 | | |

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

| | | |
|------------------------------|------|-------|
| Cardamon seed, per lb., bulk | 2 00 | 2 50 |
| Caraway— | | |
| Canadian | | 0 13 |
| Dutch | | 0 15 |
| Cinnamon, China, lb. | | 0 22 |
| Mustard seed, bulk | | 0 19 |
| Celery seed, bulk | | 0 36 |
| Cayenne chillies | | 0 35 |
| Shredded coconut, in pails | | 0 19½ |
| Pimento, pure | | 0 17 |

DRIED VEGETABLES.—Wholesalers who have been quoting 3-lb. pickers at \$3.10 for months, have advanced their quotations to \$3.25 since the market firmed, and this is about the lowest quotation to-day. Wholesalers are paying as high as \$3.10 and \$3.15 themselves. The feeling is that the market will be higher, stocks in the West being small. Two or three big men in Ontario have sold out recently. Soup peas are scarce, and wholesalers are paying within a few cents of what retailers are being quoted—that is, for good ones. For splits, the wholesale trade is paying \$5. Sales of No. 2 splits have been made at \$1.75 bushel, these being merely siftings.

| Beans— | | |
|-------------------------------------|-------|------|
| Canadian, 3-lb. pickers, per bushel | 3 25 | 3 30 |
| Yellow, per bushel | | 3 50 |
| Yellow eyes, per bushel | | 3 50 |
| Lima, per lb. | 0 07½ | 0 78 |
| Peas, white soup, per bushel | 2 85 | 3 00 |
| Peas, split, bag, 95 lbs. | | 5 25 |
| Barley, pot, per bag | | 2 85 |
| Barley, pearl | | 4 50 |

CANNED GOODS.

MONTREAL.—It was expected by some that on June 1, the date on which contracts with the canners expire, there would be some declines in canned goods prices. However, this did not occur. There is expectation in some quarters that matters will be satisfactorily arranged and the price maintained. The formation of a holding company is still spoken of as a certainty.

It was stated by a representative of one canning concern this week that market on canned tomatoes had stiffened as much as ten cents on receipt of news that the tomato crop in Ontario has been damaged by frost. For some reasons, the frost probably will be a good thing if it will tend to prevent canners' losses. The intention, of course, this year is to curtail the pack considerably. As a result of this report a better demand has been felt for tomatoes during past week,

On the other hand, a prominent man in the trade points out that it is only early tomatoes that are affected, tomatoes which are shipped to the market; that the tomatoes used for packing are only planted in May and June, and are not packed until September.

There is a firmer feeling in the salmon market, prices on the ordinary brand of Red Sockeye having been advanced, 25c per case, the price now being \$2.20-\$2.25. This is in sympathy with prices on the Coast, but the price is still low on account of stocks of salmon now on hand.

Some lines of Norwegian sardines have declined 50c per case, the reason being given that they were moving slowly. The price is brought down to \$8.50-\$9.50.

ONTARIO MARKETS.

Toronto, June 3.—The main item of news this week is that the new schedule of prices on British jams has been received. It is evident that it is going to mean that jams will cost a good deal more to the retailer, and consequently to the consumer—that is, British jams. There is, first, the additional cost over there, which amounts to 25 cents a dozen; secondly, a 5 per cent. preferential tariff; thirdly, additional cost of freights, which will amount to around 50 per cent.; and war risks and the like. All these taken into account will mean a considerable increase in the price at which jobbers sell to the trade in Canada. It practically means that imported jams will no longer be in the 20-cent class.

There is another aspect of this question which is mighty interesting. This increase in the cost and, therefore, selling price of imported lines, will tend to firm domestic jams, too. The situation will, of course, mean a big opportunity for local preserve manufacturers. The news of the new price schedule has only just been cabled over, and we have no details as yet, but we give these surmises, together with the basic fact of higher levels for what they are worth.

"Pearline" is now ready for distribution in its revised sizes and prices.

These be the days when salmon and other tinned fish ought to have a good run, and, consonantly, salad vegetables. The hot weather is on its way, and salads will be the order of the day. To a certain extent fresh fish will give way to canned stuff, attractively furnished with salads, lettuce, cucumber and the like. This is killing two commodity birds with one stone, and is good alike for the vegetable man and the grocer who sells canned stuff too. In our report of the vegetable market is noted a decided improvement in demand for salad stuffs. Salmon is in good demand, and prices are attractive at around \$2.50 a dozen.

Apropos canned fish, there is said to be difficulty in getting any Norwegian fish, sardines and the like over here, and that has naturally firmed up the price on sardines. There is a good demand and ought to be good money in them for the man who is well stocked. Spot stocks in the hands of importers and wholesalers is quite low, we hear.

The canners' holding company is apparently still in process of formation. It is said that the thing is all arranged, and only awaits signatures of two or three canners. But the actual settlement is still indefinite; nevertheless many canners are confident it is going through.

May turned out to be not so good a month as the ones which preceded it. Trade was slower, and orders slipped back, in some sort, to the state where our adjective must be "hand-to-mouth." In this connection we might point to the significant fact that the building permits in Toronto alone were for May \$800,000. One year ago they were \$2,800,000—exactly two millions more! It is, therefore, no wonder that many grocers claim business is quiet.

Nevertheless, the bright weather is here, and things are better. From these two things we do well to derive all the optimism we can, and combine therewith the quality of putting the best foot foremost. Trade is never so bad, but it might have been worse.

SUGAR.—Rains in Cuba and continued European buying have been responsible for translating the firmness which we remarked last week into a positive advance in New York of 10c. This has not been duplicated in Toronto, though there is an increase in Winnipeg of 5c; but the market is strong and an advance is not improbable. The natural tendency is for sugar to strengthen at this time of year, and fact of British and French buying taken in conjunction with this is doubtless responsible for the higher figures registered in New York. The Toronto market displays little activity. If sugars advance here the market is simply as usual following New York. Competition is no doubt tending to hold prices down.

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

CANADIAN GROCER

Owing to transposition of folios, noticed only after one reading matter form had been run off the press, readers will please read this page (39) after page 40 and page 41 after 38.

is from 4 to 6 inches high. There is now sufficient moisture in the ground, as result of the rainfall extending over the period from May 13 to 16. Since then the weather has been warmer, and further rains have occurred throughout the entire West. The result of the favorable crop reports has had the desired effect on the local market situation.

Many changes are to be noted on the local market this week. In some instances prices have advanced, and in others the contrary has been the case. Lard is slightly higher, with 3's at \$8.90; 5's at \$8.85; 10's at \$8.80; and 20's at \$2.90. Lemons are higher at \$5.25. Apples are scarce and are quoted at \$2.25. Grapefruit is up to \$4.50. Strawberries are coming in well, and are wholesaling quarts at \$4.75. Butter and eggs have declined, creamery commanding 26c, dairy 20c, and eggs bringing 18c; while cheese has jumped to 22½c. Sugar remains strong, while flour is now quoted at \$3.95. Evaporated apples are higher at 8½c. Potatoes are bringing 85c. Ontario beans are wholesaling at \$3.75. Dried fruits remain about the same, dried peaches being slightly lower at 7c, and apricots also lower at 12c. Gal. apples stand at \$1.39.

| | |
|--|-------|
| Produce and Provisions— | |
| Butter, creamery, per lb. | 0 26 |
| Butter, dairy, No. 1 | 0 20 |
| Cheese, per lb., large | 0 22½ |
| Eggs, new laid | 0 18 |
| Lard, 3's, per case | 8 90 |
| Lard, 5's, per case | 8 85 |
| Lard, 10's, per case | 8 80 |
| Lard, 20's, each | 2 90 |
| General— | |
| Beans, Ontario, per bushel | 3 75 |
| Coffee, whole roasted, Rio | 0 17 |
| Cream of tartar, lb. | 0 45 |
| Cocconut, lb. | 0 19 |
| Cornmeal, ball | 2 80 |
| Apricots, per lb. | 0 12 |
| Evap. apples, 50's | 0 08½ |
| Flour, 36's | 3 95 |
| Potatoes, Ont., bush. | 0 85 |
| Rolled oats, ball of 80 lbs. | 3 60 |
| Rice, per cwt. | 3 90 |
| Sugar, standard, grand., per cwt. | 7 44 |
| Sugar, yellow, per cwt. | 7 04 |
| Walnuts, shelled, 41; almonds | 0 41 |
| Canned Goods— | |
| Apples, gala, case | 1 39 |
| Broken beans, 2's | 2 25 |
| Beans | 2 28 |
| Corn, standard, per 2 dozen | 2 28 |
| Peas, standard, per 2 dozen | 2 28 |
| Plums, Lombard | 3 15 |
| Peaches | 3 21 |
| Strawberries, 4.33; Strawberries | 4 73 |
| Tomatoes, standard, per case | 2 15 |
| Salmon— | |
| Sockeye, 1's, 4 doz. case | 9 85 |
| Sockeye, ½'s | 12 35 |
| Cohoos, 1's | 6 00 |
| Humpbacks, 1's | 4 60 |
| Fruits and Vegetables— | |
| Apples, fancy, box | 2 25 |
| Grapefruit, per crate | 4 50 |
| Sweet potatoes, per crate | 4 80 |
| Lemons | 5 25 |
| Oranges | 3 25 |
| Pineapples, case | 4 50 |
| Celery | 6 50 |
| Dried Fruits— | |
| Currants, per lb. | 0 08½ |
| Prunes, 70-80, 25's, lb. | 0 10½ |

NEW BRUNSWICK MARKETS.

By Wire.

St. John, June 3.—Quiet markets are the rule this week, with few changes of

importance. Fine weather is keeping up demand for summer lines. General business is good. Sugar market is inactive, and local competition has lowered United Empire \$6.50. Dealers are expecting no further change. Barrelled beef is lower at \$25 to \$26, demand being slack. Pure lard has slightly advanced owing to strength of hog market. It is likely an advance in smoked and cured meats will follow. Butter is easier, creamery being 29c to 31c. Supplies are better. Cheese is in better stocks, and is down slightly to 18½c to 19c. Dealers think this is only temporary. There is a demand from army posts for eggs, which are plentiful at 18½c to 19c.

| | |
|---------------------------------------|-------|
| Produce and Provisions— | |
| Bacon, breakfast, per lb. | 0 20 |
| Bacon, roll, per lb. | 0 17 |
| Beef, barrel | 25 00 |
| Beef, corned, 1's | 2 75 |
| Pork, American clear, per bbl. | 25 00 |
| Pork, domestic, per bbl. | 27 50 |
| Butter, dairy, per lb. | 0 27 |
| Butter, creamery, per lb. | 0 29 |
| Eggs | 0 18½ |
| Lard, compound, per lb. | 0 11½ |
| Lard, pure, per lb. | 0 13½ |
| Cheese, new | 0 18½ |
| Flour and Cereals— | |
| Cornmeal, gran. | 5 75 |
| Cornmeal, ordinary | 1 85 |
| Flour, Manitoba, per bbl. | 9 05 |
| Flour, Ontario | 8 50 |
| Rolled oats, per bbl. | 7 75 |
| Oatmeal, standard, per bbl. | 6 25 |
| Fresh Fruits and Vegetables— | |
| Lemons, Messina, box | 7 60 |
| Oranges, Val., case | 4 00 |
| Potatoes, bbl. | 1 35 |
| Sugar— | |
| Standard granulated | 6 80 |
| United Empire | 6 50 |
| Bright yellow | 6 60 |
| No. 1 yellow | 6 30 |
| Paris lumps | 7 60 |
| Lemons, Messina, box | 3 45 |
| Beans, hand-picked, bush. | 3 50 |
| Beans, yellow eyes, per bush. | 2 60 |
| Canned pork and beans, per case | 0 39½ |
| Molasses, Barbadoes, gal. | 0 40 |
| Cream of tartar, per lb., bulk | 0 06½ |
| Currants | 4 00 |
| Rice, per cwt. | 4 25 |

FISH.—Shad fishing is now proving quite profitable with local men, and dealers are finding plenty for the home market with a ready demand in the States and Upper Canada for any they wish to export.

SARDINE FACTORY TO RE-OPEN.

The Chamcook, N.B. sardine canning factory will be in operation on June 1, according to a recent report. The packing will be carried on by the Lane, Libbey Fisheries Company, Ltd., who some time ago acquired control of the plant.

TUCKETT COMPANY OFFICERS.

The following officers and directors of the Tuckett Tobacco Company, Limited, Hamilton, Ont., were elected recently:

- H. B. Witton, president.
- H. S. Ambrose, vice-president and general manager.
- S. C. Mewburn, K.C., vice-president.
- J. J. Markham, secretary-treasurer.
- Directors—Hon. J. S. Hendrie, C. V. O., C. S. Wilcox, S. C. Mewburn, K.C., Charles Meredith, H. B. Witton, Sir Herbert S. Holt, C. B. Gordon, H. S. Ambrose, L. Meredith, E. H. Ambrose, J. M. Mackie, Robert Hobson.

THE FIGHT AT LIEGE.

When the Germans finally enter Belgium a native of Liege made himself obnoxious to one troop by his constant loud talk about the brave defence. Finally the commander summoned him.

"Now you've boasted about enough," he said. "We can't listen to you any longer. I'm going to give you your choice: you will be shot, or you will swear allegiance to the German Emperor."

Considerable subdued, the offender pondered. "Well," he decided, "I don't want to die, so I guess I'll swear allegiance."

And he took the oath.

"All right," said the commander, "now you are one of us. You can come and go as you like."

The man walked toward the door and was passing out when suddenly he turned. "Say," he exclaimed, "didn't those Belgians give us a —— of a fight?"

CAUSTIC SODA MADE IN THIS COUNTRY.

In last week's issue reference was made to the fact that the French Government had bought up practically all of the stocks of caustic soda in the United States, and that this article was used extensively in the manufacture of soap.

Additional information received shows that caustic soda is made in large quantities in Canada—in Windsor, Ont., by The Canadian Salt Co. It is interesting to note further that this company has spent more than half a million dollars in the last few years in erecting a plant for its manufacture in this country, and also of bleaching powder.

Taking these facts into consideration, it looks as if the shortage of caustic soda elsewhere would have little or no effect upon soap manufacture in this country.

The demand for it in Canada is about 20 tons a day.

Oscar B. McGlasson, of Chicago, president of the National Wholesale Grocers' Association, told the retail grocers' convention at San Francisco, that the Federal Government is rapidly drifting into socialistic ownership of big business. He criticized the parcel post as rapidly killing small merchants by creating commercial channels that lead to the large cities. He compared the national government to a retail grocer, delivering by parcel post eggs, butter, vegetables and hams from the farm to the city table.

CANADIAN GROCER

| | |
|--|------|
| Cut loaf, 50s | 8 05 |
| Cut loaf, 25s | 8 30 |
| Sugar, British Columbia— | |
| Extra standard granulated | 6 95 |
| Bar sugar, bbls. | 7 10 |
| Bar sugar, boxes | 7 35 |
| Icing sugar, bbls. | 7 30 |
| Icing sugar, boxes | 7 55 |
| H. P. lumps, 100-lb. cases | 7 80 |
| H. P. lumps, 25-lb. boxes | 8 05 |
| Yellow, in bags | 8 06 |
| Corn Syrup— | |
| 2s, per case 2 doz. | 2 73 |
| 5s, per case 1 doz. | 3 13 |
| 10s, per case 1/2 doz. | 3 01 |
| 20s, per case 1/4 doz. | 3 02 |
| B. C. Cane Syrups— | |
| 2-lb. tins, 2 doz. to case, per case | 3 5 |
| 5-lb. tins, 1 doz. to case, per case | 3 50 |
| 10-lb. tins, 1/2 doz. to case, per case | 3 50 |
| 20-lb. tins, 3 tins to case, per case | 3 25 |
| (These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.) | |
| Molasses— | |
| Per gal. | |
| Barbadoes | 0 53 |
| New Orleans | 0 34 |
| Maple Syrups— | |
| Per case. | |
| Imperial quart, case, 2 doz. | 5 40 |
| Imperial, 1/2 gal., 1 doz. | 5 55 |
| New, pure, 1/2 gal. case | 9 00 |
| New, pure, 1/2 gal. quart, case 2 doz. | 9 70 |
| New, pure, quart bottles, case 2 doz. | 9 75 |

DRIED FRUITS.—Here there have been no price changes during the week, and with the exception of apples, there is no immediate likelihood of a change. Apples should move upwards almost any time. How they are continuing to sell at the present low figures is hard to explain. Prunes will eventually ease off. Apricots will probably drop somewhat on the arrival of the new crop, but these changes are not expected before some weeks.

| | |
|--|---------------|
| Apples, evaporated, new, 50's | 0 08 1/2 |
| Apricots, choice, 25's | 0 08 1/2 |
| Apricots, choice, 10's | 0 14 1/2 |
| Apricots, standard, 25's | 0 12 |
| Currants— | |
| Dry clean | 0 07 1/2 |
| Washed | 0 08 1/2 |
| 1 lb. package | 0 08 1/2 |
| 2 lb. package | 0 17 1/2 |
| Vostizzas, bulk | 0 10 |
| Dates— | |
| Hallowee, loose, per lb. | 0 09 |
| Hallowee, 1 lb. pkgs. | 0 07 1/2 |
| Fard dates, 12-lb. boxes | 1 25 |
| Peaches— | |
| Standard, 25-lb. boxes | 0 07 1/2 |
| Choice, 25-lb. boxes | 0 07 1/2 |
| Choice, 10-lb. boxes | 0 08 1/2 |
| Raisins, Muscatels— | |
| 3 crown, loose, 25's | 0 09 |
| 3 crown, loose, 50's | 0 08 1/2 |
| Raisins, Valencia— | |
| Fine selected | 2 60 |
| Four crown layers, F.O.S. | 2 35 |
| Choice, seeded, lb. | 0 11 1/2 |
| Fancy seeded, lb. | 0 11 |
| 12-oz. packages, fancy | 0 08 1/2 |
| 12-oz. packages, choice | 0 08 1/2 |
| Raisins, Sultanas— | |
| Corinthian Giants | 0 13 1/2 |
| Superfine | 0 12 1/2 |
| Fine | 0 10 1/2 |
| Prunes, in 25-lb. boxes— | |
| 80 to 100 | 0 09 1/2 |
| 90 to 99 | 0 09 1/2 |
| 70 to 80 | 0 09 1/2 |
| 60 to 70 | 0 10 |
| 50 to 60 | 0 11 |
| 40 to 50 | 0 11 1/2 |
| Table Layer Figs— | |
| 7-crown, 3-lb. boxes, per lb. | 0 15 1/2 |
| 5-crown, 10-lb. boxes, per lb. | 0 15 |
| 5-crown, 10-lb. boxes, per lb. | 0 13 1/2 |
| 4-crown, 10-lb. boxes, per lb. | 0 13 |
| 3-crown, 10-lb. boxes, per lb. | 0 12 1/2 |
| Clare boxes, per doz. | 1 00 |
| Cooking figs, tans, about 5 lbs., lb. | 0 07 1/2 |
| Cooking figs, choice naturals, 28-lb. bags | 0 07 0 07 1/2 |

RICE AND TAPIOCA.—No change whatever is noted here. Tapioca is still strong and as has been predicted, may be expected to rise to about 7c within the next few weeks.

| | |
|--------------------------|----------|
| Rice and Tapioca— | |
| No. 1 Japan, per lb. | 0 04 1/2 |
| No. 2 Japan, per lb. | 0 04 1/2 |
| Siam, per lb. lb. | 0 03 1/2 |
| Patna, per lb. | 0 07 1/2 |
| Carolina, per lb. | 0 09 1/2 |
| Sago pearl, per lb. | 0 04 1/2 |
| Tapioca, pearl, per lb. | 0 05 1/2 |

NUTS.—No change whatever in this market.

| | |
|-------------------------|----------|
| Nuts— | |
| Brazil, new stock | 0 15 |
| Tarragon almonds | 0 19 |
| Peanuts, roasted Jumbos | 0 12 1/2 |
| Peanuts, choice | 0 14 |
| Pecans | 0 22 |
| Marbot walnuts | 0 14 1/2 |
| Sicily filberts | 0 14 1/2 |
| Shelled almonds | 0 41 |
| Shelled walnuts | 0 41 |

BEANS.—In spite of the higher prices on the Ontario market, there has been no advances in the local quotations. Beans, however, are getting scarcer every day and it is now practically sure that the supply will be exhausted before the new crop is available in November. In spite of the high prices which obtain, the local demand for beans is very heavy.

In view of the high prices which have held for this line for some little time, the farmers of Western Ontario are putting in heavy crops; but this larger supply which is almost certain to be available, will hardly have any influence on holding prices down. The only thing apparently which could bring a great reduction in bean prices, is a discontinuance of the war, and the chances of that occurring before the new crop is ready for market, seems to be slim.

| | |
|-------------------------------|----------|
| Beans— | |
| Canadian, hand picked | 3 85 |
| Three-lb. pickers | 3 55 |
| California Lima Beans— | |
| Bag lots | 0 08 1/4 |
| Less than bag lots | 0 08 1/4 |
| Barley— | |
| Pot, per sack, 96 lbs. | 3 30 |
| Pearl, per sack, 96 lbs. | 4 30 |
| Peas— | |
| Split peas, sack, 96 lbs. | 6 00 |
| Sack, 40's | 3 02 |
| Whole peas, bushel | 2 90 |

WINNIPEG.

FISH.—Stock from the lakes is now coming in plentifully. There has, however, been no change in price as yet, and there will not likely be before June 1, at which time Lake Winnipeg stock will likely be received. This will probably open at the following quotations: Whitefish, 9c; pickerel, 8c; gold eyes, 4c; Jackfish, 5c. Business past week has been rather light.

| | |
|--------------------|----------|
| Fish— | |
| New fresh jackfish | 0 05 |
| Fresh whitefish | 0 10 |
| Fresh pickerel | 0 09 |
| Fresh trout | 0 12 |
| Gold eyes | 0 03 1/2 |
| Halibut | 0 09 |
| Salmon | 0 16 |
| Fresh cod | 0 10 |
| Haddies | 0 09 |
| Haddies, filets | 0 12 1/2 |
| Rlosters, box | 1 30 |
| Kippers, per box | 1 75 |

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, B.C., June 3.—Better weather is stimulating trade. Provincial strawberries are arriving in large quantities and in superior quality to imported. Crop is but 60 per cent. of the average. New Zealand butter is a cent higher. Local millers have reduced flour 40c per barrel during the week, best patents being \$8.15.

PRODUCE AND PROVISIONS.

| | |
|---------------------------|----------|
| Butter, creamery, per lb. | 0 35 |
| New Zealand cubes | 0 36 1/2 |
| New Zealand brick | 0 37 |
| Cheese, per lb., large | 0 21 |
| EGGS— | |
| Local fresh | 25 c |
| Extra selected | 21 c |

| | |
|----------------------|------|
| Vancouver Island | 26 c |
| Lard, 3's, per case | 6 75 |
| Lard, 5's, per case | 8 75 |
| Lard, 10's, per case | 8 00 |
| Lard, 20's, each | 3 05 |

GENERAL.

| | |
|--------------------------------------|-----------|
| Almonds, shelled, lb. | 0 45 |
| Beans, Ontario, per lb. | 0 6 1/2 c |
| Beans, Lyton | 0 6 1/2 c |
| Cream of tartar, lb. | 50 c |
| Cocoanut, lb. | 15 1/2 c |
| Cornmeal, ball | \$3 00 |
| Evap. Apples, 50's | 0 8 1/2 c |
| Flour, 49's, bbl. | 8 15 |
| Lemons, box | 3 75 |
| Potatoes, per ton | 20 00 |
| Rollod Oats, ball of 80 lbs. | 3 85 |
| Onions, lb. | 0 2 1/4 c |
| Oranges, box | 2 75 |
| Rice, 50's, sack | 1 90 |
| Sugar, standard, gran., per cwt. | 7 44 |
| Sugar, yellow, 25's, lb. | 6 70 |
| Walnuts, shelled, lb., 40's; Almonds | 42 c |

CANNED GOODS.

| | |
|---|--------|
| Apples, gals. 6/case | \$1 62 |
| Beans, 2's | 2 05 |
| Corn, standard, per 2 dozen case | 2 10 |
| Peas, standard, per 2 dozen case | 2 05 |
| Plums, Lombard, 2's, case | 1 90 |
| Peaches, 2 1/2's, case | 4 50 |
| Strawberries and raspberries, 2's, case | 4 80 |
| Tomatoes, standard, per dozen, case | 2 20 |

SALMON.

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

DRIED FRUITS.

| | |
|--|-----------|
| Apricots, per lb., 13 1/4c; Apples, lb. | 0 8 1/2 c |
| Currants, per lb., 0 8 1/2 c; Raisins, seeded, lb. | 10 c |
| Prunes, 70-80, 25's, lb. | 0 8 1/2 c |
| Peaches, per lb. | 0 7 c |
| White Figs, per lb. | 0 6 c |

ALBERTA MARKETS.

By Wire.

Edmonton, June 3.—No. 1 patent flour has declined. Other than local millers here say they don't think wheat market justifies a change. Market is flooded in produce, butter and eggs sales being slow and prices low. Canned vegetables are selling better than at any previous time this year. California imported fruits are slow. New Hood River strawberries are on sale, and are of excellent quality at moderate prices. Cheese, new, is up to 20c to 21c; no old being offered. Creamery butter is down to 30c; dairy No. 1 being 20c, No. 2 18c, and No. 3 16c. Flour is down to \$3.85 to \$4.

Produce and Provisions—

| | |
|--|----------|
| Cheese, per lb., old | 0 21 1/2 |
| Cheese, new, lb. | 0 30 |
| Butter, creamery, per lb. | 0 30 |
| Butter, dairy, No. 1, 20c; No. 2, 18c; No. 3 | 0 16 |
| Lard, pure, 3's, per case | 9 00 |
| Lard, pure, 5's, per case | 8 95 |
| Lard, 10's, per case | 8 90 |
| Lard, pure, 20's, each | 2 93 |

General—

| | |
|---------------------------------|------|
| Beans, Ontario, per bushel | 3 75 |
| Beans, Japan, per bush. | 3 90 |
| Coffee, whole roasted, Rio | 0 18 |
| Evaporated apples, 60's | 0 09 |
| Potatoes, per bush. | 0 65 |
| Rollod oats, 20's, 83c; 40's | 1 83 |
| Rollod oats, ball, 44; 80's | 3 60 |
| Flour, 98's | 3 85 |
| Rice, per cwt. | 7 55 |
| Sugar, standard gran., per cwt. | 7 85 |
| Sugar, yellow, per cwt. | 7 15 |

Canned Goods—

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

SASKATCHEWAN MARKETS.

Regina, Sask., June 3.—According to last report issued by the Saskatchewan Department of Agriculture, "the crops are making fairly good progress" throughout the province. There has been a slight frost, but it has not resulted seriously. Wheat on summer fallow

CANADIAN GROCER

TEAS.—The London Indian sale two days ago displayed a market tendency strong and upwards. The following day the Ceylon sale registered an advance of from a farthing to a halfpenny. With this news we think we may confidently predict the same or higher prices for some time to come. If there were going to be lower prices they would have probably come this week, inasmuch as there have been no auctions for several days, and that has meant considerable buying, which, in the ordinary course of things, would be inclined to be a bear factor. There was a demand for something like sixty thousand chests of tea at this auction—our figure is approximate—and if anything would prove an influence towards lower levels surely this would. Nevertheless, teas are higher. The Russian buying is still proving an important factor, and, in addition, it is said that tea drinking is being indulged in by the French soldiers to an unprecedented extent. There are no further advances to record in this market, though it would appear from present market tendencies that further advances would be justified and are not improbable.

DRIED FRUITS.—Evaporated apples, spot, stocks of which are low, are up half a cent from our last week's figures, and we quote 8½c to 9c. All currants are firm and half a cent higher. Crop is said to be cleaned up abroad, and the situation in the primary market is strong. Moreover, it is rumored that the growing crop in Greece is being neglected. Spot stocks here are very low, and currants at the figures we quote are a wise buy. All seedless raisins are sold up pretty well. Indeed, most raisins are cleaned up, and our quotations are very firm. In some cases we are below some figures which sellers are asking. Prunes are easy and dull, and even dealing in futures has simmered down. Spot stuff is chiefly conspicuous by its absence. There is no change in the peach situation, and dates are easy at last week's levels.

| | | |
|---------------------------------|-------|-------|
| Apricots— | | |
| Standard, 25 lb. boxes | 0 13 | 0 14 |
| Choice, 25 lb. boxes | 0 14 | 0 14½ |
| Apples, evaporated, per lb. | 0 08 | 0 08½ |
| Candied Peels— | | |
| Lemon | 0 13 | 0 14 |
| Orange | 0 13 | 0 14 |
| Citron | 0 19 | 0 22 |
| Currants— | | |
| Filiatras, per lb. | 0 08 | 0 08½ |
| Amalas, choicest, per lb. | 0 08½ | 0 08¾ |
| Patras, per lb. | 0 08¾ | 0 09 |
| Vostizzas, choice | 0 10 | 0 10½ |
| Cleaned, ½ cent more. | | |
| Dates— | | |
| Farls, choicest, 12-lb. boxes | 0 09½ | 0 10 |
| Farls, choicest, 60-lb. boxes | 0 09 | 0 09½ |
| Package dates | 0 06 | 0 06½ |
| Hallowees | 0 07½ | 0 07¾ |
| Prunes— | | |
| 3½-4½, California, 25 lb. boxes | 0 14½ | 0 15 |
| 5½-6½, 25 lb. boxes | 0 12½ | 0 13½ |
| 5½-6½, 25 lb. boxes | 0 12 | 0 12½ |
| 6½-7½, 50 lb. boxes | 0 10½ | 0 11½ |
| 7½-8½, 50 lb. boxes | 0 09 | 0 09½ |
| 8½-9½, 50 lb. boxes | 0 08 | 0 09 |
| 9½-10½, 50 lb. boxes | 0 07½ | 0 08 |
| 25 lb. boxes, ¼ cent more. | | |
| Peppercorns— | | |
| Choice, 5½ lb. boxes | 0 07 | 0 07½ |
| 25 lb. boxes, ¼ cent more. | | |
| Raisins— | | |
| Sultanas, choice, new | 0 19 | 0 13 |
| Sultanas, fancy, new | 0 14 | 0 15 |

| | | |
|--------------------------------|-------|-------|
| Valencia | 0 10 | 0 10½ |
| Seeded, fancy, 1 lb. packets | 0 10 | 0 10½ |
| Seeded, choice, 12 oz. packets | 0 09½ | 0 10½ |
| Seeded, choice, 12 oz. | 0 09 | 0 09 |
| Seedless, 15 oz. packets | 0 10½ | 0 11 |
| Seedless, 12 oz. packets | 0 10 | 0 10 |

NUTS.—There is some activity in shelled walnuts and almonds. There are a few shelled walnuts worth 34c, and we leave this lower figure in. For the most part, however, 38c is nearer the mark. Shelled walnuts are now worth 36c or 37c, and those at three or four cents under the lower of these prices have disappeared. Situation is quite strong. Buying is going along steadily all season, and, though demand from consumer would not warrant at this time big buying on part of the retailer, still the latter has his storage stocks to look after and is buying therefor.

| | | |
|-------------------------------|-------|---------|
| In Shell— | | Per lb. |
| Almonds, Tarragona | 0 17½ | 0 18 |
| Brazils, medium, new | 0 10 | 0 11 |
| Brazils, large, washed, new | 0 12 | 0 13 |
| Chestnuts, peck | 1 75 | 2 00 |
| Filberts, Sicily, new | 0 13 | 0 14 |
| Peanuts, Jumbos, roasted | 0 12½ | 0 13½ |
| Peanuts, hand-picked, roasted | 0 11 | 0 11½ |
| Peanuts, fancy, roasted | 0 9 | 0 10 |
| Pecans | 0 17 | 0 18 |
| Walnuts, Grenoble | 0 18 | 0 18 |
| Walnuts, Bordeaux | 0 11 | 0 12 |
| Walnuts, Marbots | 0 13 | 0 14 |
| Shelled— | | |
| Almonds | 0 36 | 0 37 |
| Filberts | 0 35 | 0 35 |
| Peanuts | 0 11 | 0 11½ |
| Pecans | 0 55 | 0 60 |
| Walnuts | 0 37 | 0 38 |

COFFEE.—There is nothing new in this market, and demand, according to the increase in call for summer drinks, is falling off. Situation is easy in primary markets, and business is comparatively small. There are no price changes. Santos and Rios are getting fair demand.

| | | |
|-------------------------|------|------|
| Coffee— | | |
| Standard Old Gort. Java | 0 36 | 0 38 |
| Plantation Ceylon | 0 32 | 0 34 |
| Java | 0 35 | 0 40 |
| Arabian Mocha | 0 34 | 0 37 |
| Guatemala | 0 30 | 0 30 |
| Bucaramanga | 0 30 | 0 32 |
| Mexican | 0 39 | 0 39 |
| Maricao | 0 26 | 0 28 |
| Jamaica | 0 24 | 0 26 |
| Santos | 0 19 | 0 22 |
| Rio | 0 16 | 0 18 |
| Chicoory | 0 14 | 0 14 |

SPICES.—Peppers, black and white, continue firm and high. Demand is unabated and spot stocks are small. Moreover, nobody seems to have an abundance in New York. As soon as a consignment gets that far it is eagerly snapped up, and buyers' requirements are never provided for to date. Lack of bottoms to bring the stuff across is getting to be a serious matter. Cream of tartar is in fair demand. Pure spices, in most cases, are somewhat easier, and there is a fairly brisk demand.

| | | |
|--|-------------------|---------------|
| Spices— | | |
| Allspices, ground | Compound, per lb. | Pure, per lb. |
| Allspices, whole | 0 10 | 0 15 |
| Cassia, whole | 0 21 | 0 23 |
| Cassia, ground | 0 14-0 16 | 0 21-0 26 |
| Cinnamon, Batavia | 0 27-0 29 | 0 27-0 29 |
| Cloves, whole | 0 28-0 33 | 0 28-0 33 |
| Cloves, ground | 0 18-0 22 | 0 28-0 35 |
| Cream of tartar | 0 25-0 35 | 0 40-0 45 |
| Curry powder | 0 25-0 26 | 0 25-0 26 |
| Ginger, Cochin | 0 15-0 17 | 0 17-0 19 |
| Ginger, Jamaica, ground | 0 18-0 21 | 0 23-0 25 |
| Ginger, Jamaica, whole | 0 25-0 28 | 0 25-0 28 |
| Ginger, African, ground | 0 14-0 18 | 0 14-0 18 |
| Mace | 0 20-0 22 | 0 20-0 22 |
| Nutmegs, brown, 64s, 52c; 80s, 42c; 100s | 0 20-0 22 | 0 20-0 22 |
| Nutmegs, ground, bulk, 45c; 1 lb. tins | 0 22-0 25 | 0 22-0 25 |
| Pastry spice | 0 22-0 25 | 0 22-0 25 |
| Peppers, black, ground | 0 14-0 18 | 0 19-0 24 |
| Peppers, black, whole | 0 20-0 22 | 0 20-0 22 |

| | | |
|------------------------|-----------|-----------|
| Peppers, white, ground | 0 19-0 24 | 0 32-0 38 |
| Peppers, white, whole | 0 30-0 35 | 0 30-0 35 |
| Pickling spice | 0 18-0 20 | 0 18-0 20 |
| Turmeric | 0 18-0 20 | 0 18-0 20 |

RISE AND TAPIOCA.—There is little change in the rice market, except it be that nobody seems to be importing as much this year, possibly because there is no certainty of delivery, owing to lack or exorbitant cost of freights. Demand is consistently good, and prices are quite firm. Tapioca, strong for some weeks now, is advancing, and we shorten our range of prices accordingly. Pearl and seed are both worth 7c to 7½c.

| | | |
|--------------------------|-------|-------|
| Rice— | | |
| Rangoon "B," per cwt. | 3 48 | 3 48 |
| Rangoon, per cwt. | 3 50 | 4 00 |
| Rangoon, fancy, per cwt. | 5 00 | 5 00 |
| Patna, fancy | 0 07½ | 0 09 |
| Tapioca— | | |
| Pearl, per lb. | 0 07 | 0 07½ |
| Seed, per lb. | 0 07 | 0 07½ |
| Sago, brown, per lb. | 0 07 | 0 05½ |

MANITOBA MARKETS.

Winnipeg, June 3.—In the last week or two a great improvement in the general tone of business has been noted. From the country better orders than for some time are being received. It is evident that dealers there are becoming confident of good summer and fall business. As far as Manitoba is concerned, rain is needed—in some places badly—still a delay of a week or two before this comes will not mean any great set-back. Alberta and Saskatchewan have received a number of rains, and from those provinces conditions are reported as splendid.

Perhaps none are in a position to have a better idea of the crop prospects than are the men in the Grain Exchange. Practically all these men look for a splendid yield this year. One, who has been on the Exchange for many years, this week supported the opinion of those who predicted a three hundred million bushel crop. He says that never since 1895 has the crop gone in under such favorable conditions, and that never since that year has there been such a favorable spring. With one good general rain in June, this man claims, a reverse is almost impossible.

SUGAR.—During the week there has come an advance of 5c per bag in sugar. The market is generally strong, and at this advanced price, is apparently below what market conditions warrant. Further advances, therefore, may be looked for. The raw market is firm. New York's are advancing and there seems nothing for it but higher local prices.

| | | |
|--------------------------------|------|----------|
| Sugar, Eastern— | | Per cwt. |
| Standard granulated | 7 00 | 7 00 |
| Extra ground or icing, boxes | 7 85 | 7 85 |
| Extra ground or icing, bbls. | 7 65 | 7 65 |
| Powdered, boxes | 7 45 | 7 45 |
| Powdered, bbls. | 7 45 | 7 45 |
| Hard lump (100-lb. cases) | 7 95 | 7 95 |
| Montreal, yellow, bags | 6 60 | 6 60 |
| Sugar, Western Ontario— | | |
| Sacks, per 100 lbs. | 7 00 | 7 00 |
| Halves, 50 lbs., per cwt. | 7 10 | 7 10 |
| Rales, 20 lbs., per cwt. | 7 15 | 7 15 |
| Powdered, 50s | 7 40 | 7 40 |
| Powdered, 25s | 7 75 | 7 75 |
| Icing, barrels | 7 70 | 7 70 |
| Icing, 50s | 7 95 | 7 95 |
| Icing, 25s | 8 00 | 8 00 |
| Cut loaf, barrels | 7 80 | 7 80 |



FRUIT AND VEGETABLES



Cherries Here; Salad Vegetables Selling

California Cherries on Both Markets at Reasonable Prices — Asparagus Higher in Montreal—
Potatoes Easier and Lower—New Carrots in Demand—All Salad Vegetables
Getting Good Business—Strawberries Firmer.

MONTREAL.

FRUIT.—California cherries came on the market this week at a reduction over last week, the price now being \$2 per box. Late Valencias are now being offered in sizes from 126 to 250, at \$4 per box. California seedlings are quoted at the same prices. Navels are not being shipped as they will not keep. A decline occurred in strawberries, which are offered now at 15c per quart. Despite the entry of Italy into the war, no advance has taken place in the price of Messina lemons. Quotations are from 3.25 to 3.50 for 33 size, according to quality. Grapefruit is inclined to be scarce, and price is firm at \$4. Pineapples remain at last week prices, \$2.25 to \$2.50.

| | |
|--|------|
| Apples— | |
| Ben Davis, No. 1, bbl. | 5 00 |
| Spies, No. 1, bbl. | 6 50 |
| Bananas, crate | 2 25 |
| Cocoanuts, sack | 4 00 |
| Grapefruits, case | 4 00 |
| Grapes, Belgium hothouse, lb. | 1 00 |
| Lemons— | |
| Messina, Verdelli, extra fancy, 300 size | 3 25 |
| Limes, box | 1 50 |
| Oranges— | |
| Valencias, Cal., late, 126-250 | 4 00 |
| Cal. Seedlings, 96-126-150-176-200-216-250-288-324 | 3 50 |
| Sorrento, 200-300 size box | 3 25 |
| Mexican, 126-150-176 | 3 25 |
| Pineapples, 18-24 and 30-36 | 2 25 |
| Strawberries, per qt. cup | 0 15 |
| Cherries, California, box | 2 00 |

VEGETABLES.—The cold weather of last week played havoc with asparagus in Quebec Province, and prices have advanced to \$3 per dozen bunches. Warmer weather this week may soon have the opposite effect on prices. Smaller size bunches are selling for a dollar. New beans, wax and green, have dropped again, and are now selling for \$3 basket. These are not the very best quality, but it is good. New cabbage is now down to 2.25, but large ones are bringing \$3 per bbl. New carrots are down to 90c per doz. bunches. Old carrots remain at \$1 per bag. The best cauliflowers are bringing \$3 per doz., but poorer ones are bringing \$2, bits of things selling as low as \$1 per doz. Cheaper cucumbers are on the market, selling for 2.50 to 2.75 per basket, and are good quality. Washed celery is quoted 1.25 per doz. bunches. No good Canadian horse radish

being offered; good quality stuff costs around 15c per lb. Best curly lettuce is selling for 1.50 per crate of three to four dozen; poorer stuff selling for \$1 and as low as 75c. Mushrooms are higher—2.50 basket. White Texas onions offered at 2.25 crate, and Bermudas at 1.75. They are asking 7.40 this week for new potatoes, and 5½c per lb. There have been no good sweet potatoes on the market for some time; they are inclined to rot unless specially ordered. A big drop took place in radishes owing to bigger receipts, to-day's price being 15c doz., while some are selling as low as 5c. A further drop in rhubarb to 15-20c per doz. Some good stuff is being offered—much better than that at 1.50, and the demand is big. Spinach is not arriving in bbls. from New York, but in boxes, grown in Canada; quotations, 75c to \$1 per box. It will be much cheaper if the warm weather keeps on. White turnips are coming in from New York, but are risky. Tomatoes still quoted at 3.50 to 4.00 for best, although there might be some at \$3. They are all Floridas.

| | | |
|--|------|------|
| Asparagus, Canadian, doz. bunches | 2 50 | 3 00 |
| Beets, new, doz. bunches | 1 30 | |
| Beets, bag | 0 25 | |
| Beans, wax, basket | 3 00 | |
| Beans, green, basket | 3 00 | |
| Cabbage, new, bbl. | 2 25 | |
| Carrots, bag | 1 00 | |
| Carrots, new, doz. | 0 90 | |
| Cauliflower, Canadian, doz. | 1 00 | 3 00 |
| Cucumbers, fancy, basket 6 doz. | 2 50 | 2 75 |
| Celery, Florida, crate | 2 50 | 1 25 |
| Celery, washed, doz. | 0 10 | 0 15 |
| Horse radish, Canadian, lb. | 0 75 | 1 50 |
| Head lettuce, per box, 2 doz. | 1 50 | 1 75 |
| Curly lettuce, per box, 3 to 4 doz. | 1 50 | 2 50 |
| Mushrooms, 4 lbs., basket | 2 50 | |
| Onions— | | |
| Bermuda, 50-lb. crate | 2 50 | |
| White, Texas, crate | 2 25 | |
| Parsnips, new, bunch | 0 25 | |
| Parsley, Canadian, doz. bunches | 0 55 | |
| Peppers, green, 3½-qt. basket | 0 75 | |
| Potatoes— | | |
| Montreal, bag | 0 65 | |
| Green Mountain | 0 65 | |
| New, bbl. | 7 00 | |
| Potatoes, sweet, Jersey, hpr. | 2 75 | |
| Radishes, doz. | 0 05 | 0 15 |
| Rhubarb, hothouse, doz. | 0 15 | 0 20 |
| Spinach, Canadian, box | 0 75 | 1 00 |
| Turnips, bag | 0 75 | 0 75 |
| Tomatoes, Florida, crate | 3 00 | 4 00 |
| Watercress, Canadian, doz. | 0 30 | |

TORONTO.

FRUIT.—There are very few if any apples left. A barrel here and there appears but you can't quote a price on them. Lemons have stiffened and we

advance our level fifty cents to \$4 as top price. Navels and late Valencias are quoted at the same figure and there is big business in both. Strawberries are up to 17 cents as outside price. They are better berries than have been coming heretofore, and there is an unprecedented demand the last two or three days. No pint boxes remain; quarts command the quotations we mention. A day or two of rain stops picking, and consequently shipping, and when shippers do rush some forward after the stoppage the price naturally heightens. California cherries are now with us, and the first lot is selling well. We quote \$2.75 to \$3. Pines are firm at \$2.50 to \$3. Bananas are in ever-increasing demand and price is firmer, though not actually higher, than our last quotation. Grapefruit is done. Business over May 24th was good; one dealer declares "better than in years," and it was certainly better, by all accounts, than was expected.

| | | |
|------------------------------------|------|------|
| Apples— | | |
| Spies, box | 4 50 | 5 50 |
| Bananas, per bunch | 1 50 | 2 25 |
| Cocoanuts, sack | 4 00 | 4 25 |
| California cherries, box | 2 75 | 3 00 |
| Oranges— | | |
| California navels | 3 00 | 4 00 |
| Lemons, Messinas | 3 25 | 3 50 |
| Lemons, California | 3 50 | |
| Limes, per 100 | 1 60 | |
| Pears— | | |
| California, box | 3 25 | |
| Pineapples, Porto Rico, case | 2 50 | 3 00 |
| Strawberries, qt. box | 0 15 | |

VEGETABLES.—Potatoes all round are easier by about a nickel. We quote Delawares at 60 to 65 cents, and Canadians at 60 cents straight. We hear of some going under that. On the other hand foreign new potatoes are still high and there is a big demand to keep the price up where it is. We quote Bermudas at \$7.75 to \$8.25 a barrel. Floridas sold in hampers now, are worth \$2.25 to \$2.50. Hotel buying of these new potatoes is big and continuous. Bag carrots have an average sale, are very scarce anyway, but new carrots at \$1.50 to \$1.75 are getting big business. New beets from Mississippi at \$1.25 to \$1.50 a hamper, are in and moving well. Hothouse cucumbers are down a quarter a

(Continued on page 45.)



FISH AND OYSTERS



Mackerel Selling Well; Trout May Advance

Bloater-Mackerel Enjoys Good Business at Moderate Price — Catch of Trout Going Off and Quotations May Be Advanced—Haddock and Cod Lower in Montreal—Frogs' Legs Coming Better in the East—Holiday Trade Was Good.

MONTREAL.

FISH AND OYSTERS.—Trade has been active during past week, and prospects are for a good trade all this summer in fresh fish particularly. The high price of meat is a good deal responsible for this, and the consuming classes are appreciating more the food value of fish. For this week, nearly every line available will be in good supply. Salmon, both east and west, particularly in the east which was expected to be in good supply, might fall short a little. The price of halibut is being maintained, with slight tendency to advance. Fishing of halibut up to present has not been up to average, and hardly any stock has been frozen. This gave the producers a reason to look forward to higher prices. Haddock and codfish are plentiful, and prices lower. North-east storms still prevailing in some parts of the eastern coast, have reduced the supply of lobsters considerably, and as a natural consequence prices have gone up two cents per lb. on live, to 18c. The first mackerel of the season will be offered to the trade this week. There is always a rush for the first mackerel available. Large ones will be offered at 21-23c apiece, and medium at 16-18c. Lake fish are fairly abundant if we except pickerel or dore. The price of the latter is bound to advance. Frogs legs up to now have been scarce on account of unseasonably cool weather, but with the advancing of the season, a better supply is expected. Up to the present the few available have been offered at the comparatively high price of 50c for large, and 20c for medium. These are likely to drop to 40c and 10-15c. In all other lines trade is favorable, and prices steady.

TORONTO.

FISH AND OYSTERS. — Bloater mackerel is coming along in great shape now, and has taken the lead with whitefish and trout. Mackerel — it comes from Halifax—is worth 12 cents. There

is a big consumer demand for this popular fish, and it will pay to feature it. The situation in trout is firmer, and prices may advance very shortly. Fish men are getting rid of the glut there was in this fish, and the catch is going off. Our price of 12 cents is all right for this week, but it may be altered in a few days. Whitefish is very popular. There is a lot of this being eaten, but of course so far supplies are limitless, and price is easy at 9 cents. Eels at eight cents are getting good business. Salmon is worth 20 cents, same price as quoted in Montreal. Little or no eastern salmon is visible here yet. Lobster at 30 cents is a good buy and there is a big demand. This is just as well; there's lots to sell. Clams and little necks are the only thing in shell fish, pretty well, getting the business and there is good business in both of them, the former at \$8 a barrel, and the latter at \$1.25 a hundred. Frogs legs which were in big demand a week ago are easier now. There is an ever-increasing call for these, however, and the class that buys becomes more universal each season. Herrings, ciscoes and other smoked lines are selling as usual. Flounders move briskly at 9 cents. Trade was good over the holiday. From now on there is a lot of fish sold in this market. Orders, incidentally, are noticeably bigger. Hand-to-mouth buying is gradually giving way to better-sized orders, and nobody is weeping over it.

SMOKED FISH.

| | Montreal | Toronto |
|--|----------|-----------|
| Haddies, per lb., new cured | .07½-.08 | .08-.09 |
| Haddies, 15-lb. and 30-lb. boxes, lb. | .07-.07½ | .10-.12 |
| Haddies, fillets, per lb. | .10 | .12 |
| Haddies, Niobe, boneless, per lb. | .08½ | .. |
| Herring, Ciscoes, per lb. | .10 | .10 |
| St. John bloaters, 100 in box | 1.10 | 1.20 |
| Yarmouth bloaters, 60 in box | 1.20 | 1.27 |
| Smoked herrings, medium, box | .20 | .. |
| Smoked boneless herrings, 10-lb. box | 1.10 | 1.60 |
| Kippered herrings, selected, 60 in box | 1.50 | 1.25-1.60 |
| Smoked salmon, per lb. | .25 | .23 |
| Smoked halibut | .. | .20 |

FROZEN FISH—SEA FISH.

| | Montreal | Toronto |
|---|----------|----------|
| Salmon— | | |
| Gaspe, large, per lb. | .15 | .21 |
| Red, steel heads, per lb. | .12 | .12-13 |
| Red, sockeyes, per lb. | .12 | .10 |
| Red, Cohoes or silvers, per lb. | .08-.08½ | .10 |
| Pale qualla, dressed, per lb. | .07-.07½ | .07½-.08 |
| Pale, qualla, dressed, per lb. | .08-.08½ | .10 |
| Halibut, white western, large and medium, per lb. | .08½-.09 | .09 |
| Halibut eastern, chicken, per lb. | .09-.09½ | .08 |

| | | |
|--------------------------------|----------|---------|
| Mackerel, bloater, per lb. | .07½-.08 | .09 |
| Haddock, medium and large, lb. | .03½-.04 | .10-.12 |
| Market codfish, per lb. | .03½ | .04 |
| Steak codfish, per lb. | .04-.04½ | .10 |
| Canadian soles, per lb. | .06 | .. |
| Blue fish, per lb. | .15-.16 | .. |
| Smelts | .09 | .18-.20 |
| Herrings, per 100 count | 3.00 | .. |
| Round pike | .05-.05½ | .. |
| Grass pike | .06 | .06½ |

DRIED AND PREPARED FISH.

| | | |
|--|------|------|
| Dried codfish, medium and small, 100 lb. | 7.00 | 7.50 |
| Dried hake, medium and large, 100 lb. | 6.00 | .. |
| Dried pollock, medium and large, 100 lb. | 6.00 | .. |
| Dressed or skinned codfish, 100-lb. case. | 7.25 | 8.00 |
| Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb. | 0.08 | 0.08 |
| Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb. | 0.07 | 0.07 |
| Boneless codfish, strips, 20-lb. boxes | 0.12 | 0.10 |
| Shredded codfish, 12-lb. boxes, 24 cartons, a box | 1.80 | 1.80 |
| Boneless codfish, in 2-lb. and 3-lb. boxes | 0.15 | 0.15 |

BULK OYSTERS, CLAMS, ETC.

| | | |
|---|------|------|
| Standard, solid meats, gal. | 1.80 | .. |
| Standard, bulk, gal. | 1.50 | 1.40 |
| Selects, per gal, solid meat | 2.00 | 2.50 |
| Best clams, imp. gallon | 1.50 | .. |
| Best scollops, imp. gallon | 2.00 | 2.25 |
| Best prawns, imp. gallon | 2.25 | .. |
| Best shrimps, imp. gallon | 2.25 | .. |
| Sealed, best standards, qt. cans, each. | 0.40 | .. |
| Sealed, best select, quart cans, each. | 0.50 | .. |

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

| | | |
|--------------------------------------|-------|-------|
| Cape Cod shell oysters, per bbl. | 11.00 | .. |
| Canadian cultivated oysters, bbl. | 8.00 | 10.00 |
| Clams, per bb. | 6.00 | 8.00 |
| Live lobsters, small, lb. | 0.14 | 0.20 |
| Live lobsters, medium and large, lb. | 0.17 | .. |
| Little necks, per 100 | 1.25 | 1.25 |

FRESH SEA FISH.

| | Montreal | Toronto |
|-------------------------------|----------|---------|
| Halibut | 11-12 | 0.12 |
| Haddock, fancy, express, lb. | 4 | 4½-7-8 |
| Mackerel, each | 18-23 | 0.12 |
| Steak cod, fancy express, lb. | 5½-6 | 7-9 |
| Herrings, Gaspareaux | 2 | .. |
| Flounders | 5 | 0.09 |
| Salmon, Western | 0.20 | 0.20 |
| Salmon, Eastern | 0.25 | .. |

FRESH LAKE FISH.

| | | |
|-------------------|------|------|
| Carp, lb. | 0.06 | .. |
| Pike, lb. | 0.07 | 0.10 |
| Brook Trout | 0.24 | 0.28 |
| Perch, lb. | 0.06 | 0.10 |
| Suckers, lb. | 0.05 | 0.07 |
| Whitefish, lb. | 0.12 | 0.15 |
| Herrings, lb. | 0.04 | 0.08 |
| Lake trout, lb. | 0.12 | 0.10 |
| Dressed bullheads | 0.12 | .. |
| Eels, lb. | 0.10 | 0.08 |

FROZEN—LAKE AND RIVER.

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

PICKLED FISH.

| | | |
|---|-------|-----------|
| Salmon, Labrador, tierces, 300 lb. | 20.00 | .. |
| Salmon, Labrador, bbls., 200 lbs. | 14.00 | .. |
| Salmon, Labrador, half bbls., 100 lbs. | 7.50 | .. |
| Salmon, B.C., bbls. | 13.00 | 14.00 |
| Sea trout, Baffin's Bay, bbls., 200 lbs. | 12.00 | .. |
| Sea trout, Labrador, bbls., 200 lbs. | 12.00 | .. |
| Sea trout, Labrador, half bbls., 100 lbs. | 6.50 | .. |
| Mackerel, N.S., bbls., 200 lbs. | 12.00 | .. |
| Mackerel, N.S., half bbls., 100 lbs. | 7.00 | .. |
| Mackerel, N.S., pails, 20 lbs. | 1.75 | 2.00 |
| Herrings, Labrador, bbls. | 6.00 | 6.25 |
| Herrings, Labrador, half, bbls. | 3.25 | 3.25 |
| Lake trout, 100-lb. kegs | 6.00 | 6.00 |
| Quebec sardines, bbls. | 6.00 | .. |
| Quebec sardines, half bbls. | 3.50 | .. |
| Tongues and sounds, per lb. | 0.07½ | .. |
| Scotch herrings, imported, half bbls. | 8.00 | .. |
| Holland herrings, imp'td milkers, hf bbls | 8.00 | .. |
| Holland herrings, imp'td milkers, kegs. | 0.95 | 0.75-1.00 |
| Holland herrings, mixed, half bbls. | 7.00 | .. |
| Holland herrings, mixed, kegs | 0.85 | 0.70-0.95 |
| Lochfyne herrings, box | 1.35 | .. |
| Turbot, bbl. | 14.00 | .. |
| Green cod, No. 1, bbl. | 10.00 | 10.00 |
| Green cod, No. 2, bbl. | 8.50 | 8.50 |



PRODUCE AND PROVISIONS



Butter Lower: Cheese Unchanged

Big Make of Butter Sends Price Down—Not So in Case of Cheese—Big Governmental Demand From Britain—Eggs Slightly Easier; Storage Lets Up — “Broilers” Lower After Holidays.

MONTREAL.

PROVISIONS.—The hog market experienced a further advance last week, 9.90 being paid in Toronto. There is such a heavy demand for pork products from Great Britain that it does not pay packers to market the various cuts for Canadian trade at present prices; it is expected there will be higher prices on all lines of smoked meats. Owing to the warm weather, there is a better demand for cooked and jellied meats, and prices are a shade higher. Canadian lard for a number of months past, has been below the import Chicago price, and an advance is looked for.

| | |
|--|-------------|
| Hams— | |
| Small, per lb. | 0 19 |
| Medium, per lb. | 0 18½ |
| Large, per lb. | 0 17 |
| Backs— | |
| Plain, bone in | 0 23 |
| Boneless | 0 25 |
| Peameal | 0 25 |
| Bacon— | |
| Breakfast, per lb. | 0 22 |
| Roll | 0 17 |
| Shoulders, bone in | 0 15 |
| Shoulders, boneless | 0 16 |
| Cooked Meats— | |
| Hams, boiled, per lb. | 0 27 |
| Hams, roast, per lb. | 0 21 |
| Shoulders, boiled | 0 25 |
| Shoulders, roasted | 0 25 |
| Dry Salt Meats— | |
| Long clear bacon, 60-70 lbs. | 0 15½ |
| Long clear bacon, 80-100 lbs. | 0 14½ |
| Flanks, bone in, not smoked | 0 15½ |
| Barrelled Pork— | |
| Heavy short cut mess | 26 00 |
| Heavy short cut clear | 26 00 |
| Clear fat backs | 29 00 |
| Clear pork | 27 00 |
| Lard, Pure— | |
| Tierces, 550 lbs. net | 0 12½ |
| Tubs, 50 lbs., net | 0 13½ |
| Boxes, 50 lbs., net | 13 |
| Pails, wood, 20 lbs., gross | 0 13½ |
| Pails, tin, 20 lbs., gross | 0 13½ |
| Cases, 10 lbs., tins, 60 in case | 0 13½ |
| Cases, 3 and 5-lb. tins, 60 in case | 0 14½ |
| Bricks, 1 lb., each | 0 15½ |
| Lard, Compound— | |
| Tierces, 375 lbs., net | 0 09½ 0 10 |
| Tubs, 50 lbs., net | 0 10½ |
| Boxes, 50 lbs., net | 0 10½ |
| Pails, wood, 20 lbs., net | 0 10½ |
| Pails, tin, 20 lbs., gross | 0 10½ |
| Cases, 10-lb. tins, 60 in case | 0 11½ |
| Cases, 3 and 5-lb. tins, 60 in case | 0 11½ |
| Bricks, 1 lb., each | 0 12½ |
| Hogs— | |
| Dressed, abattoir killed | 13 75 14 25 |

BUTTER.—Supplies coming forward are larger than were expected, considering the large amount of cheese being made. As a result, prices have dropped. Stocks are accumulating on spot, and further declines are expected. An important fact is that creameries which formerly shipped cream to the States, are now making butter. This means an increased production for June. There

is practically no demand from outside points, as they are well supplied, and there is no demand from Western Canada, as the price in Alberta is only 26c. For speculating purposes it will be necessary for butter to drop to 25c, and indications are that the market will be there before long. At this time last year, the price was 23½c. Our quotation for finest creamery has been dropped to 29c, but lower quotations are likely by end of week.

CHEESE.—Some idea of the amount of cheese being made can be gathered from the fact that total receipts since May 1 were 187,235 boxes, whereas during the corresponding period last year, the receipts were 71,289 boxes. Nevertheless our cheese quotations remain same as a week ago. Several exporters were interviewed as to possibility of lower prices in the near future, and consensus of opinion was that “it is uncertain.” Market during whole of last week was up and down, and the feeling, if anything, is now stronger.

EGGS.—Receipts for the past week were considerably lower than for same period last year, but as a good many storage operators are now through for the season, there will be a surplus for local requirements from now on. Eggs are coming in pretty freely from New Brunswick and Eastern provinces. There are no changes in quotations, and price to stores in Eastern Ontario is 18c on a basis of “loss off.” The quality of eggs for past week was still good owing to the cool weather. Demand in the city is fair.

Eggs, case lots—

| | |
|--------------|------|
| Stamped | 0 24 |
| Selects | 0 23 |
| No. 1's | 0 22 |

HONEY.—As this is a period between seasons, difficulty is experienced in giving any standard quotations on honey.

| | |
|-------------------------------|-------|
| Honey— | |
| Buckwheat, in bbls. | 0 08½ |
| Buckwheat, 60 lb. tins | 0 09 |
| Buckwheat, 10 lb. tins | 0 10 |
| White clover, bbl. | 0 11½ |
| White clover, large tins | 0 12 |
| White clover, small tins | 0 12 |

POULTRY.—A supply of ducklings is expected next week. The demand for live fowl is very light just now, but prices remain about the same—16-18c. American green duck, which was quoted at 22c last week, is now offered at 25c. There is a fair demand for live turkeys, quoted at 16-17c. Frozen stock chiefly is selling, but business as a whole is quiet.

| | |
|-------------------------------------|-----------|
| Poultry— | |
| Frozen stock— | |
| Fowl, 5 lbs. and over | 0 18 0 20 |
| Fowl, small | 0 13 0 16 |
| Turkeys, fancy | 0 20 0 25 |
| Ducks | 0 16 0 18 |
| Geese | 0 13 0 15 |
| Pigeons, pair | 0 30 0 35 |
| Fresh stock— | |
| Fowl, dressed | 0 18 0 20 |
| Spring broilers, dressed, pair | 1 00 1 25 |
| Squabs, pair | 0 50 0 60 |
| Live stock— | |
| Fowl, 5 lbs. and over | 0 17 |
| Fowl, small | 0 17 |
| Turkeys | 0 16 0 17 |
| Ducks | 0 20 0 22 |
| Geese | 0 09 0 10 |

TORONTO.

PROVISIONS.—The slight firming up in hams and bacon last week has been compensated for by a decline this last day or two of half a cent in hams, and a cent or so in bacons. Long clear bacon is slightly lower too. Demand has fallen off a little for the time being. Lard, too, is easier and we quote a cent or one lower than last week.

| | |
|------------------------------------|-------------|
| Hams— | |
| Light, per lb. | 0 18 0 18½ |
| Medium, per lb. | 0 17 0 17½ |
| Large, per lb. | 0 14½ 0 15 |
| Backs— | |
| Plain, per lb. | 0 20 0 21 |
| Boneless, per lb. | 0 23 0 24 |
| Pea meal, per lb. | 0 25 0 25 |
| Bacon— | |
| Breakfast, per lb. | 0 18 0 22 |
| Roll, per lb. | 0 14 0 15 |
| Shoulders, per lb. | 0 14 0 14½ |
| Pickled meats—1c less than smoked. | |
| Dry Salt Meats— | |
| Long clear bacon, light | 0 13½ 0 14 |
| Cooked Meats— | |
| Hams, boiled, per lb. | 0 24 0 25 |
| Hams, roast, per lb. | 0 25 0 26 |
| Shoulders, boiled, per lb. | 0 22 0 23 |
| Shoulders, roast, per lb. | 0 22 0 23 |
| Barrelled Pork— | |
| Heavy mess pork, per bbl. | 25 00 26 00 |
| Short cut, per bbl. | 25 00 27 00 |
| Lard, Pure— | |
| Tierces, 400 lbs., per lb. | 0 12 0 12½ |
| Tubs, 60 lbs. | 0 11½ 0 13 |
| Pails | 0 12 0 12½ |
| Tins, 3 and 5 lbs., per lb. | 0 12½ 0 13 |
| Bricks, 1 lb., per lb. | 0 13½ 0 14 |
| Lard, Compound— | |
| Tierces, 400 lbs., per lb. | 0 09 0 09½ |
| Tubs, 50 lbs., per lb. | 0 09½ 0 10 |

CANADIAN GROCER

Pails, 20 lbs., per lb. 0 10 0 10 1/2

Hogs—
Dressed, per cwt. 13 00 13 50

BUTTER.—This has been the weak spot on the produce market so far this week. Deliveries are getting heavier and heavier and stocks are accumulating. Some sellers have stock on hand that they have to get rid of; it isn't fit for storing and until the trade absorbs this the market will be bearish. Nice creamery stuff is coming. The grass is in good shape, and despite the good demand the supplies are large enough to send the market well down. All our quotations are lower. Houses are paying about 26c in the country.

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

CHEESE.—To put it mildly the cheese market is a conundrum. Nobody can understand it. New make is coming along all right, and though there is heavy buying from Great Britain the price ought not to be up as high as it is. If over-seas buying were to let up for a time prices, we think, could be brought down. Domestic demand is fairly heavy: there is enough to satisfy it but certainly the price is 'way off.

Cheese—
Old large, per lb. 0 21 0 22
Old twins, per lb. 0 21 1/2 0 22 1/2
New large, per lb. 0 20 0 20 1/2
New twins, per lb. 0 20 1/4 0 20 3/4

EGGS.—Prices on eggs are unchanged. Receipts are falling off some now. Country store price is around 18c. Cold storage stocks appear to be pretty well in now and buying on that account is letting-up. Statements from different houses indicates that they have larger stocks on hand this year than heretofore. We remarked some time ago on the high price at which eggs for storage were being bought, but it is claimed that prospects for these coming out in future are good, and that the provision men are all right. The fact of extra large storing is chiefly due to the exceptionally large deliveries.

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

POULTRY.—After the 26th of May, broilers, about the only thing selling, are going for 35c, which is down considerably from last week's price. They must be up to weight to be any good though. Turkeys find some business, but for the most part frozen stuff is the only thing that finds a sale.

Poultry—
Live. Dressed.
Chickens 0 12-0 14 0 17-0 20
Fowl 0 12-0 14 0 14-0 16
Ducks 0 10-0 12 0 16-0 18
Turkeys 0 15-0 16 0 20-0 28

HONEY.—There is little demand for either buckwheat or clover just now, and prices are unchanged.

Honey—
Buckwheat, in bbls. 0 07 0 07 1/2
Buckwheat, in tins 0 07 3/4 0 06
Strained clover 0 12 1/4 0 00
Comb honey, No. 1, doz. 3 00 0 00
Comb honey, No. 2, doz. 2 40 0 00

WINNIPEG.

PROVISIONS.—Here an improvement in trade is noticed. In the city, business seems uneven, at times being quite good and at times exceedingly quiet. From the country, however, there is a steady and growing demand.

Hog products are considerably firmer this week.

Hams—
Light, per lb. 0 18 0 18 1/2
Medium, per lb. 0 17 1/2 0 18
Large, per lb. 0 15 0 15 1/2
Backs, clear, per lb. 0 20 0 23
Bacon—
Breakfast, per lb. 0 18 1/2 0 23
Shoulders, per lb. 0 13 1/4 0 14 1/2
Dry Salt Meats—
Long clear bacon, light 0 13 1/2 0 14
Cooked Meats—
Hams, boiled, per lb. 0 26 0 27
Shoulders, boiled, per lb. 0 22 0 23
Barrelled Pork—
Heavy pork, per bbl. 25 00 26 00
Short cut, per lb. 26 00 --
Lard—
Tierces 0 13 1/2
Tubs 6 88
Pails 2 77
Cases, 58 8 47
Cases 8 70

BUTTER.—This market is considerably weaker. The grasses are good and the cattle being out on these results in larger receipts. The good outside demand for butter is likely to keep prices from going much lower. There is at present little or no New Zealand butter coming in, and the Coast is now commencing to buy from this district. To land New Zealand butter at Coast would cost from 37 to 38c. As a result, butter has been brought in from Seattle and San Francisco. The Winnipeg market, however, is beginning to get on a competitive basis with these American markets, and orders are commencing to come here from the Coast. Three cars have indeed been shipped this week.

Butter—
Creamery, per lb. 0 28 0 30
Dairy 0 27 0 31
Cooking 0 22 0 23

EGGS.—This market has weakened. The quality of eggs being received, however, is good and still some of these are being stored. From now on, however, practically all receipts will be for immediate sale.

Eggs, per doz. 0 18 0 19
CHEESE.—There is little change in this market since last week. Perhaps it has weakened somewhat.

Cheese—
New, large 0 20
New, twins 0 20 1/4 0 21

POULTRY.—Fair demand. Ample supplies to meet this.

Fresh Stock—
Turkeys, per lb. 0 13 0 16
Chickens, per lb. 0 11 0 15
Fowls 0 10 0 12

FRUIT AND VEGETABLES.

(Continued from page 42.)

dozen. So is Florida stuff, more than that. We quote \$2.25 to \$2.50. There is a big demand for this cucumber, and this is the weather when it goes down well. Spanish onions are virtually off the market altogether. Bermudas are down to \$1.50 to \$1.75. Tomatoes have been much reduced, both bothouse and Florida stuff. Water cress is easier; the

range of prices is accordingly shortened. Celery is a big seller. Prices ranges to the extent of a dollar with \$3.25 as outside limit. There is a big demand these days for parsley and lettuce, Boston head lettuce getting lots of business. New crate cabbage is down considerably from former levels; demand is off a little this week. All vegetables fit for salads are finding a big market, and all round business is better. Root stuff has bucked up some; it is still quiet, however, but prices have come down in most cases and there is some buying.

Asparagus, Canadian 1 50 2 00
Beets, Canadian, bag 0 30 0 40
Beets, American 0 75
Beets, hamper 1 25 1 50
Beans, green, hamper 2 25 3 00
Beans, wax, hamper 2 50 3 00
Cabbage, new, crate 2 25 2 50
Carrots, bag 0 50 0 75
Carrots, American 0 75
Carrots, new, hamper 1 50 1 75
Cucumbers—
Slicing, bothouse, dozen 1 25
Florida, hamper 2 25 2 50
Celery, Florida 0 60 0 70
Mushrooms, per lb. 0 60 0 90
Water cress, 11-qt. basket 0 50 0 75
Onions—
Spanish, big crate 4 25 4 50
Can., 75-lb. bags 1 25 1 50
Can., 100-lb. sacks 2 50 2 75
Egyptian, crate 4 75 5 00
Bermudas, crate 1 50 1 75
Green peppers, basket 0 75
Potatoes, Delaware 0 65 0 70
Potatoes, Canadian, bag 2 75 2 50
Potatoes, Florida, new, hamper 7 75 8 25
Potatoes, new, Bermudas, bbl. 0 30 0 35
Parsley, basket, 11-qt. 0 30 0 35
Parsley, American 0 75
Tomatoes, bothouse, lb. 0 15 0 20
Tomatoes, Florida, crate 2 75 3 25
Turnips, bag 0 35 0 50
Lettuce, leaf 3 00 4 00
Lettuce, Boston, head, small 0 65 0 65
Parsnips, Canadian, bag 0 60 0 75
Rhubarb, bothouse 0 25 0 30
Rhubarb, outside 0 25 0 30
Spinach, bushel 1 00

WINNIPEG.

FRUIT AND VEGETABLES.—Much warmer weather has done a great deal to improve sales of fruit and also for vegetables. This demand comes from both country and city.

Apples—
Washington 2 25 3 25
Bananas, lb. 0 05
Cranberries, case 2 75
Cocoanuts, doz. 1 00
Cherries, per box (10 lbs.) 3 50
Grape fruit 4 00
California 5 25
Oranges, California 4 00
Valencias 4 25 4 50
Med. Sweets 4 25 4 50
Pineapples, per case 4 50
Strawberries, per crate 4 00 4 50

VEGETABLES.—This market is fairly active. Washington spinach is now off market, local spinach, which sells at 5c a lb., meeting all requirements. Florida tomatoes are selling at \$4.50 per crate of six baskets. Tomatoes from Texas are expected on the market next week. These are sold in four-basket crates, and will be somewhat lower than the Florida tomatoes. The quotation is not yet known.

Asparagus—
Minnesota, per case (about 20 lbs.) 3 50
California, per case (about 25-35 lbs.) 5 00
Celery, Florida (about 4 doz. to case) 4 00
Texas cabbages 0 04 1/2
Head lettuce, per doz. 1 25
Leaf lettuce, doz. 0 40
Onions—
Bermudas, Texas, per lb. 0 04
Oregon, 100-lb. sacks 3 25
Potatoes, new, Louisiana, per lb. 0 08
Parsley, per doz. bunches 0 50
Rhubarb, Minnesota, per lb. 0 02
Sweet potatoes, per lb. 0 06
Spinach, local, per lb. 0 05
Tomatoes, Florida, per case 4 50
Honey, comb, per case (24 sections) 6 50
Green peas, California, per lb. 0 15
Carrots and beets, Mississippi, doz. behs. 1 00



FLOUR AND CEREALS



Winter Wheat Flour Down

Prices on Manitoba Are Much Easier, Too—Cereals All Slow—Bran and Middlings in Big Demand—Crumble of the Wheat Market Responsible for Reduction in Flour — A Record-Breaking Break.

MONTREAL.

FLOUR.—The market was flatter than ever this week, there being practically no buying beyond hand to mouth orders. The wheat market was lower all last week, which was reflected in the flour market. Probably the possibility that the Allies may make a passage through the Dardanelles at any time is the cause of the present situation. The English wheat markets were lower, and it is hard to sell here; also freights are scarce. Dealers who bought heavily in January and February seem still to have fair stocks on hand. Flour market has followed the drop in wheat. Manitoba first patents being down 50c per bbl. Same drop occurred in seconds and strong bakers.

| Manitoba Wheat Flour— | Per bbl. of 2 bags |
|--|--------------------|
| First patents | 7 70 |
| Second patents | 7 20 |
| Strong bakers | 7 00 |
| Flour in cotton sacks, 10 cents per barrel more. | |
| | Car Small |
| | lots. lots. |
| Winter Wheat Flour— | |
| Fancy patents | 7 55 7 75 |
| 90 per cent., in wood | 7 00 7 25 |
| 90 per cent., in bags | 3 00 3 25 |

CEREALS.—Rolled oats is in about the same condition as it was a week ago, with little business passing. Wholesalers are paying 3.25. Dealers are asking more, but are glad to get even 3.25. Pot barley is unchanged, and there is not much demand at this time of year.

| Cornmeal— | Per 96-lb. sack |
|---|-----------------|
| Gold dust | 2 50 2 55 |
| Unbolted | 2 25 |
| Rolled Oats— | 90's in jute. |
| Small lots | 3 45 |
| 25 bags or more | 3 40 |
| Packages, case | 4 75 |
| Rolled oats in cotton sacks, 5 cents more. | |
| Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute. | |
| Rolled Wheat— | 100-lb. bbls. |
| Small lots | 3 80 |
| Hominy, per 96-lb. sack | 2 75 |
| Corn flour, bag | 3 05 |
| Rye flour, bag | 3 00 3 30 |
| Barley, pot | 2 70 2 75 |

FEEDS.—Prices are nominal according to quality. Bran and shorts are easier on account of the small demand, most of the cattle being now out on the grass. Several feeds are lower including oats and mixed chops.

| Mill Feeds— | Per ton |
|----------------------|---------|
| Bran | 28 00 |
| Shorts | 28 00 |
| Middlings | 30 00 |
| Wheat moulee | 37 00 |
| Feed flour, bag | 2 50 |
| Mixed chops, ton | 28 00 |
| Crushed oats, ton | 43 00 |
| Barley, pot, 98 lbs. | 2 85 |

| | |
|-------------------------------------|-------|
| Oats, chop, ton | 43 00 |
| Barley chop, ton | 37 00 |
| Feed oats, cleaned, Manitoba, bush. | 0 73 |
| Feed wheat, bag | 2 30 |

TORONTO.

FLOUR.—After a period of quietness market prices on Ontario winter wheat flour have been reduced. This has looked probable for some little time and the way the wheat market tumbled just about finished it off. All our quotations are lower by 20 per cent. on Ontario flour. Business at home is poor; abroad, so far as winter wheat flour goes, it's worse than that. Manitoba displays some activity so far as export goes, though little at home, and the market is easy though no reduced prices are certain as yet.

The wheat markets have crumbled, Manitoba sensationally and Ontario in a lesser degree. Winnipeg May wheat has dropped about 12 to 15 cents a bushel within a week. One week ago it sold at \$1.63½: to-day it is quoted at \$1.45. This is a record-breaking break, time considered and has apparently been something of a surprise. The market may of course prove resilient, though hardly, it is thought, to such an extent. Business in flour may come along better with lower levels in Ontario stuff and easier quotations on Manitoba. Domestic buying is only hand to mouth, however. Export business stands a better chance of coming back.

| Manitoba Wheat Flour— | Small lots. | Car lots. |
|---|---------------|---------------|
| First patents | per bbl. 2 30 | per bbl. 2 00 |
| Second patents | 7 70 | 7 50 |
| Strong bakers | 7 60 | 7 40 |
| Flour in cotton sacks, 10c per bbl. more. | | |
| Winter Wheat Flour— | Small lots. | Car lots. |
| Fancy patents | per bbl. 7 20 | per bbl. 7 00 |
| 90 per cent. | 7 00 | 6 80 |
| Straight roller | 6 80 | 6 60 |
| Blended flour | 6 80 | 6 80 |

CEREALS.—This market is practically without feature. Rolled oats are slow: buyers, apparently are stocked sufficiently. Summer demand is slow anyway, and on top of that there has been a cautiousness in buying cereals all along through the winter which is unrelieved now. Split peas are getting a little business. Barley is dull.

| | |
|-------------------------------|-----------|
| Barley, pearl, 98 lbs. | 5 00 |
| Buckwheat grits, 98 lbs. | 4 25 4 50 |
| Corn flour, 98 lbs. | 3 00 3 20 |
| Cornmeal, yellow, 98 lbs. | 2 25 2 40 |
| Graham flour, 98 lbs. | 3 70 3 80 |
| Hominy, granulated, 98 lbs. | 3 00 |
| Hominy, pearl, 98 lbs. | 3 00 |
| Oatmeal, standard, 98 lbs. | 3 92½ |
| Oatmeal, granulated, 98 lbs. | 3 92½ |
| Peas, Canadian, boiling, bush | 2 80 2 90 |
| Peas, split, 98 lbs. | 5 25 |
| Rolled oats, 90-lb. bags | 3 35 3 55 |
| Rolled wheat, 100-lb. bbl. | 3 85 4 00 |
| Rye flour, 98 lbs. | 3 10 3 25 |
| Whole wheat flour, 98 lbs. | 3 75 3 80 |
| Wheatlets, 98 lbs. | 4 00 4 15 |

MILL FEEDS.—All lines are moving better this last few days, and most feeds are fairly strong. A good demand for bran for home consumption is a feature and middlings are especially called for. This is the spring season, of course, and feed is wanted for the young stock though the grass is in very good shape.

| Mill Feeds— | Mixed cars, per ton |
|--------------------------------|---------------------|
| Bran | 26 00 27 00 |
| Shorts | 28 00 29 00 |
| Middlings | 30 00 32 00 |
| Wheat moulee | 30 00 |
| Feed flour, per bag | 1 85 1 90 |
| Oats— | |
| No. 3, Ontario, outside points | 0 55 0 61 |
| No. 3, C.W., bay ports | 0 67 |

WINNIPEG.

FLOUR.—Following the reduction of 20c made last week, a further drop of 20c has taken place, flour for the three prairie provinces now being quoted for best patents at \$7.50. This drop came rather unexpectedly and is apparently only the result of a weaker wheat market.

A rather peculiar position obtains in rolled oats. There is a considerable spread in prices here. At least one firm is selling 80's to the trade at \$3.10. Others are selling at \$3.15, and some lines are as high as \$3.50. It would seem likely that this market will work to a more even basis shortly.

| Manitoba Wheat Flour— | Per bbl. |
|---------------------------|----------|
| Best patents | 7 50 |
| Second patents | 7 20 |
| Low grades | 5 20 |
| Rolled oats, 80's | 3 10 |
| Standard oatmeal, 96 lbs. | 6 15 |
| Cornmeal, 98's | 3 50 |

The Farmers' Pork Packing Co., Ltd., has been incorporated in Saskatchewan with head offices at Estevan.



Grocers' Helps

Let us send you the material to make an attractive display of Cereals before your Customers. It will increase sales. Goods well displayed are half sold.

TILLSON'S "SCOTCH" FINE CUT OATMEAL
AND
TILLSON'S "SCOTCH" HEALTH BRAN

Note Our New Packages



They are now on sale at all our mills. Watch for our salesmen. They will show you these goods. Patronize only Canadian or Ally Manufacturers. Do your share.

Quality—Then Price

CANADIAN PRODUCTS
MADE IN CANADA
BY CANADIANS

Canadian Cereal & Flour
Mills, Limited

TORONTO

CANADA



A Purely Canadian Product

Ninety-five per cent. of the raw material used in the manufacture of macaroni is wheat product.

One hundred per cent. of the wheat used in the manufacture of

L'ETOILE

(Star)

and

Hirondelle

(Swallow)

brands is *Canadian Manitoba Hard Wheat*.

It has been proven by us that Canadian wheat makes a macaroni not only equal but superior to any imported.

In displaying and pushing these brands you support an article

MADE IN CANADA

by Canadian workmen and one of the highest quality.

Order from your wholesaler.

C. H. Catelli, Limited

MONTREAL

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

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

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

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

Also in tins. Prices on application.

ROYAL BAKING POWDER.

| Size | Bbl. lots | |
|-----------|------------------------|-----------------------|
| | Less than 10 case lots | 10 case lots and over |
| | Per doz. | Per doz. |
| Dime | \$.95 | \$.90 |
| 4-oz. | 1.40 | 1.35 |
| 6-oz. | 1.85 | 1.80 |
| 8-oz. | 2.55 | 2.50 |
| 12-oz. | 3.85 | 3.75 |
| 16-oz. | 4.80 | 4.80 |
| 2 1/4-lb. | 11.60 | 11.35 |
| 3-lb. | 13.60 | 13.35 |
| 6-lb. | 22.35 | 21.00 |

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

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

UN-NUMBERED.

| | |
|--------------------------|----------|
| 100 books and over, each | 0 03 1/2 |
| 500 books to 1,000 books | 0 08 |

For numbering cover and each coupon, extra per book, 1/2 cent.

CEREALS.

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

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

DOMINION CANNERS, LIMITED.

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

Aylmer Pure Jellies.

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

Aylmer 14's and 30's per lb.

| | |
|------------|------------|
| Strawberry | 0 14 |
| Raspberry | 0 14 |

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

| | |
|---|----------|
| Cocoa— | |
| Perfection, 1-lb. tins, doz. | ... 4 50 |
| Perfection, 1/2-lb. tins, doz. | 2 40 |
| Perfection, 1/4-lb. tins, doz. | 1 25 |
| Perfection, 10c size, doz. | 0 90 |
| Perfection, 5-lb. tins, per lb. | 0 37 |
| Soluble bulk, No. 1, lb. | 0 21 |
| Soluble bulk, No. 2, lb. | 0 19 |
| London Pearl, per lb. | 0 22 |
| Special quotations for Cocoa in barrels, kegs, etc. | |

(Unsweetened Chocolate).

| | |
|---|------------|
| Supreme chocolate, 1/2's, 12-lb. boxes, per lb. | 0 35 |
| Perfection chocolate, 20c size, 2 doz. in box, doz. | 1 60 |
| Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. | 0 90 |
| Sweet Chocolate— | |
| Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes | 0 40 |
| Queen's Dessert, 6's, 12-lb. boxes | 0 40 |
| Vanilla, 1/4-lb., 6 and 12-lb. boxes | 0 35 |



Your customers can remember **Royal Baking Powder** as far back as they can remember anything—they've seen it around their homes, like Webster's Dictionary and the family Bible, ever since childhood. The woman who comes to you now as the mother of a family sat in a high-chair in her own mother's kitchen and played with an empty **Royal Baking Powder** can. Nothing could displace an article of such established popularity unless it were **better**—and no better baking powder can be made. You'll find **Royal Baking Powder** easiest to sell and it will pay you more in the end than any other baking powder.

ROYAL BAKING POWDER COMPANY, NEW YORK



All Canada is Aglow with the Made-in-Canada Fever

How is it Affecting You?

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

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

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

Note these prices:

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

ORDER NOW.

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



Summertime is Salad Time

and any woman will tell you that the making of the dressing is the most difficult operation in the preparation of a salad.

Many a salad is ruined by the use of improperly made dressing, but there is never a failure when

Pure Gold Salad Dressing Powder

is used. It eliminates all chances of a poor dressing, is delightfully piquant in flavor, appetizing and rich.

Pure Gold Salad Dressing Powder, like all Pure Gold products, is absolutely pure, made from the finest ingredients and processed carefully.

It is easy to prepare and as sure as the sun in results

Increase your sales of fruits, meats, canned salmon, chicken, lobster, etc., by suggesting Pure Gold Salad Dressing Powder in your counter and window trims of these goods.

Get ready for Summer and picnic time. Order your stock now.

The Pure Gold Mfg. Co. Limited, Toronto

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

JOHN P. MOTT & CO.'S.

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

| | |
|--|-------|
| Elite, 10c size (for cooking) doz. | 0 90 |
| Mott's breakfast cocoa, 2-doz. 10c size, per doz. | 0 85 |
| Nut milk bars, 2 dozen in box | 0 80 |
| Breakfast cocoa, 1/4's and 1/2's | 0 36 |
| No. 1 chocolate | 0 30 |
| Navy chocolate, 1/2's | 0 26 |
| Vanilla sticks, per gr. | 1 00 |
| Diamond chocolate, 1/2's .. | 0 24 |
| Plain choice chocolate liquors .. | 20 30 |
| Sweet chocolate coatings .. | 0 20 |

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

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

| | |
|--|------|
| Peerless Brand, Hotel, each, 2 doz. | 4 25 |
| Jersey Brand, Hotel, each, 2 doz. | 4 25 |
| St. Charles Brand, gallons, each, 1/2 doz. | 4 75 |
| "Reindeer" Coffee and Milk, "large," each, 2 doz. | 4 80 |
| "Reindeer" Coffee and Milk, "small," each, 4 doz. | 5 30 |
| "Regal" Coffee and Milk, each, 2 doz. | 4 50 |
| "Reindeer" Cocoa and Milk, each, 2 doz. | 4 80 |

COFFEE. WHITE SWAN SPICES AND CEREALS, LTD.

| | |
|---|----|
| WHITE SWAN. | |
| 1 lb. tins, 4 doz. to case, weight 80 lbs. | 36 |
| 1 lb. tins, 2 doz. to case, weight 36 lbs. | 20 |
| Add one-half cent per pound to the above. | |

| | |
|---|----|
| ENGLISH BREAKFAST COFFEE. | |
| 1/2 lb. tins, 2 doz. to case, weight 22 lbs. | 22 |
| 1 lb. tins, 2 doz. to case, weight 40 lbs. | 20 |

| | |
|---|----|
| MOJA. | |
| 1/2 lb. tins, 2 doz. to case, weight 22 lbs. | 32 |
| 1 lb. tins, 2 doz. to case, weight 40 lbs. | 30 |
| 2 lb. tins, 1 doz. to case, weight 40 lbs. | 30 |

| | |
|--|----|
| PRESENTATION COFFEE. | |
| A Handsome Tumbler in Each Tin. | |
| 1 lb. tins, 2 doz. to case, per lb. | 27 |
| Shipping weight, 50 lbs. per case. | |

| | |
|---|-------|
| MINTO BROS. MELAGAMA COFFEE. | |
| Whol. Ret'l. | |
| 1s, 1 1/4s, Grd. | 25 30 |
| 1s, 1 1/4s, B. & G. | 32 40 |
| 1s only, B. & G. | 35 45 |
| 1s, 1/2s, B. & G. | 38 50 |
| Packed in 30 and 50-lb. cases. Terms net 30 days prepaid. | |

| | |
|-------------------------------|----|
| MINTO COFFEE (Bulk). | |
| M. Bean or Gr. | 38 |
| I Bean or Gr. | 35 |
| N Bean or Gr. | 32 |
| T Bean or Gr. | 30 |
| O Bean or Gr. | 28 |
| Spec. Grd. Compound | 25 |
| Packed in 25 and 50-lb. tins. | |

| | |
|---|---------|
| FLAVORING EXTRACTS. WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS. | |
| 1 oz. bottles, per doz., weight 3 lbs. | \$ 1 05 |
| 2 oz. bottles, per doz., weight 4 lbs. | 2 00 |
| 2 1/2 oz. bottles, per doz., weight 6 lbs. | 2 30 |
| 4 oz. bottles, per doz., weight 7 lbs. | 3 50 |
| 8 oz. bottles, per doz., weight 14 lbs. | 6 50 |
| 16 oz. bottles, per doz., weight 23 lbs. | 12 00 |
| 32 oz. bottles, per doz., weight 40 lbs. | 22 00 |
| Bulk, per gallon, weight 16 lbs. | 10 00 |

CRESCENT MFG. CO. CRESCENT MAPLEINE.

| | |
|---|---------|
| Special Delivered Price for Canada. Per doz. | |
| 1 1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c. | \$ 1 40 |
| 1 oz. (4 doz. case), weight 14 lbs., retail each 30c. | 2 55 |
| 2 oz. (3 doz. case), weight 15 lbs., retail each 50c. | 4 40 |
| 4 oz. (2 doz. case), weight 17 lbs., retail each 90c. | 7 00 |
| 8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50. | 13 00 |
| Pint (1 doz. case), weight 29 lbs., retail each \$3. | 25 00 |
| Quart (1 doz. case), weight 53 lbs., retail each \$5.50. | 47 75 |
| Gallons, each, retail each \$20 | 17 15 |

| | |
|--|------|
| GELATINE. | |
| Knox Plain Sparkling Gelatine (2-qt. size), per doz. | 1 90 |
| Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. | 1 30 |
| Cox's Instant Powdered Gelatine (1-qt. size), per doz. | 1 10 |

Situation Wanted by a Live Wire

What would you pay a Salesman whose ability to "get results" has been demonstrated for over a quarter of a century?

Recognized as the authority of the trade he has the attention of every progressive grocer in the Dominion. His visits are looked forward to, for merchants have learned to profit by the information he gives them—information which they, staying at home, could get in no other way. And so with his genial smile, his frank expression of opinion, he has gained the confidence of the trade he represents, and, *having their confidence, he gets their business.* In addition, he has a reputation for up-to-the-minuteness not enjoyed by any other salesman covering the field.

This Salesman is
CANADIAN GROCER

Let us tell you more about his capabilities to place the merits of your product before every grocer in Canada who is likely to be interested. Canadian Grocer doesn't waste time making "useless calls," for every subscriber is wide-awake and eager to get behind and push the unquestioned merits of any product that is likely to benefit his trade. The very fact of his being a reader of Canadian Grocer proves his progressiveness.

Get in touch with us. Your organization is incomplete without your message in the grocer and provision man's own paper.

Canadian Grocer, 143-153 University Ave., Toronto
MONTREAL WINNIPEG NEW YORK BOSTON CHICAGO LONDON

Eggs and Butter

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

Established 1854

F. W. Fearman Co., Limited
HAMILTON

Place your order now for new pack sardines

Owing to increasing demand and decreasing supply, it is advisable to place your orders now for

KING OSCAR BRAND SARDINES

The new pack of this popular brand commences in July and to avoid disappointment you should make sure of your supply now.

Consult your jobber.

CANADIAN AGENTS
J. W. BICKLE & GREENING
(I. A. Henderson)
HAMILTON - CANADA

W. CLARK, LIMITED,
MONTREAL.

Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$18; 14s, \$37.
Roast Beef, 1/2s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$16.
Boiled Beef, 1s, \$2.75; 2s, \$5; 6s, \$16.
Jellied Veal, 1/2s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.30; 2s, \$4.25.
Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.75; 2s, \$5.
Cambridge Sausage, 1s, \$2.40; 2s, \$4.
Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.25; 2s, \$4.25.
Lambs' Tongues, 1/2s, \$1.90.
Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65.
Sliced Smoked Beef, glass, 1/2s, \$1.25; 1/4s, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, 1/2s, \$1.20.
Ham and Veal, 1/2s, \$1.
Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.
Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s, \$1.25.
Ox Tongues, tins, 1/2s, \$2.40; 1s, \$5.25; 1 1/2s, \$8; 2s, \$10.
Ox Tongues, Glass, 1 1/2s, \$9.75; 2s, \$12.
Mince meat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7 1/2c lb.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$2.80.
Clark's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
Pork & Beans, Plain Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Chill Flat, 1, 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED,
TORONTO. ANCHOR BRAND.
Ammonia Powder—
"Anchor" Per case
50 cases, 6 doz. \$2 50
10 cases, 3 doz. 2 50
5 case lots, freight pre-paid, Ontario points ... 2 25
Baking Powder—
"Anchor" Per doz.
4 oz. tins, cases 4 doz. 0 67 1/2
6 oz. tins, cases 4 doz. 0 90
8 oz. tins, cases 3 doz. 1 20
12 oz. tins, cases 3 doz. 1 65
16 oz. tins, cases 2 doz. 2 00
2 1/2-lb. tins, cases 1 doz. 4 40
5-lb. tins, cases 1 doz. 8 40
Chocolate—Unsweetened—
"Anchor"
10c cakes, boxes 2 doz. 0 90
Cocoa—"Anchor" Per doz.
10c tins, cases 4 doz. 0 90
Per lb.
1/4s, tins, cases 4 doz. 0 36
1/2s, tins, cases 2 doz. 0 35
1s, tins, cases 1 doz. 0 35
Coffee—"Anchor" Per lb.
1 lb. tins, whole or ground, cs., 30 lb. 0 36
2 lb. tins, whole or ground, cs., 30 lb. 0 35
Cream of Tartar—
"Anchor" Per doz.
2 oz. pkgs., box 4 doz. \$ 0 90
3 oz. pkgs., box 3 doz. 1 35
1/2 oz. pkgs., box 4 doz. 1 75
1/4 oz. pkgs., box 4 doz. 3 50
1/2 oz. tins, box 4 doz. 3 75
1 oz. tins, box 2 doz. 6 00
Flavoring Extracts—"Anchor"
20c bottle \$ 1 15
1/2 oz. bottle 2 50
4 oz. bottle 4 00
8 oz. bottle 7 50
16 oz. bottle 14 40

32 oz. bottle 28 50
80 oz. bottle 60 00
Flour—Potato—"Anchor" Per doz.
Cases, 2 doz. 1 20
Icings, Prepared "Anchor"
10c pkgs., case 3 doz. 1 00
Mustard, D.S.F.—"Anchor"
s, boxes 4 doz. 0 50
10c tins, boxes 4 doz. 0 95
Per lb.
1/4s, tins, boxes 12 lbs. 0 40
1/2s, tins, boxes, 12 lbs. 0 39
1s, tins, boxes 12 lbs. 0 38
Rice, Special Grain—
"Anchor." Per doz.
Cases 2 and 4 dozen 0 90
"Anchor" Brand Per case
Shaker Table Salt, free running, cases 2 doz., case... 1 60
"GOLD MEDAL" COFFEE.
Whole or Ground— Per lb.
1/2 lb tins, cases 30 lbs. 0 37
1 lb, tins, cases 30 lbs. 0 36
2 lb. tins, cases 30 lbs. 0 35
"GOLD MEDAL" ROLLED WHITE OATS.
Per case
25c pkgs., cases 12 pkgs. 2 50
"KING" NAPTHA BORAX WASHING COMPOUND.
5c pkgs., cases 50s 1 20
5c pkgs., cases 100s 3 75
10c pkgs., cases 3 doz. 3 50
"KOLONA" CEYLON TEA.
Per lb.
40c black, green or mixed, 1/2 and 1 lb. pkgs. 0 30
50c black, green or mixed 0 35
60c black, green or mixed 0 42
80c black, green or mixed 0 55
Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz. .. 1 45
"Wheat - Os" Breakfast Food, cases 2 doz. 1 45
Per doz.
"Piccaninny" pancake and buckwheat 1 00
LAPORTE, MARTIN, LIMITED)
Montreal. Agencies.
BASIN DE VICHY WATERS.
L'Admirable, 50 btles, litre, cs. 5 50
Efficace 6 00
Neptune 7 00
San Rival 8 00
VICHY LEMONADE.
La Savoureuse, 50 btles., cs. 8 00
MINERVA PURE OLIVE OIL.
Case—
12 litres 8 00
12 quarts 7 00
NATURAL MINERAL WATER.
Evia, Source Cachat, 50 btles., cs. \$9 00
IMPORTED GINGER ALE AND SODA.
Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 10
Ginger Ale, Trayders, cs. 6 doz. splits, doz. 0 90
Club Soda, Trayders, cs. 6 doz. pts., doz. 1 00
Club Soda, Trayders, cs. 6 doz. splits, doz. 0 90
BLACK TEAS.
Victoria Blend, 50 and 30-lb. tins, lb. 0 37
Princess Blend, 50 and 30-lb. tins, lb. 0 33
JAPAN TEAS.
H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 30
Princess, cad. 5 lbs., lb. 0 25
COFFEES.
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
MALT EXTRACT.
Miller of Milwaukee, cs. 2 doz., cs. 4 40
Miller of Milwaukee, brl. 8 doz., brl. 16 20



**Don't
Guess**

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. *Put in a stock right away.*

**CARR & CO. CARLISLE
ENGLAND**

AGENTS—Wm. H. Dunn, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

TOMATOES

Florida and Hothouse

We excel in fine Tomatoes.

Strawberries

Fresh cars every day.

Cucumbers

Market much lower.

Hampers 6 to 8 doz.

Grape Fruit

Our last car for season has arrived.

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

Everything the best and the biggest
assortment.

White & Co., Limited

Toronto and Hamilton

Are You Selling this Famous English Nursery Soap?

NO soap has received greater praise and commendation from the British Medical Press than Wright's Coal Tar Soap—for 50 years famous throughout England as **the Nursery Soap.**

Here is a delightful soap that will appeal to your better class customers. You can build up a **Quality** trade with—

WRIGHT'S COAL TAR SOAP

The original Coal Tar Soap recommended for use by the Medical Profession and used in the best homes in England.



Wright's Coal Tar Soap is an excellent line and should sell at 15c a cake, yielding a good profit. Order a supply **now.**

MANUFACTURED BY

WRIGHT, LAYMAN & UMNEY, LIMITED, LONDON, ENG.

Canadian Agents:—Harold F. Ritchie & Co., Ltd., 10-12-14 McCaul St., Toronto

Our Tiger (50 cent line) Brooms

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

We make **Factory Brooms.**

Walter Woods & Co.
HAMILTON

LIKE FLOUR OR SUGAR

You have a speedy selling staple in

Parowax

Housewives demand it because they know it has no equal for sealing preserves. When they think of sealing they think of Parowax.

Parowax is also largely used in the wash boiler, loosening dirt and grease quickly, without hand rubbing.

We are advertising Parowax in magazines and newspapers throughout Canada this year. Be ready for your customers when they ask for it.

Put up in 1/4-lb. cakes, 4 cakes in a carton, 20, 40 and 100 cartons to a case.



MADE IN CANADA

THE IMPERIAL OIL COMPANY
Limited

BRANCHES IN ALL CITIES



| | | |
|--|-----------|--|
| BOAR'S HEAD LARD | | 40 lbs., Benson's Enamel (cold water), per case ... 3 00 |
| COMPOUND. | | 20 lbs., Benson's Enamel (cold water), per case ... 1 50 |
| N. K. FAIRBANK CO., LTD. | | Celluloid—boxes containing 45 cartons, per case ... 3 60 |
| Tierces | 0 10% | Culinary Starch. |
| Tubs, 60 lbs. | 0 10 1/2% | 40 lbs. W. T. Benson & Co.'s prepared corn |
| Palls, 20 lbs. | 0 10% | 40 lbs. Canada pure corn starch |
| Tins, 20 lbs. | 0 10% | (120-lb. boxes 1/4c higher.) |
| Cases, 3 lbs., 20 to case .. | 0 11 1/4% | Casco Potato Flour, 20-lb. boxes, per lb. |
| Cases, 5 lbs., 12 to case .. | 0 11 1/2% | BRANTFORD STARCH. |
| Cases, 10 lbs., 6 to case.. | 0 11 | Ontario and Quebec. |
| F.O.B. Montreal. | | Laundry Starches— |
| MUSTARD. | | Canada Laundry— |
| COLMAN'S OR KEEN'S. | | Boxes about 40 lbs. |
| Per doz. tins | | Acme Gloss Starch— |
| D. S. F., 1/4-lb. | \$ 1 50 | 1-lb. cartons, boxes of 40 lbs. |
| D. S. F., 1/2-lb. | 2 68 | First Quality White Laundry— |
| D. S. F., 1-lb. | 5 36 | 3-lb. canisters, ea. of 48 lbs. |
| F. D., 1/4-lb. | 0 95 | Barrels, 200 lbs. |
| F. D., 1/2-lb. | 1 63 | Kegs, 100 lbs. |
| Per Jar | | Lily White Gloss— |
| Ham, 4-lb. jar | 0 87 | 1-lb. fancy carton cases 30 lbs. |
| Durham, 1-lb. jar | 0 28 | 8 in case |
| JELLY POWDERS. | | 6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ... |
| WHITE SWAN SPICES AND CEREALS, LTD. | | Kegs, extra large crystals, 100 lbs. |
| White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. | \$ 0 90 | Canadian Electric Starch— |
| List Price. | | Boxes, containing 40 fancy pkgs., per case |
| SOAP AND WASHING POWDERS. | | Celluloid Starches— |
| SNAP HAND CLEANER. | | Boxes containing 45 cartons, per case |
| 3 dozen to box | 3 60 | Culinary Starches— |
| 6 dozen to box | 7 20 | Challenge Prepared Corn— |
| 30 days. | | 1-lb. pkts., boxes of 40 lbs. |
| RICHARDS' PURE SOAP. | | Brantford Prepared Corn— |
| Richards' Quick Naptha Soap. | | 1-lb. pkts. boxes of 40 lbs. |
| Packed 100 bars to case. | | "Crystal Maize" Corn Starch— |
| 5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium. | | 1-lb. pkts., boxes of 40 lbs. |
| FELS NAPHTHA. | | (20-lb. boxes 1/4c higher than 40's) |
| Prices—Ontario and Quebec: | | OCEAN MILLS, MONTREAL. |
| Less than 5 cases | \$ 5 90 | Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, \$7.20. |
| Five cases or more | 4 95 | |
| WHITE SWAN LYE. | | |
| Single cases, 4 doz. | \$ 3 50 | |
| 5 case lots, 4 doz. | 3 55 | |
| Shipping weight 50 lbs. per case. | | |
| THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS. | | |
| Laundry Starches— | | |
| Boxes. | Cents. | |
| 40 lbs., Canada Laundry .. | .06% | |
| 40 lbs., boxes Canada white gloss, 1 lb. pkg. | .06% | |
| 48 lbs. No. 1 white or blue, 4 lb. cartons | .07% | |
| 48 lbs. No. 1 white or blue, 3 lb. cartons | .07% | |
| 100 lbs., kegs, No. 1 white | .06% | |
| 200 lbs., bbls., No. 1 white | .06% | |
| 30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. | .07% | |
| 48 lbs. silver gloss, in 6-lb. tin canisters | .08% | |
| 36 lbs., silver gloss 6-lb. draw lid boxes | .08% | |
| 100 lbs., kegs, silver gloss, large crystals | .07% | |
| 28 lbs., Benson's Satin, 1-lb. cartons, chrome label ... | .07% | |

In buying
KETCHUP

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

Try It and See

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

The T. Upton Co., Limited
ST. CATHARINES

Pineapple Week

Quality and Price will be best for your preserving requirements this week. Let us have your orders now. We have all sizes.

Extra Fancy Sound Fruit

We repack and make sound before shipping which, to you, means

No Loss and Satisfied Customers.
Let us quote you on large quantities.

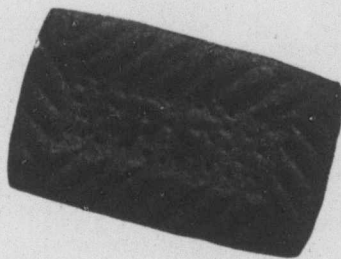
THE HOUSE OF QUALITY

Hugh Walker & Son

ESTABLISHED 1861

GUELPH and NORTH BAY

Peek Frean Successes



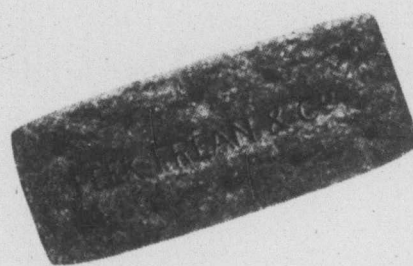
P.F. Shortcake—

Over 325,000,000 sold the first year introduced. Their taste-tempting crispness captivates the most critical, and makes steady friends. You couldn't push a more popular line.



Panama—

One of the newest novelties—just out. Already taking hold with marked success. Representative of the efforts Peek Frean's are continually putting forth in the production of entirely original and taking creations.



Bourbon—

A chocolate sandwich with the delightfully rich and pleasing flavor that won the enthusiasm of the Canadian trade. The first bite decides how well the sales go.

Only three—but enough to prove the wisdom of pushing the Peek Frean Lines. Get them on display prominently in your store.

PEEK FREAN & CO., LIMITED, Biscuit Makers, London, Eng.

AGENTS: BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver; ALBERTA, MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Fort Garry Court, Winnipeg; ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto; OTTAWA AND EASTERN CANADA—Frank L. Benedict & Co., Read Building, Montreal.

Stock Up To-day



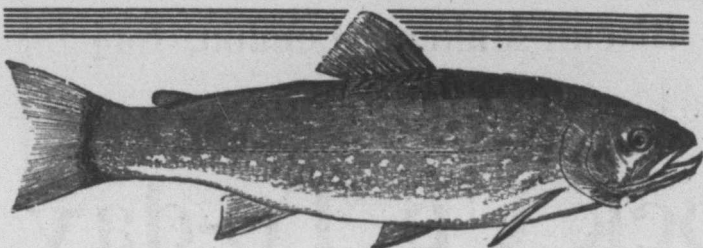
BRUNSWICK BRAND FINNAN HADDIES

Only the most carefully selected and sweetest fish caught in the famous Passamaquoddy Bay are used in the packing of the Brunswick Brand sea foods.

The high quality of our goods has given us a large trade, which, by the exercise of conscientious business methods, is constantly increasing. When you handle Connors Bros.' Brands you sell goods that are trade-winners.

Our plant is operated under the most ideal conditions, and our goods come perfect to the consumer.

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.



COW BRAND BAKING SODA

In boxes only.
Packed as follows:
5c packages (96)\$ 3 20
1 lb. packages (60) 3 20
1/2 lb. packages (120) 3 40
1 lb. 30 } Packages, Mixed 3 30
1/2 lb. 60 }

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

2-lb. tins, 2 doz. in case ...\$2 65
5-lb. tins, 1 doz. in case ... 3 00
10-lb. tins, 1/2 doz. in case... 2 90
20-lb. tins, 1/4 doz. in case.. 2 85
Barrels, 700 lbs. 3 1/4
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. 4 1/4
Pails, 38 1/2 lbs. 1 95
Pails, 25 lbs. each 1 40

LILY WHITE CORN SYRUP.
2-lb. tins, 2 doz. in case ... 3 00
5-lb. tins, 1 doz. in case ... 3 35
10-lb. tins, 1/2 doz. in case.. 3 25
20-lb. tins, 1/4 doz. in case.. 3 20
(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.
Crystal Diamond Brand Cane Syrup.
2-lb. tins, 2 doz. in case..\$2 65
Barrels 0 03 1/4
1/2 barrels 0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.
Cases, 4 doz. each, flats, per case\$5 40
Cases, 4 doz. each, ovals, per case 5 40

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

BEAVER BRAND CORN AND MAPLE SYRUP.
Quart tins (wine measure), 2 doz. in case, per case... 4 70

MOLASSES. THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.
2s, Tins, 2 doz. to case.
Quebec, per case\$1 85
Ontario, per case 1 90
Manitoba, per case 2 30
Saskatchewan, per case 2 60
Alberta, per case 2 70

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.
Quebec and Ontario, per case 2 95
Manitoba, per case 3 40
Saskatchewan, per case 3 05
Alberta, per case ... 3 75
British Columbia, per case. 2 40
British Columbia, per case. 3 55

SAUCES. PATERSON'S WORCESTER SAUCE.

1/2-pint bottles, 3 and 6 doz. cases, doz. 0 00
Pint bottles, 3 doz. cases, doz. 1 75

H. P.
H. P. Sauce— Per doz.
Cases of 3 dozen 1 90
H. P. Pickles—
Cases of 2 doz. pints 3 25
Cases of 3 doz., 1/4 pints .. 2 20

STOVE POLISH. JAMES DOME BLACK LEAD.
2a size, gross 2 50
6a size, gross 2 40

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

TEAS. THE SALADA TEA CO.
East of Winnipeg.
Whole-sale. R't'l.
Brown Label, 1s and 1/2s .33 .40
Blue Label, 1s, 1/2s, 1/4s, and 1/8s 40 .50
Red Label, 1s and 1/2s. 46 .60
Gold Label, 1/2s 54 .70

ORANGE MARMALADE. "BANNER BRAND" PURE FRUIT PRODUCTS. JAMS AND JELLIES.
2's\$ 2 15
4's 0 35
5's 0 42
7's 0 60
30's, wood 0 08
12-oz. glass jar 1 15
Tumbler, glass 0 93

MARMALADE.
2's, per doz.\$ 2 30
4's, per pall 0 40
5's, per pall 0 45
7's, per pall 0 65
30's, wood, lb. 0 08 1/2
12-oz. glass jar, doz. 1 20
Tumbler, glass, doz. 1 00
Prices subject to change without notice.

MINTO BROS., Limited, Toronto.
We pack in 60 and 100-lb. cases
All delivered prices.

MELAGAMA TEA.
Whol. Ret.
Red Label, 1s or 1/2s 0 29 0 35
Green Label, 1s, 1/2s, 1/4s 0 32 0 40
Blue Label, 1s, 1/2s, 1/4s 0 37 0 50
Yellow Label, 1s, 1/2s, 1/4s 0 42 0 60
Purple Label, 1/2s only 0 55 0 80
Gold Label, 1/2s only. 0 70 1 00

MINTO TEA.
Whol. Ret.
Green Bag 0 29 0 35
Red Bag 0 32 0 40
Yellow Bag 0 37 0 50
Purple Bag ... 0 42 0 60

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

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.
Black Watch, 8s, butts 9 lbs., boxes 6 lbs.\$0 60
Bobs, 6s and 12s, 12 and 6 lbs. 0 46
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 46
Currency, 6s, 1/2 butts, 9 lbs. 0 46
Stag Bars, 6 1/2s, butts, 11 lbs., boxes 5 1/2 lbs. 0 46
Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes 0 63
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 66
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies 0 68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies, 6 lbs. 0 56
Great West, pouches, 9s ... 0 72
Forest and Stream, tins, 11s, 2 lb. cartons 0 89

Compare the T & B ten cent plug with any other—and you'll decide it's the best buy



The tobacco in "T & B" plug smoking is the finest Virginia leaf carefully selected and expertly cured. "T & B" plug will win permanent customers for you. It will give you more profit and enables you to give better value for your customer's money. Stock "T & B." Order a caddy to-day.

YOUR WHOLESALE HAS IT.

TUCKETT LIMITED

HAMILTON, ONT.

Are You Interested

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

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

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

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

No Other Paper Reaches All These Men.

RATES:

(payable in advance)

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

Canadian Grocer

143-153 University Ave., Toronto

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

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

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

Lemon Bros.

Owen Sound, Ont.

"St. Nicholas" Verdelli Lemons are here

TRACUZZI says:

"My 'St. Nicholas' are very fine—the best grown in all our gardens."

Ask your Jobber for "St. Nicholas"

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

J. J. McCabe

AGENT

Toronto

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
**Irish Grocer, Drug, Provision and
General Trades' Journal**

If you are interested in Irish trade.

We are buyers of evaporated and
farmers' dried apples. Prices and tags
on application.

O. E. Robinson & Co.
Ingersoll Ontario

ESTABLISHED 1849
BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

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

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

Thomas C. Irving, General Manager
Western Canada
TORONTO

**CHIVER'S
JAMS—JELLIES—MARMALADE**

Are guaranteed absolutely pure and of the
highest quality.

Send us your orders.

Agents:
Frank L. Benedict & Co., Montreal

EGG FILLERS

Our capacity is three times the total
Filler requirements of Canada.

PROMPT DELIVERIES

by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

Write us for New Price List of
WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. **GEO. J. CLIFF, Manager**

ST. MARG COFFEE

Gives all users entire
satisfaction.

AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. Montreal

ASSIGNEES AGENTS, LIMITED
154 Simcoe Street, - TORONTO

Assignments—Collections.

Book-debts are money in the other
man's pocket. We are good collectors
of past due accounts—consult us—
charges moderate.

Phone Adel. 919.



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more
than all other means combined. Absolutely Sanitary.

FOR SALE

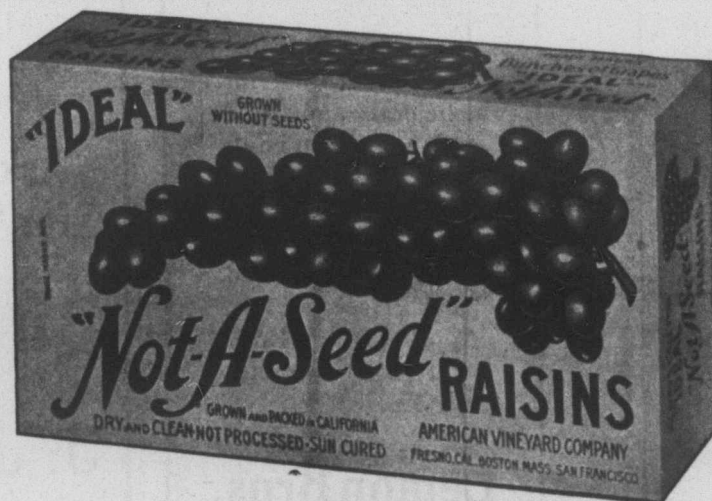
Fancy Creamery Butter, Selected Eggs,
Fancy Dressed Poultry. Grocer Orders
our Specialty.

Mann, Laurie & Co.

Phone 1577. London, Ont.

More than five
million families
annually testify to
their superiority.

For twenty years
the standard of
clean, wholesome,
natural, sun-cured,
seedless raisins.



May be purchased
from any wholesale
grocer in Canada.

Canadian Agents:
Nicholson & Bain,
Winnipeg, Edmonton,
Saskatoon, Regina.

Eugene Moore,
Toronto.

**Universal Importing
Company,**
Montreal.

11 x 22 six-color display card
mailed on application.

Always sold in this package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

TWO BOWSER SELF-MEASURING OIL tanks, enclosed in cabinet; nearly new; capacity 50 gals. each; sacrifice for quick sale. Box 95, Canadian Grocer, Toronto.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover \$15,000.00. Stock \$5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61115

GROCERY AND PROVISION BUSINESS FOR sale in thriving Ontario town. Well established; good location. Stock about \$3,500. Turnover \$22,500 a year. Write Box 92, Canadian Grocer, Toronto.

GROCERY STOCK AND FIXTURES—ALSO up-to-date Ice Cream Parlor in connector. Busy season now on. Good live town. Low rental. Favorable lease. Owner retiring from grocery business. \$1,000 more or less takes everything. Good snap. Box 94, Canadian Grocer, Toronto.

WANTED

WANTED—GOOD MANUFACTURERS' LINES to establish agency and handle on the road—Maritime Provinces. Write with full particulars. Box 93, Canadian Grocer, Toronto.

AGENCIES WANTED FOR STAPLE ARTICLES for first-class man with connection in the Ottawa Valley. Write Box 90, Canadian Grocer, Toronto.

GROCERY MAN, FIFTEEN YEARS' EXPERIENCE, open for position June 1st. Write Box 89, Canadian Grocer, Toronto.

WANTED—AN EXPERIENCED CLERK FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.

EXPERIENCED SALESMAN OPEN FOR situation as agent or manager of branch in grocers' specialties, etc., for Maritime Provinces. Good traveller and salesman. Understands clerical work. Willing to accept moderate salary until ability proved. Good references. Address J. H., Post Office Box 3009, Montreal.

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For sale by the jobbing trade everywhere.
Manufactured by
ALLISON COUPON COMPANY
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Take Advantage of This Service

Every week we have enquiries from readers in all parts of Canada asking trade questions. CANADIAN GROCER is in a position to answer these enquiries from its wide connection with the trade in all the large Canadian centres.

Do you want to know

- The name of a manufacturer of any line?
- The Canadian agents of an imported line?
- The answer to a question of law?
- The regulations regarding any food stuff?
- The method of manufacture of any article of food?

Our services are at your disposal. As a subscriber to CANADIAN GROCER you are entitled to them.

Send in your enquiries to the

Service Dept., Canadian Grocer

143-153 University Ave., Toronto

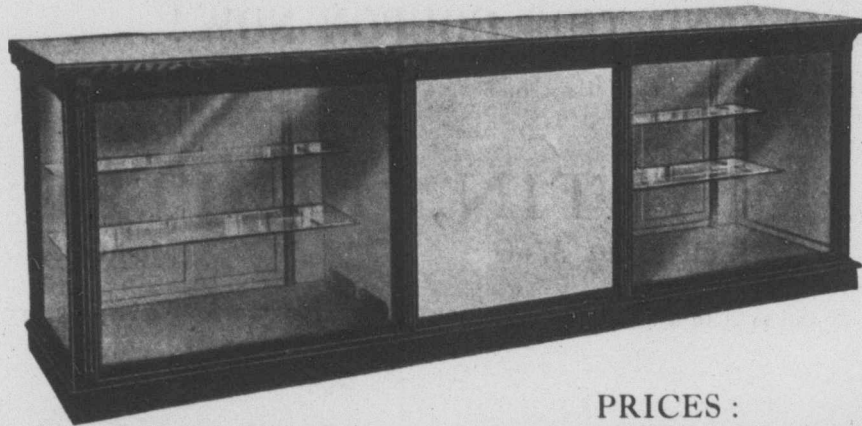
CANADIAN GROCER



Our advertising flashes into every corner of the country like a search-light and hunts out customers for GOLD DUST. The cleansing power of GOLD DUST, backed up by this persistent publicity, causes steady sales. Be sure to keep GOLD DUST prominently displayed at all times. If you don't the grocer who does will get the greatest benefit from this advertising.

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MODERN STORE FIXTURES



Refrigerator Counter
No. 9-0

Stock sizes 9' and 11'

Opalite Top and Panel. Also furnished with marble or glass display top.

PRICES :

| | 9 Ft. | 11 Ft. |
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| Oak Top | \$130.00 | \$160.00 |
| Glass Top..... | 135.00 | 165.00 |
| Marble Top..... | 145.00 | 175.00 |

STOCK ON HAND FOR PROMPT SHIPMENT

The Walker Bin & Store Fixture Co., Limited
BERLIN ONTARIO

Have You Got Yours ?

The sales from our Watch Campaign are just what we expected. They are coming in steadily and our stock of watches is fast depleting.

The movement is the life of a Watch. Well! these watches have a very high-grade, eleven-jeweled movement; enclosed in a Gun Metal case, with double dust-proof back cover, they will last a life-time.

The goods offered are **Quality Products**, absolutely guaranteed, and are the equal of any in quality and better in price.

Send in a **Five-case Order** (assorted or of one kind). We'll send your watch by registered mail. **Look at it! Try it! Then:** if it is not better than we describe it, send back watch and goods.

THINK THAT OVER !

GROUP No. 3

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| V. S. O. P., 12 Bottles | \$14.00 |
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| 10 ans (flute), 12 Bottles | 12.00 |
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| Red Cases, 15's | \$11.50 |
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| Pints, 24's | 8.50 |

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584 St-Paul

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Montreal

Fill in coupon with your order—tear off and mail to us. **YOU WILL RECEIVE THE WATCH BY RETURN MAIL.**

Messrs. Laporte, Martin, Limitee, 584 St. Paul, Montreal.

Please fill my order for the following goods in accordance with your offer:

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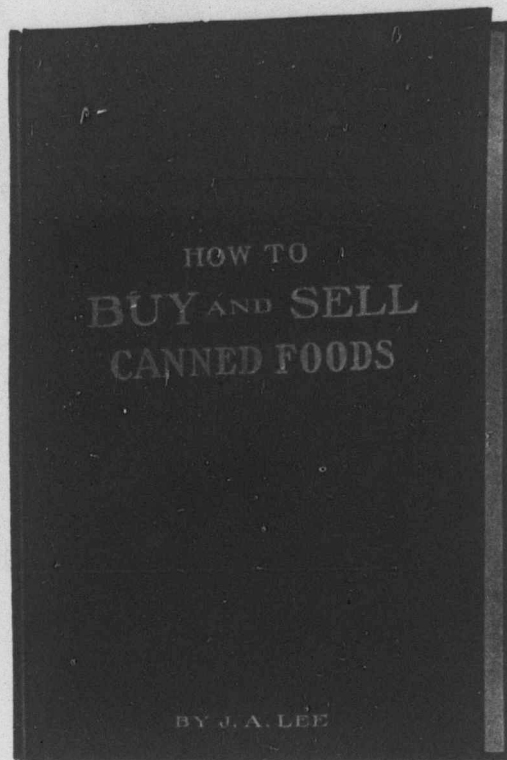
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Name Address

N.B.—Specify whether a Lady's or Gentleman's watch is wanted.

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- Hard Work and Hard Play.
- Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.
- How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pine-apple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Straw-berries, Stringless Beans, Succotash, Sweet Potatoes.

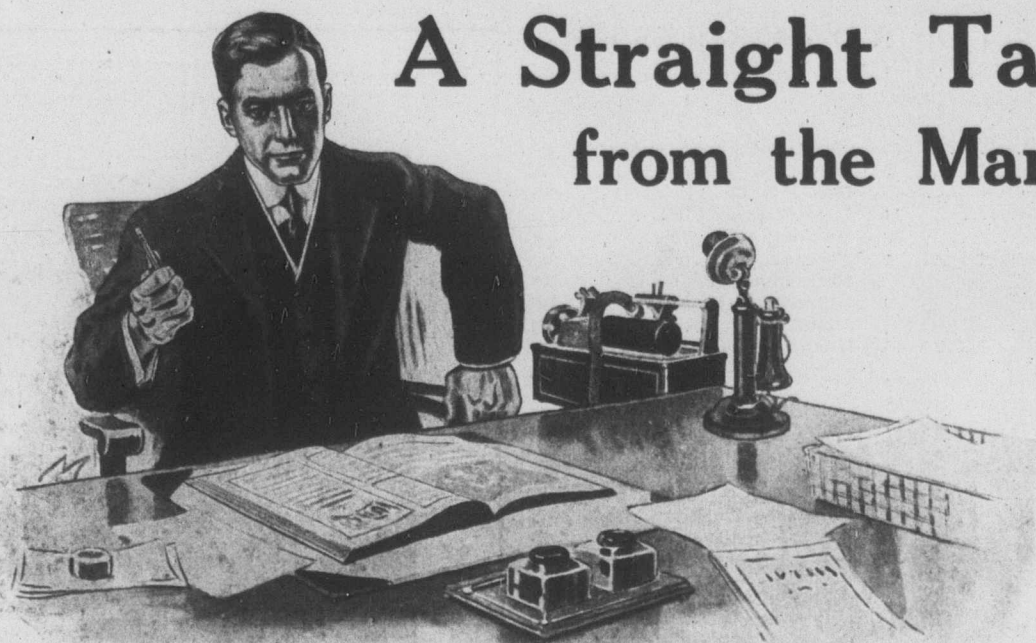
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TORONTO

A Straight Talk from the Manager



*Get
It
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The Editor of The Financial Post tells me "that deposits in Canadian chartered banks in April showed an increase of \$23,000,000 over March, and that deposits in Canada showed an increase as compared with April, 1914, of \$29,000,000."

The great Canadian public has for the past two years indulged in the very salutary exercise of paying up its debts and is now rapidly accumulating stores of cash.

Climatic conditions have been, so far, favorable to crops generally, and the prospects are every week brighter for a good, possibly an immense crop for the greatest acreage on record, at profitable prices.

Canada has weathered ten months of war. Our citizens are adapting themselves to the new conditions just as our machine shops have adapted themselves to the production of 18-pound shells.

The point of these remarks is: Get after the business. It is to be had. Put all your energy into it. Expect business. Expect it from your clerks. The people have the money in the banks. It is your business to get it started circulating where it will do some good. It requires salesmanship, and the best stimulus to salesmanship is the close weekly study of Canadian Grocer editorial and advertising pages.

THE MANAGER.



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LET THE "BARR" ASSIST

Waste does not come alone in reckless buying, nor yet in stock-keeping. The big leakage comes in the bookkeeping—the handling of accounts.

No other credit system on the market equals the **Barr Account Register** system. It is the greatest money-saver you can put into your business.

The "Barr" is the simplest and most quickly operated system yet produced.

It has exclusive features which put it in a class by itself as an efficient account keeper and collector.

The Barr Register knows no bad accounts—it collects without offence and makes good customers of indifferent ones.

It eliminates night bookkeeping and cuts your days short.

**Now is the time to economize
by using the "Barr" system.**

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Barr Registers, Limited,
Trenton, Ont.

Gentlemen: We would be pleased to have you demonstrate the Barr Register, showing how it can save time and money for us.

Name

Street and Number.....

CityProvince.....

Barr Registers, Limited
TRENTON, ONTARIO

CANADIAN GROCER

When You
Think of
Fried Cakes
Think of
Five Roses



OF THE MOST critical doughnut and fried cake maker in your district—sell FIVE ROSES FLOUR, Brother Grocer. Bread, puddings, pastries, biscuits, whatever she makes with FIVE ROSES is but another successful step to-

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No common flour will advertise you. Cheap flour never yet made a proud user. But the FIVE ROSES user displays her triumphs to her friends. Why not sell the flour that makes consumers ambitious! Make every hungry mouthful pay you a royalty—sell

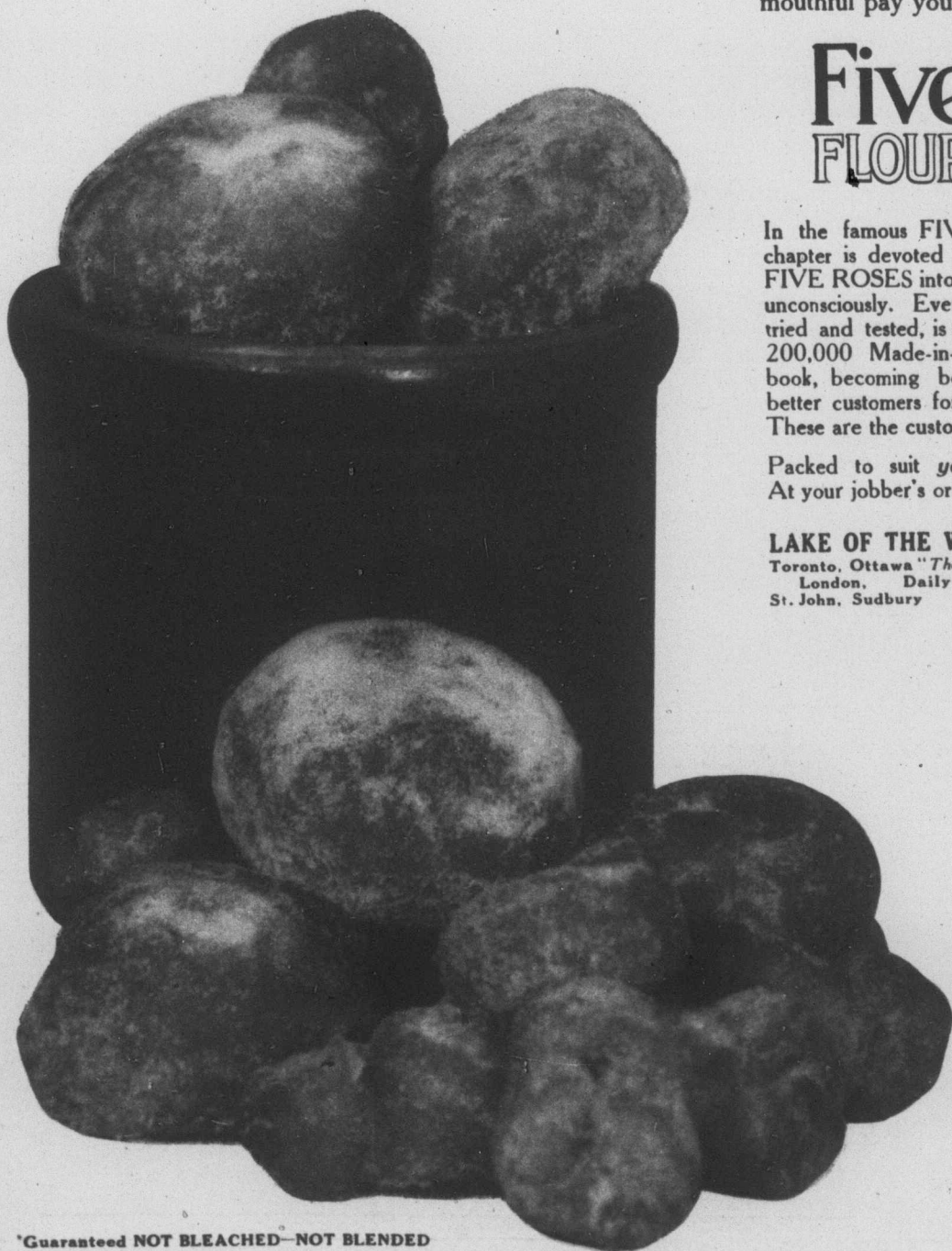
Five Roses[★]

FLOUR *for Breads-Cakes
Puddings-Pastries*

In the famous FIVE ROSES Cook Book, a whole chapter is devoted to the old and new ways of turning FIVE ROSES into toothsome nuts of dough that digest unconsciously. Everything that can be made of flour, tried and tested, is shown therein. Already more than 200,000 Made-in-Canada housewives are using this book, becoming better buyers of flour, better users, better customers for dealers who sell FIVE ROSES. These are the customers that radiate success.

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