

**PAGES  
MISSING**

# CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, AUGUST 17th, 1917

No. 33

## *The Fiftieth Anniversary of a Famous British House*

YOU will be interested in the Souvenir Booklet, just issued by Messrs. James Pascall, Ltd., of Blackfriars and Mitcham, London, to mark the 50th Anniversary of their establishment. The Booklet is written and illustrated in a style worthy of this famous House, whose reputation for the best and purest Candies and Chocolates is world-wide. The story it tells is one of the romances of successful business - building. If you will write and ask for your complimentary copy, either of the following Canadian Representatives will be delighted to send it you without charge:—

Messrs. DAVIES, IRWIN, LTD.,  
84, Wellington Street, MONTREAL

Messrs. THE HARRY HORNE Co.,  
309/11, King Street West, TORONTO.

Messrs. W. H. ESCOTT Co., LTD.,  
181/3, Bannatyne Avenue East, WINNIPEG.

Messrs. ANGEVINE & McLAUCHLIN,  
P.O. Box 5, ST. JOHN, N.B.

Mr. P. E. OUTERBRIDGE,  
Commercial Chambers, Water Street,  
ST. JOHNS, Newfoundland.

## James Pascall, Limited

CANDIES CHOCOLATES NOVELTIES

Blackfriars Road & Mitcham, London, England.

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

*It Is Profitable  
And Always Seasonable*

**—Display It Properly—**

O-Cedar Polish sells on sight. With the aid of one of our splendid display helps you can keep it constantly before your customers. A most attractive reminder is the O-Cedar Counter display here shown—a reminder which will speedily surprise you with increased sales.

Order from Your Jobber—keep your shelves well stocked with

**O-Cedar  
Polish**

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



**FREE WITH DEALS No. 61-62**

**Display Deal No. 61.**

7½ doz., 4-oz. O-Cedar Polish... \$22.50  
3 doz., 12-oz. O-Cedar Polish... 18.00  
1 only, Counter Display Stand... Free  
\$40.50

**Display Deal, No. 62.**

2½ doz., 4-oz. O-Cedar Polish... \$7.50  
5½ doz., 12-oz. O-Cedar Polish... 33.00  
1 only, Counter Display Stand... Free  
\$40.50

(Subject to usual discount)

**PROHIBITION  
BY THE BRITISH GOVERNMENT**

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

**MUNITIONS OF WAR**

This regulation precludes our manufacturing (for the present)

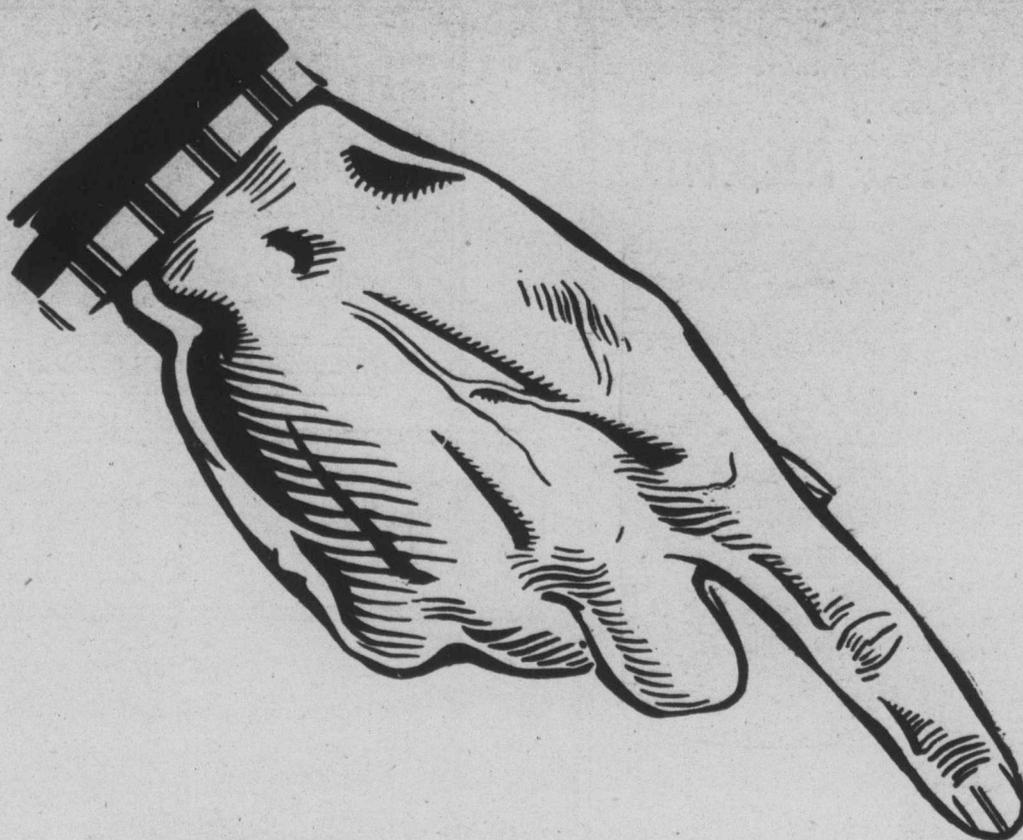
**BOTTLE CAPS**

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

**BETTS & COMPANY, LIMITED**

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

Cable Address: CHECKMATE, LONDON



# “That’s Eagle Brand Condensed Milk”



—One of the widely known and justly popular Borden Milk Products.

Besides the immediate profit on every sale—and that in itself is more than usually worth while—the increased customer-satisfaction that Borden Products produce mean much to the grocer in steady, year-round “repeats.”

Tell your wholesaler to ship you a stock from the following:

“Eagle Brand” Condensed Milk. “Reindeer” Condensed Milk. “St. Charles” Evaporated Milk. “Jersey” Evaporated Milk. “Reindeer” Coffee and “Reindeer” Cocoa.

## Borden Milk Company, Limited

“Leaders of Quality”

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

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

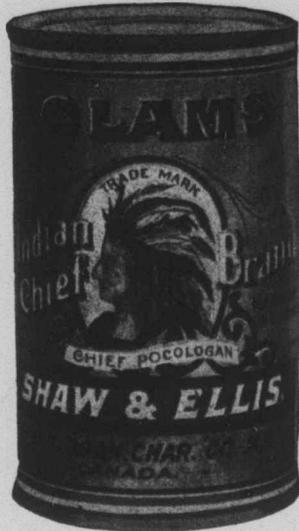
Economical, Wholesome and Easily Prepared

## INDIAN CHIEF BRAND CLAMS

The high-grade, easily-prepared, wholesome food that sells quickly and always repeats.

Prepared and put up under the most sanitary conditions the same day they are taken from the clam beds. Sealed in cans without solder or acid. Sells easily and gives you a good profit.

Get a trial supply from your jobber and prove their selling value.



Packed by

**SHAW & ELLIS**

Pocologan, N.B.

## FINEST CRYSTAL GELATINES

Powdered and Sheet

**FINE LEAF GELATINE**

**BRITISH MANUFACTURE**

# GELATINES

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

SOLE AGENTS FOR CANADA

**F. S. Jarvis & Co.**

18 TORONTO ST., - TORONTO

In your Locality  
are many

## Dogs and Cage Birds

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

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

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

SPRATT'S Depots in CANADA are:—  
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.  
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.  
Direct Correspondence invited:—  
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

100 Cars

Red and Yellow

Onions

in Car lots or less.

From the largest Onion growing section in Canada.

*Correspondence invited.*

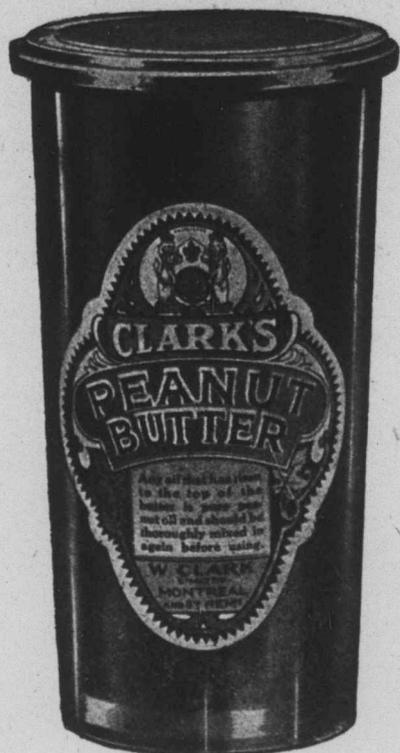
**Leamington Onion Association**

Leamington, Ontario

**E. E. ADAMS, SALESMAN**

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

# CLARK'S PREPARED FOODS



Assure  
you  
PRIME  
QUALITY



## CLARK'S PORK AND BEANS

Beefsteak and Onions  
Cambridge Sausage  
Corned Beef  
Roast Beef  
English Brawn  
Loaf Meats  
Corned Beef Hash  
Minced Collops

Soups (Full Assortment)  
Potted Meats  
Sliced Smoked Beef  
Spaghetti with Tomato  
Sauce and Cheese  
Tongue, Ham and Veal  
Fluid Beef Cordial  
Peanut Butter

Etc., Etc., Etc.

Good Business is always the result of Quality.

W. CLARK LTD.

MONTREAL



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

# WAGSTAFFES'

New Season 1917

# Raspberry Jam

Now Ready for Delivery

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The quality of Berries  
this season is excellent.

Get your orders in early.

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## WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA

# PURINA

## Whole Wheat Flour

vs.

## White Flour

Whole Wheat Flour is full of life, fats and mineral. It contains all the elements required to sustain life, the heat-giving starch, mineral salts, gluten, phosphates and cellulose.

Two bushels of wheat make only 84 pounds of white flour, while the same wheat would produce 100 pounds of Whole Wheat Flour.

Therefore, a given amount of wheat would feed 100 people if made into Whole Wheat Flour, but only 84 people if made into white flour. Whole Wheat Flour is also more healthful.

*Be patriotic and also economical.*

Follow the King's example. For two years nothing but Whole Wheat Flour has been used on his table.

### PURINA WHOLE WHEAT FLOUR

Is scientifically prepared.

It contains all the wheat except the husk. Is most nourishing and a real bone and muscle builder.

Absolute purity guaranteed.

Many delicious recipes can be made for all meals.

Put up in cases of 10/5-lb. packages, also 24-lb. bags and 98-lb. sacks. Purina is always in the checkerboard package and bags. Accept no substitute.

*Order through your jobber.*

## Ralston Wheat Food

Put up in cases of 18/1½-lb. packages, contains the very elements that produce flesh, bone and muscle. It is a wholesome Whole Wheat Food with all the nutriment. It is a good seller and also an economical food.

We are conducting a special selling campaign at present, and would advise you ordering a supply of both of these lines from your jobbers.

Quality Absolutely Guaranteed.

VISIT our booth under the Grand Stand at Canadian National Exhibition. The wholesale and retail trade, as well as their assistants, are requested to make themselves known.

Prepared in Canada by

The CHISHOLM MILLING CO., Limited  
TORONTO



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# Are you a Royal Shield Dealer?



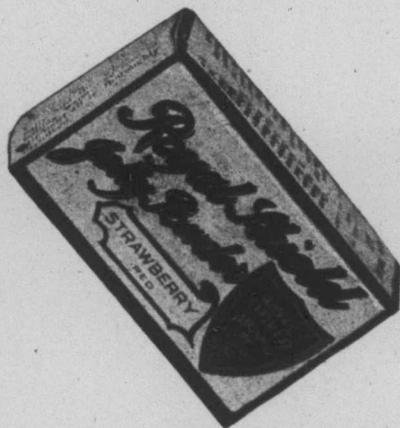
Are you numbered among the many quality grocers throughout Canada whose profits are ever increasing through handling Royal Shield Products?

Quick selling quality is the winning feature in every Royal Shield line. Tea, Coffee, Baking Powder, Jelly

*A Brand of Customer-Satisfying Quality*

Powder and the many other products bearing the Royal Shield Brand are leaders and "repeaters."

We carry a full assortment of CANNED FRUITS AND VEGETABLES. Send your order to the branch nearest your store.



## Campbell Bros. & Wilson, Limited WINNIPEG

### BRANCHES:

Campbell, Wilson & Horne, Ltd.—Calgary, Lethbridge, Edmonton, Red Deer.

Campbell, Wilson & Millar, Ltd.—Saskatoon.

Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current.



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

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*Let E.D.S. Jams increase your profits*

Show

# E. D. SMITH'S Black Currant Jam

in your daily displays and see how its sweet, delicious flavor will captivate the critical. New season's crop now being packed.

And

# E.D.S. Red Currant Jelly

—another 100% pure E.D.S. line, the rich, tempting goodness of which makes selling easy and customer-satisfaction certain.

*E.D.S. Products are 100% Pure*

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

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

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# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

## WESTERN PROVINCES



### Confidence as a Basis of Trade

We place at your disposal the advantage of an established confidence built up on fair and aggressive methods during the fifteen years of our experience in the West.

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

### Scott-Bathgate Company, Ltd.

*Wholesale Grocery Brokers and Manufacturers Agents*

149, Notre Dame Ave. East

**WINNIPEG**

*Also at Regina, Moose Jaw and Saskatoon.*

#### F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

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

#### THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage      Distributing      Forwarding

## EL ROI-TAN PERFECT CIGAR

### Readers of The Grocer, Let Us Know Your Wants

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

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

**This Space is Yours  
For \$2  
On Yearly Order**

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# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

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

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

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

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

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

Trackage  
Storage  
Distri-  
bution

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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

## TO MANUFACTURERS AND SHIPPERS

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

# DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

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# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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## ONTARIO

Special Offerings in  
**Raisins                      Teas**  
**Beans                      Split Peas**

**W. H. Millman  
& Sons**

Wholesale Grocery Brokers  
TORONTO

**W. G. PATRICK & CO.**  
Limited

Manufacturers' Agents  
and Importers

51-53 Wellington St. W., Toronto

**W. G. A. LAMBE & CO.**  
TORONTO

Established 1885

**SUGARS                      FRUITS**

**Hamblin-Brereton  
Co., Limited**

Wholesale Grocery and Confectionery  
Brokers

KITCHENER    WINNIPEG    CALGARY

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

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

May we send full particulars.

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

**W. F. ELLIOT**

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

FORT WILLIAM, ONT.

Established 1909.

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

**DRIED AND EVAPORATED  
APPLES.**

Apple Waste and Chops, Specialties

**H. W. Ackerman**

BELLEVILLE                      ONTARIO

**OPEN FOR AGENCY FOR THE  
CITY OF OTTAWA**

Satisfaction Guaranteed.  
Best of Reference.

**M. M. WALSH**

310 BAY ST.                      OTTAWA

**More Lines Wanted**

Commission agent located in the  
North Country is open to look after  
several good lines for manufactur-  
ers and wholesalers.

I cover the territory from Sudbury  
to Hearst and also the Porcupine  
District.

*"On the Job All the Time."*

If you want results write me.

**A. Lalonde**

Post Office Box 123.                      TIMMINS, ONT.

**DON'T STOP ADVERTISING.**

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

## Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

**\$2.00**

It Will Pay You to Send at Once.

**MacLean Publishing Co.**

Technical Book Department  
143-153 University Avenue,  
Toronto.

Kindly  
Mention  
This Paper  
When  
Writing  
Advertisers

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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**QUEBEC**

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

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

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

**H. D. MARSHALL**  
*Wholesale Grocery Broker*  
OTTAWA MONTREAL HALIFAX

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

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

Dried Fruits  
Canned Goods  
Nuts  
Oils  
Produce  
Heavy  
Chemicals

*Before placing  
your Agency  
get in  
touch with us.*

**C. B. HART, Reg.**  
*Wholesale Grocery and Merchandise  
Broker*  
489 St. Paul St. W. - Montreal

## Extra Money

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

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

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

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

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

One dollar a year is all it costs to have this publication mailed to your address.

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

**JAPAN TEA**

You will have an entirely new idea of how good tea can be, if you drink "JAPAN TEA." It has a satisfying flavor, a delicacy of aroma that imparts a subtle finish to a delightful meal—and is unquestionably the best natural stimulant for body and brain.



WEIGHING TEA

ON SALE AT ALL GROCERS

The Japanese Government prohibits adulteration and coloring of Tea

**A**RE you reaping benefit from the Japan Tea advertising which is appearing in Canada's leading papers of national circulation?

Your patrons will welcome the delicious, wholesome flavor of this natural green leaf tea.

*Order from your wholesaler.*

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



# —And now for Fall Business!

September is only two weeks away. Then school begins—and Jack Frost tints the leaves—and first thing you know, you are wearing an overcoat; and *it's fall!*

Don't be "caught short" on Catelli's. The demand for this economical food has kept up all through the summer. Grocers in the cities, in particular, report a steadily increasing demand for Catelli's.

You still make your regular profit on each brand—a good, living profit—and we add quite a little more by packing 30 packages to the case,

Get ready for fall. Send your order to your wholesaler right now for

# CATELLI'S

“HIRONDELLE”

“L'ETOILE” and “MILK”

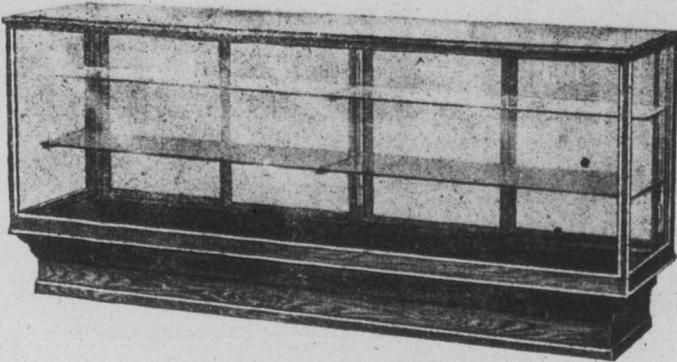
## MACARONI

All  
Wholesalers  
have  
Catelli's  
Macaroni

30  
Packages  
to  
the  
Case

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

# Bargains in Show Cases



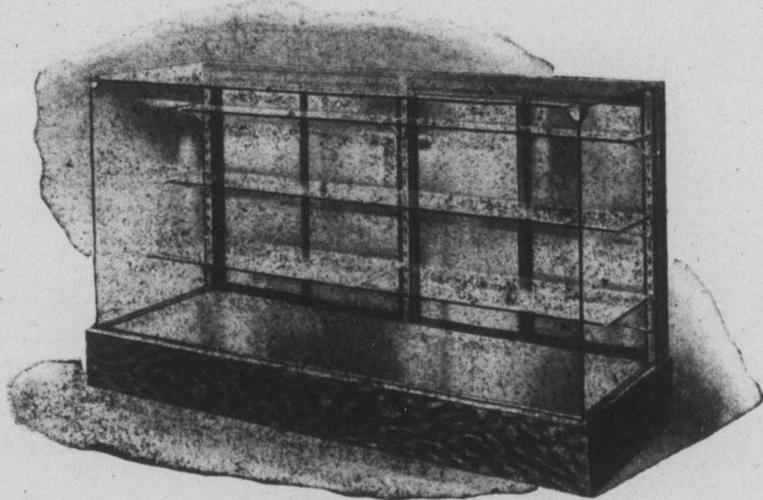
THE WESTERN DISPLAY CASE

Bargains, truly, when you compare their appearance and sales-creative possibilities with what you are offered in other show cases that cost far more to instal and offer you no greater selling efficiency.

**The Two Cases  
here shown are  
the biggest value  
on the market**

Modernize your store. Get the proper punch into your displays by showing them in "THE WESTERN DISPLAY" CASE or "THE WESTERN CRYSTAL."

**THE COST IS TRIFLING**



THE WESTERN CRYSTAL

## NOTE THIS DESCRIPTION:

The Western Display Case is made of Solid Oak Woodwork, Stained, Filled, Varnished Three Coats, Polished Oak Shelves and Bottom, Corners Dovetailed together, rendering it absolutely dust-proof.

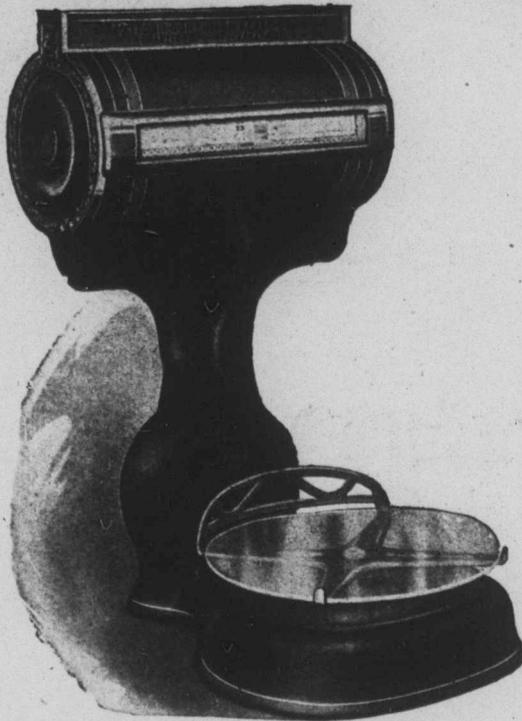
Thirty minutes of your time and a screw driver is all that's necessary to set up "The Western Crystal." And it looks as good and sells contents as well as any show case you have seen.

*A line of inquiry will bring you particulars of all our models. Just a penny post card.*

**The Western Manufacturing Co., Limited  
REGINA, SASK.**

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

# Brantford The New Cylinder Scale



will be a valuable addition to the equipment of your store.

It is strictly sanitary and dust-proof, and will quickly redeem its cost in better service, more customers and bigger profits.

**W**HEN visiting the CANADIAN NATIONAL EXHIBITION, drop in to the north wing of PROCESS BUILDING and see this New Brantford Cylinder Scale. You'll surely be interested.

## The Brantford Slicer

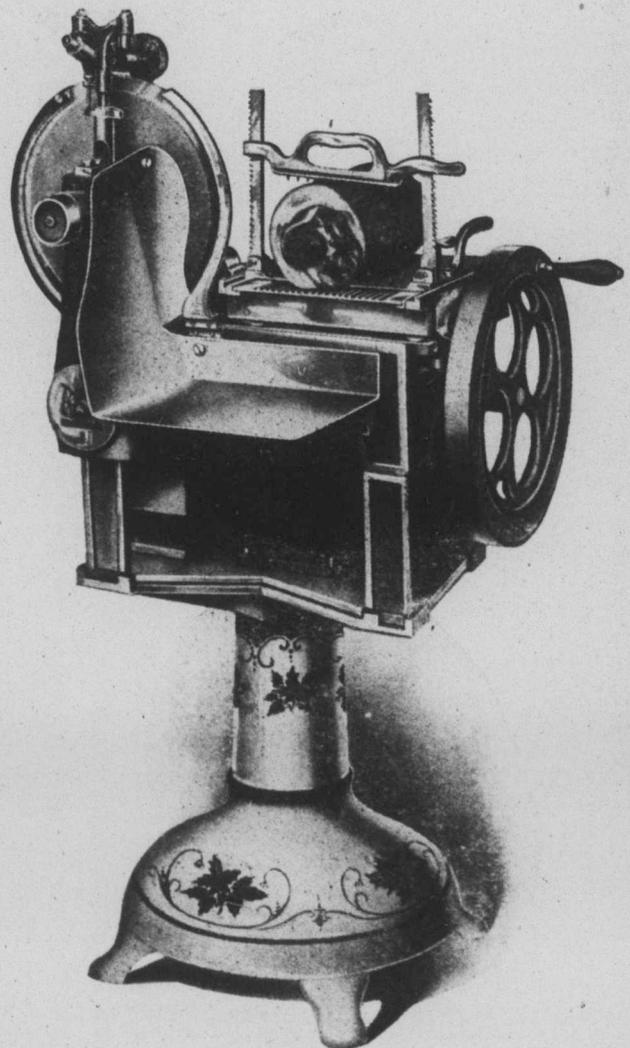
—prevents waste by cutting all boneless meats clean and cutting them right down to the last slice.

You can serve more customers and serve them better when you get a Brantford Slicer working for you.

Every "Brantford" is fully guaranteed.

Get our Catalogue and read all about the Brantford money-makers.

**The  
Brantford Computing Scale  
Company, Limited  
BRANTFORD, ONTARIO**



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



# "Riteshape"

The proper results of equipment are food protection, economy of time and service cost. Any other equipment is merely scenery.

Good equipment works just as much in the interest of the consumer as it does in the interest of the storekeeper.

Consider "Riteshapes".

A "Riteshape" is a neat, sanitary, durable container for bulk foods.

"Riteshapes" are made in a variety of sizes so that the proper dish is always available.

"Riteshapes" do not absorb or waste foods as do soft material containers.

"Riteshapes" are strong—they protect their contents during delivery.

"Riteshapes" constitute storage dishes in the home for the foods they carry.

"Riteshapes" go right into pantry and ice box. Waste of food in transferring to another container is eliminated, and after the "Riteshape" has been emptied, the thrifty housewife uses it for a soap dish, a left-over receptacle, and in many other ways.

"Riteshapes" are easy to wrap—Save paper, string, and twine in the store.

"Riteshapes" in all sizes are indispensable in the well-equipped store.

**Victoria Paper & Twine Company**  
LIMITED  
TORONTO MONTREAL

THE OVAL WOOD DISH COMPANY  
Manufacturers  
Delta, Ohio, U.S.A.



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



*Turner and Hallett's new store at 1289 Danforth Ave., Toronto. Note attractive Eureka equipment.*

## YOU CAN BUILD BIGGER BUSINESS WITH EQUIPMENT LIKE THIS

Present-day business competition demands the best there is in sales-creating, service-giving store equipment.

Particularly is this true regarding refrigeration and display.

Every storekeeper wishing to put his store on a really modern basis should investigate the merits of the Eureka system as installed above.

**It combines beauty of construction with  
security of contents and magnificent display.**

Prospective customers should see this and the several other Eureka systems at our exhibit in the Industrial Building, Canadian National Exhibition, Aug. 25 to Sept. 8.

Let us know if you are coming and we will arrange to meet you.

Or if you cannot come, just drop us a card and we'll send you full particulars.

All fixtures are designed by us, and we gladly submit plans at any time.

The following are a few of the Toronto stores which have been fitted up with the New Eureka Vitrolite Refrigeration Counters: Rowntrees, West Toronto; Hicks Bros., 627 Queen W.; W. Fifield, West Toronto.

*See detailed description elsewhere in this  
number, editorial section.*

## EUREKA REFRIGERATOR CO., LIMITED

BROCK AVENUE

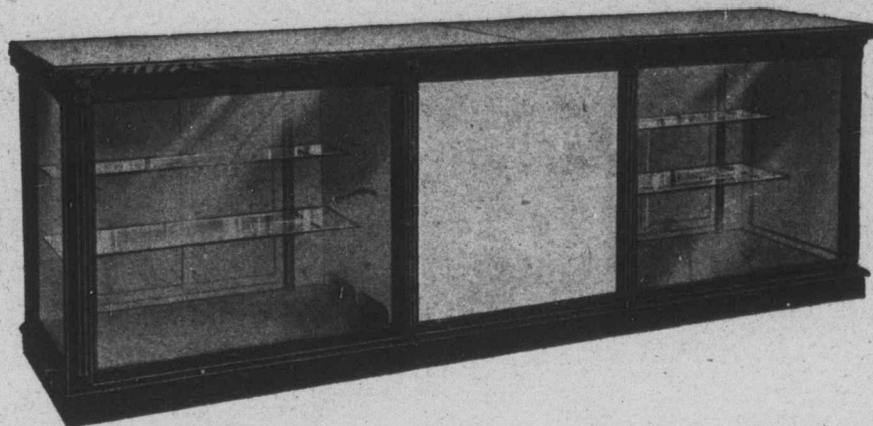
NOBLE STREET

EARNBRIDGE STREET

Head Office and Showrooms: 27-31 Brock Avenue, Toronto

Phone: Park, 513

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



**AUGUST SALE**  
**Refrigerator Counters**  
 at 1914 Prices

10' Counter F.O.B. Winnipeg.  
 9' and 11' at Saskatoon  
 All glass display top.

Write the local agent for prompt shipment.

Both 9' and 11' in marble or glass display top at factory for prompt shipment.  
 Liberal terms.

Install Walker Bin Wall Cases and Counters and assist the Food Commissioner to conserve our food supply, and also release part of your help for other necessary labour. You first help your King and Country in so doing and incidentally reduce your "overhead" expense and attract the public with sanitary display of food.

Geo. A. Stuart, Saskatoon, Sask. Jas. M. Hargreaves, Winnipeg. Geo. Cameron, Ottawa

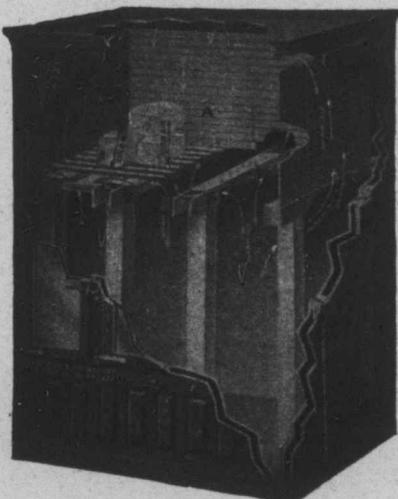
**The Walker Bin & Store Fixture Co., Limited**  
 KITCHENER, ONTARIO

## Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

**This Interior View** 

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by  
**The W. A. Freeman Co., Limited**  
 HAMILTON, CANADA

## Why Not Increase Your Income

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

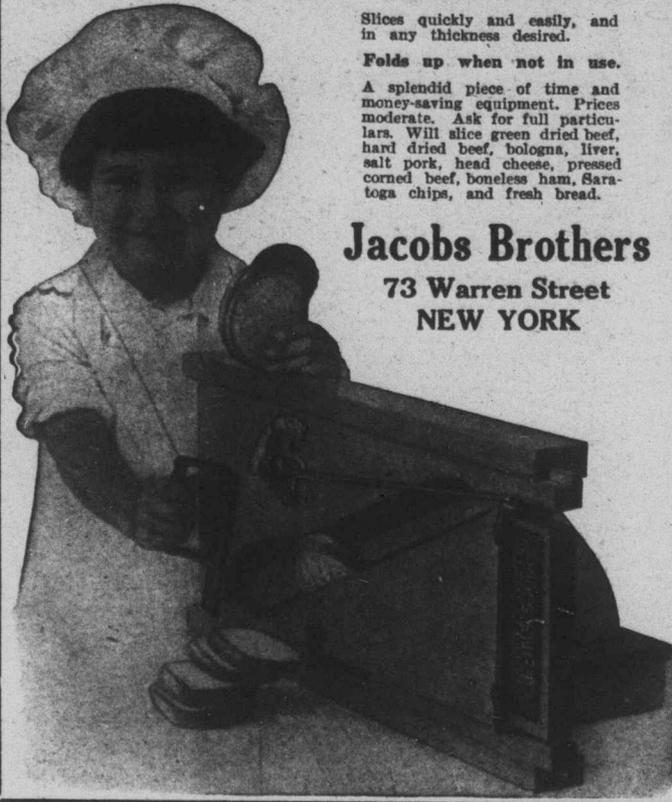
We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by \$5.00 or \$10.00 a week. The exact amount all depends on the amount of time you can spare us. Hundreds of our district representatives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

**The MacLean Publishing Co.**

143-153 University Ave.  
 TORONTO, ONT.

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

## Use the J.B. Combination Slicing Machine



Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

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

**Jacobs Brothers**

73 Warren Street  
NEW YORK

Write us for samples of

## S.P.B. BAGS

and CENTRE SEAM open end

### ENVELOPES

for mailing Catalogues

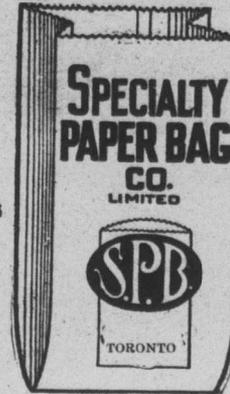
Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

**SPECIALTY PAPER BAG CO., Ltd.**

Department G

247-255 CARLAW AVE., TORONTO, CAN.

# Quality and Value That Build Business for You.

**Brooms**

**Brushes**

**Baskets**

**Egg Cases**

**Egg Carriers**

**Butter Tubs**

**Butter Dishes**

OUR long experience has proven the value of our strict policy to maintain a never-failing high standard of quality.

OUR facilities enable us to offer our high-quality goods at prices that appeal to the consumer, and leave a fair and reasonable margin for the dealer.

BY selling your customers these "quality" goods at the prices which you can afford to offer as a result of our reasonable costs, you are sure of giving entire satisfaction and thereby you are building up a profitable and permanent business.

FOR your information you should have our CATALOGUE.

It costs you nothing and will undoubtedly be of real value to you. Write for it to-day.

**Walter Woods & Co.**

Hamilton and Winnipeg

**Paper**

**Twine**

**Paper Balers**

**Broom Racks**

**Everything in**

**High Grade**

**Woodenware**

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



### A Common Scene in the Down-to-Date Grocery

Customers stopping in at the store or "phoning" their orders for a dozen or two of those "strictly fresh" eggs. And incidentally including also an attractive sized grocery order.

They have come to know, first of all, that the quality of eggs at "Smith's" store is right and further that every egg will reach them sound and unbroken, and in a clean, sanitary *Star Egg Tray*.

Do you need a business stimulator? Try eggs according to the *Star System*. We'll tell you how.

Write us.

*Star Egg Carrier & Tray Mfg. Co.*  
Jay Street Rochester, N. Y.



## "McCASKEY" Account Systems

For Every Business.

Send for booklet—

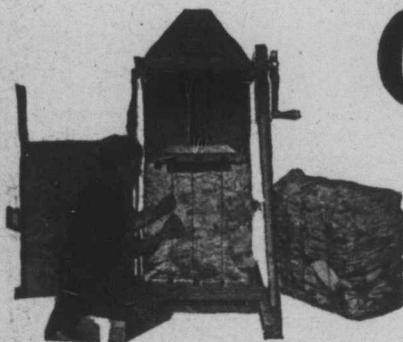
"A Credit Plan that Works."

**McCaskey Systems**

Limited

245 Carlaw Ave., - Toronto

## STOP! THE WASTE



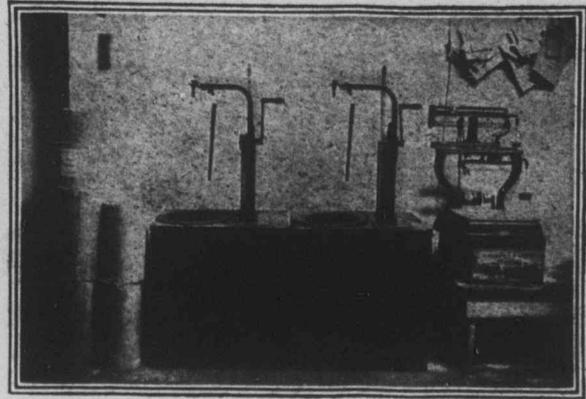
ALL STEEL  
**CLIMAX**  
FIREPROOF

Baling Press

turns waste paper, cardboard, etc., into money and reduces your fire risk. Made in 12 sizes.

**Climax Baler Co.**  
Hamilton, Ont.

# Clean Oil and A Clean Store



The

**BOWSER**  
ESTABLISHED 1895

## Oil Storage System

Will bring about these conditions and make them permanent. You handle your oil stock with cleanliness, speed and safety. No more oil-soaked floors and damage to food supplies due to oil fumes permeating the store. Oil is protected from dust, shrinkage, deterioration and careless handling. You and your customers have the assurance that all oil purchased and sold is measured correctly. You'll do a better and more satisfactory business with the Bowser Oil Storage System.

Write to-day.

**S. F. Bowser & Co., Inc.**  
TORONTO, ONT.

Sales Offices  
in All Centers.

Representatives  
Everywhere.

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

# Perfection Computing Cheese Cutter

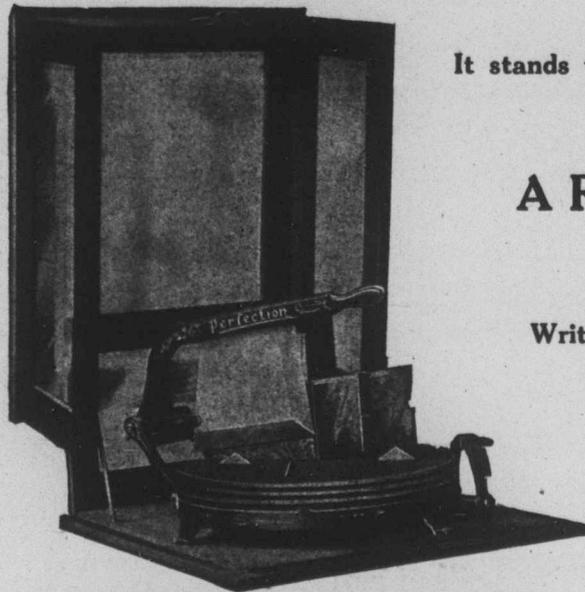
(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter  
worth having

## A REAL COMPUTER

and yet simpler than all  
others in construction  
and operation

Absolutely no figuring  
to do.



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

## A REAL PROFIT SAVER

Write for Prices and Terms.

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

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

**AMERICAN COMPUTING  
COMPANY**  
HAMILTON, ONT.

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

## GROCERS! You can make good profits selling *Melita Talcum Powder*

This is a delicately perfumed and highly sanitary talcum powder that wins favor from the very first.

It is just ideal for the dressing table or the nursery, and the attractively labelled 25c containers make displays attractive and sales easy.

To buy Melita Talcum Powder once is to buy it constantly. Stock now.

Two tints — Pink and White.



## FRENCH SOAP COMPANY

1613a Notre Dame East  
MONTREAL

## The Crop and Business

In view of the great importance of the crop in relation to the Empire's food supply and Canada's business prosperity, THE FINANCIAL POST will present each week a special article dealing with the developments in a broad way and as they affect the business situation as a whole. This article will be edited by F. M. Chapman, Editor of The Farmer's Magazine, who will have direct and authoritative information on the Western Canadian situation supplied regularly by Miss Cora Hind, a former member of our staff, but now Agricultural Editor of the Manitoba Free Press, a publication whose information for some years has not taken second place even to the current Government statistics. Miss Hind's service will be supplemented by reports from the Provincial Departments of Agriculture from time to time.

THE POST believes that this special on agricultural conditions as presented to the readers of THE POST will prove a very valuable guide to the manufacturers and business men, as well as to the investing public as to the developments of the crop in relation to general business and financial affairs. This is only one of the many news features that THE POST gives its readers every week. It has become so valuable that thousands of them renew year after year.

## The Financial Post of Canada

143-153 University Avenue  
Toronto, Ontario

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

YOUR PROTECTION



# A MARKET TIP

D. C. Strawberries in heavy syrup are sure to please your customers.

We are the people who up The full Pail Kind.

We use a gold lacquered, sanitary, sealed can.

Secure your requirements at once as there will likely be the usual shortage this year due to the late season.

It will hardly pay housewives to preserve strawberries at 12c per small quart and sugar costing 9c per lb.

Place your order now for the full pail kind.



**Dominion Canners, Ltd.**  
HAMILTON - - - CANADA

# KING GEORGE'S NAVY

CHEWING TOBACCO

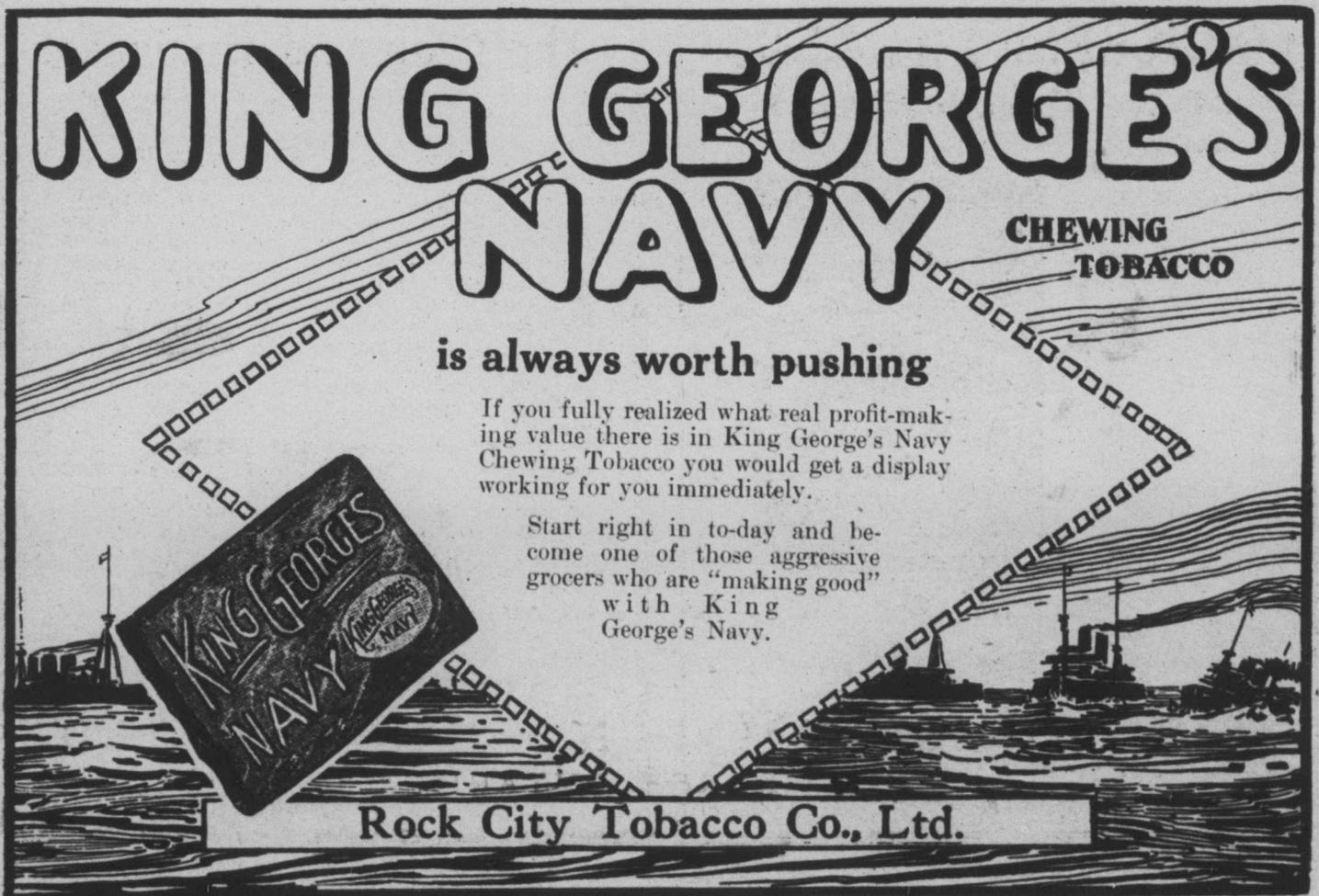
is always worth pushing

If you fully realized what real profit-making value there is in King George's Navy Chewing Tobacco you would get a display working for you immediately.

Start right in to-day and become one of those aggressive grocers who are "making good" with King George's Navy.



Rock City Tobacco Co., Ltd.





**SELL  
PRESNAIL'S  
PATHFINDER CIGARS**

**Make Malcolm Milk Products  
one of your leaders**



Give them a chance to prove their unusual selling value.

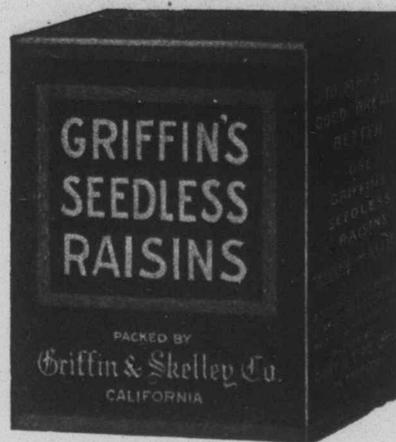
There's perfect satisfaction in every sale—the unstinted customer satisfaction that builds a bigger turnover and better profits.

And—don't forget—Malcolm's are the only All Canadian Condensed Milk Products available.

How about that trial supply?

**THE MALCOLM CONDENSING CO., LIMITED  
ST. GEORGE, ONTARIO**

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



# GRIFFIN'S Seedless Raisins

To your customers recommend  
Griffin's Seedless  
You will find carrying others in  
stock needless

## Raisins Win—

*When Food Costs are Considered  
Be Sure That You Display Them*

Raisins are the low-cost food. They are concentrated nutriment. And millions of people are being told these facts—millions who are seeking ways to cut down bills.

Attract their trade *with raisins in your windows*. Don't let this chance go by. Display the brand most women know—the only extensively advertised brand.

Seeded (seeds removed); Seedless (without a seed); Clusters (on the stem). Order all three varieties including Sun-Maid Vineyard Run Clusters (50 and 100-lb. boxes), and "tray pack" Sun-Maid Layers, a new package that prevents waste. Send for reproduction of model window display.

California SUN-MAID Raisins  
California Associated Raisin Co.  
Membership, 8000 Growers, Fresno, California



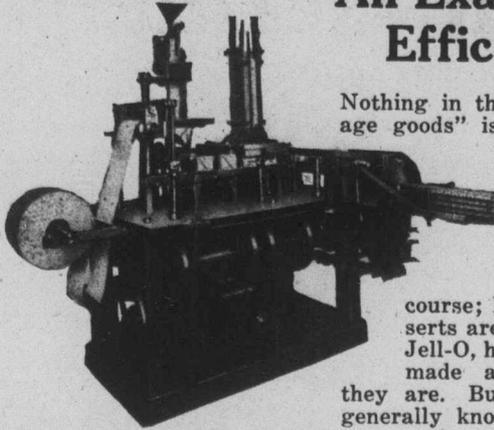
(L.A.43)

## Salesman Wanted

by leading Manufacturer to sell COFFEES, EXTRACTS, BAKING POWDERS, SPICES, JELLY POWDER, etc., in City of Toronto and several other cities. Must have thorough selling knowledge of above-mentioned products and be capable of getting results from large buyers. Splendid opening for the man who can qualify. State age, experience and references. Box 242, Canadian Grocer.

Mention This Paper When Writing Advertisers

## An Example of Efficiency



Nothing in the form of "package goods" is more safely insured against deterioration than Jell-O is. Every grocer knows a great deal about Jell-O, of

course; how good the deserts are that are made of Jell-O, how easily they are made and how popular they are. But it may not be generally known that Jell-O is

put into the packages by little automatic machines which perform the whole operation, from making the waxed-paper bag and putting the

## JELL-O

into it, to closing and sealing the carton containing it. And while it is inserting the filled bag in the carton it includes with it a beautiful little folder full of Jell-O recipes. The entire operation from start to finish is performed in two seconds.

There are eighteen of these wonderful machines in the Jell-O factory, and they have a capacity of more than one million packages of Jell-O every four days.

Talk about efficiency! Any package put up by any one of these machines may be thrown into water and left there for days without producing a trace of dampness in the contents, which are always clean and sweet.

The Genesee Pure Food Company of Canada, Limited

Bridgeburg, Ont.  
MADE IN CANADA.



The Best Custard in Canada  
**HAVE YOU GOT IT**



If not, order from your Wholesale Grocer or direct from  
**The Harry Horne Co., Limited**  
TORONTO

# FISH

THE THISTLE  
CANNING CO.



## "THISTLE" BRAND

Finnan Haddie,  
Kippered Herring, etc.

Canned on the sea-shore right  
where the fish are caught.

Scrupulously clean —  
full weight always —  
every particle eatable.

## Particularly Tasty

Only the choicest portions of the fish are used. Even the Fish themselves are selected.

When you buy "THISTLE" Brand you get the best parts of the finest fish caught in St. Mary's Bay.

This is the most economical form of fish food — *Absolutely no waste* — Every tin guaranteed.

For Sale By All Wholesale Grocers.

Be Sure To Ask For

## "Thistle" Brand

Sole Agents

**Arthur P. Tippett & Co.**  
MONTREAL - TORONTO

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

# Col. MacLean was in Germany When War Broke Out

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

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

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

## MacLean's for August Is a Midsummer Number

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

### CONTENTS

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

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

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

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

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

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

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

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

At All News-Dealers  
15 cents

# Remember Assam

Remember, that it is the teas from Assam, India, that are mainly responsible for the distinctive flavor, richness, strength and economy of RED ROSE TEA. Your customers will appreciate these qualities.



## Your Window

is your best advertising medium, but it will not fully repay the time and thought spent on its arrangement if you omit from it the attractive packets of

# OCEAN BLUE

Order from your Wholesaler.

**HARGREAVES (CANADA) LIMITED**  
 The Gray Bldg., 24-26 Wellington St. W., Toronto.  
**WESTERN AGENTS:**—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Ivory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



## Solving the High Price Problem

is what every good housewife aims at.

You can help her to avoid winter's heavy prices on butter, eggs, fruits, etc., by equipping her with this useful pottery.

There is nothing better suited for preserving or pickling purposes.

And you make a nice profit on every sale as these prices show:—

½ gallon to 6 gallons inclusive, 12c. per gallon.	
8 gallon.....	} at 15c per gal.
10 gallon.....	
12 gallon.....	
15 gallon.....	} at 18c per gal.
20 gallon.....	
25 gallon.....	
30 gallon.....	} at 20c per gal.
35 gallon.....	
40 gallon.....	
50 gallon.....	} at 24c per gal.

75 to 500 gallon sizes made to order only.

## The Toronto Pottery Co., Ltd.

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

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



*—the Best Blue in the World.*

You take no chances when you recommend Keen's Oxford Blue to the most particular housewife. Keen quality will more than satisfy her and "repeats" are assured you.

Your people know Keen's Oxford Blue. Everybody does. Just display it and see it sell.

AGENTS FOR THE DOMINION OF CANADA

**Magor, Son and Company, Limited**

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

# NIAGARA

RED and WHITE

## GRAPE JUICE

### Trade Prices

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

*Mail us your order. Samples on request.*

### DROP SHIPMENTS

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

**NIAGARA FALLS WINE COMPANY**

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

*Established 1874.*

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

# CANADIAN GROCER

Vol. XXXI.

TORONTO, AUGUST 17, 1917

No. 33

## Making a Refrigerator a Business Asset

How a City Store Arranged a Modern Refrigerating System, so That it Should Eventually Pay for Itself, and Should Pay Its Way all the Time—Going Into the Ice Business as an Item in the Store Trade.

**T**HE refrigerator with its morning trail of ice chips and dripping water has always been considered a more or less necessary though trying adjunct to the grocery store. It has been left for modern science though to remove the objections, and to make this necessity safe clean satisfactory and convenient.

Now there comes a store so completely equipped that its proprietors have figured that they can more than make this equipment actually pay every cent of running expenses, and enough in addition to provide a sinking fund to cover the original investment.

Probably outside the equipment of the large cold storage companies there is no more complete equipment than the store refrigerating plant that has recently been opened by Turner and Hallett at

1289 Danforth Avenue, Toronto. Mr. Hallett was for some years refrigeration expert with the T. Eaton Company, and consequently when the firm decided to install a thoroughly modern plant, he knew exactly what was wanted, and the best way of managing it. Once completed also he knows how to get the very best out of the equipment.

Mr. Turner and Mr. Hallett have both been engaged in the butchering and grocery business in the neighborhood of their new stand for some time past so that when they moved into their new and commodious store early in May they were not strangers in the district, and had already a good clientele to depend on. Since that time business has steadily increased till at the present time they have all that they can do with the staff at their disposal.

Now from the actual grocery and provision side of the store it differs not a great deal from many other stores, but in its refrigerator equipment it is certainly second to none, and moreover provides some very suggestive ideas.

### Going Into the Ice Business

In the cellar there is a large eight ton ice machine with a smaller auxiliary pump. This of course is used for refrigerating counters, etc., which will be described later. But where it varies from the usual store refrigerator equipment, is that in this cellar there is a full ice making equipment capable of a daily output of 2,100 pounds. This ice is made in 100 pound blocks, and takes just about 24 hours to make, during which time the ice making machinery is running about half the time and the bal-



The Turner & Hallett Store, 1289 Danforth Avenue, Toronto.

ance of the time the auxiliary pump keeps up the work at practically no expense. Now this is where the profit end of the equipment shows itself most openly. Here is a ton of ice daily to be sold. The firm has a special rig which they use for delivering ice to their various customers, for they sell only to their customers, and this in itself has meant a great drawing card. Ice has been pretty scarce at times this summer and to have a grocer or butcher who could supply you with clean pure ice at all times was a point not to be lightly overlooked. At least that was the way that many people did look at it and in this way many good customers were added to the store.

An expensive equipment and expensive to keep up says someone. Well, it entails a considerable outlay to be sure, but look at it from the angle of the members of the firm.

#### Making the Refrigerator Pay Its Way

Every grocer and butcher store has to have some means of refrigerating. The old time ice refrigerator is either so large that it eats up a small fortune in the way of ice, or so small that it does not prove much of an advantage. In either event the actual cost is a debit to be considered. Now with the equipment of Turner and Hallett, it certainly does cost something to instal and to run as well. Let's consider the running expenses first. That ice machine pumping away in the cellar is pumping away money beyond a doubt, but all the time it is also making money in the form of 21 clear cold hundred pound blocks of ice per day, that are worth good money, that are worth considerably more per day than the actual running expense of the whole refrigerating system, that can moreover be turned into actual cash every day. So the pondering doubter may consider that the actual operation of the plant becomes an asset rather than a debit, with a fair margin over to provide a little for a sinking fund for the cost of the original equipment.

#### Turning Waste into an Asset

Now how do the members of the firm get over the fact that this equipment is a fairly costly outlay? In this way. They have both had experience in the butcher business, and they both realize that one of the heaviest charges in that line of activity is the item of waste, actually preventable waste too, at least preventable if you have adequate equipment for caring for the stock. That is where they figure out this equipment will pay for itself in short order.

In my old stand said Mr. Hallett every roast that we had to hold over from Saturday to Monday, we had to trim half an inch off each face. That trimming was waste and that waste was costing the price of fancy beef.

Now this waste is a thing of the past. Supposing there were a hundred roasts carried over they could be put in the refrigerator and come out on Monday as fresh as when they went in. This is not a thing as patent to the casual eye

as the actual selling of ice, but it is an undisputable fact that what you save you make, therefore this saving must also be counted on as part of the sinking fund.

#### Private Cold Storage and an Interesting Experiment

Nor is that all. Under the front of the store are two large insulated storage rooms probably 15 x 25 feet. Entering the first of these, you meet a temperature just of freezing or slightly higher, the ideal temperature for preserving a great many lines of goods. Passing through this room a door opens into another room of similar size. Here you are in the midst of winter for a glance at the thermometer shows you that the temperature stands just 10 above zero. Here are already great piles of meat, and cases of butter, bought in the right season and saved for the winter. As Mr. Hallett remarked. If we get the chance of purchasing goods at a right figure, we don't have to throw it away because we can't sell it immediately. We can keep goods indefinitely. By taking goods too from the very cold room through the other they can be thawed gradually to the great advantage of the quality of the goods.

Mr. Hallett is trying an interesting experiment with some fruit. He has some cases of raspberries and fancy tomatoes, in his cold room. They certainly look in the best of condition now as though they had just been picked, but the raspberries rattle like bullets when you move a box. Everything in the room is frozen hard as steel. The idea is to preserve these goods till time for the Christmas trade. Mr. Hallett is quite confident that soft fruits can be so held. While not sharing his confidence in the success of this one little venture, the CANADIAN GROCER is greatly interested in the experiment.

Up to the present we have been spend-

ing our time in the cellar let us now take a look at the store proper. It is a large square building. At the inner corner is a large refrigerator, with an immense glass front, lighted by electric lamps equipped so that they throw their light right into the refrigerator and make it a perfect display case. In this way carcasses can be displayed without risking the contamination of the outside store.

Running from this refrigerator to the front of the store is the selling counter made of white vitralite and glass. The front of the refrigerator counter is glass faced and is of course refrigerated. Cold meats and dairy products are always on display here along with a great array of cut meat. Everything is displayed, but never till it leaves the store is it out of refrigeration. Above the counter proper are glass faced bins for the display of fancy vegetables and similar lines. These bins open only toward the serving clerk, and thus the goods are saved from undue handling. Open refrigerating coils throw their cool air into this section, and keep the goods always fresh and bright.

At the back of the store a large square glass topped box also fitted with refrigerating pipes makes an ideal fish case.

The opposite side of the store is given over to the grocery department which is one of the growing ends of the store trade. It is the newest department, but has already become a large factor. There is ample space at the back of the store and a rear door, so that deliveries can be sent out without cluttering up the body of the store with boxes. The firm uses both automobile and horse delivery, and covers with these two agencies a very wide sweep of territory.

Any merchant interested in up to date refrigeration can surely find some interesting suggestions in this store.

## Co-operative Delivery in Goderich

Another Town Where This System Has Been Tried and Proved Successful—Some of the Difficulties it Overcame—A Word Regarding Some Details of the Scheme.

**T**HE system of co-operative delivery has been in operation in Goderich, Ont., long enough for the merchants to feel assured of its success. More and more in fact has this system become the thing in the villages and medium sized towns and cities. It solves so many of the difficulties that present themselves in connection with delivery, and solves them on the whole in a most satisfactory manner.

In Goderich as in other towns for the sake of conveniences the town is divided into four sections, to each of these sections, there are four deliveries daily. Two in the morning and two in the afternoon with an

added delivery on Saturday evening. The deliveries leave at a certain specified hour, and housekeepers have grown accustomed to the fact that after this hour has passed there is no chance of them getting their goods delivered till the next delivery. They have gone even farther than that and have encouraged customers to conserve the energies of the store as far as possible so that a great deal of the abuse of delivery rigs calling at one house two and three times a day is eliminated.

The delivery business is conducted as a separate enterprise entirely disassociated from any of the grocery stores.

(Continued on page 52.)



Interior view of W. Massen Store, 1346 St. Clair Ave., Toronto., showing some modern equipment.

## Saving Time by Modern Equipment

An Argument of Vital Moment To-day—How Increasingly Serious Labor Conditions Bespeak the Need for Better Equipment — The Growing Advocacy of Brighter Surroundings—Some Words About an Attractive Store.

**T**HERE may be difference of opinion as to whether modern equipment of varying sorts can actually display a saving of cold hard cash. There can however be no such difference of opinion on the matter of whether or no it saves time. This is the contention of A. Massen, St. Clair Avenue, Toronto, and saving time it unquestionably saves money. You can work it out in this way. If you have to do business by old and antiquated methods, it is going to take longer to do it. If it takes longer it is going to require extra help to do a certain stated business, and supposing it requires the added services of only one extra clerk, which is a conservative estimate, the lack of modern equipment is costing the merchant money, and the installation would eventually result in a saving. This is not an argument for cutting down the staff to fit in with the lesser needs of more modern equipment. Nothing is farther from the idea of this paper.

### The Need for Economy of Labor

There is this to be said, however. The young men who make up the bulk of the grocery salesmen are scarce in Canada to-day. When the proposed conscription legislation comes into force, it will remove thousands of these clerks already

thoroughly trained. The men who remain will have to do more work than they have done in the past, and to make their work effective adequate mechanical equipment must be provided.

But all this is aside from the store that this article dealt with at the start. It is the outcome however of the attitude of that store toward the equipment in which it is so well provided.

### A Word About the Store

A glance at the illustration above will give some idea of the very attractive nature of the store, an attractiveness that is emphasized by well selected time saving devices. In the foreground of the picture stands a silent salesman displaying candies and other lines of luxuries. These goods do not require the services of a clerk to sell them, their attractive display is all that is needed. Biscuit display cases are another effective means of salesmanship, that saves a great deal of labor on the part of clerks. A meat slicer and modern scales all add their part to the equipment.

The provision and meat department occupies one side of the store with the refrigerator in a strategic position just behind this section. On the opposite side is a well arranged grocery department with dark oak casing framing a

mirror in the centre, that provides a very attractive background for display.

The store has also two large bright display windows that are most effectively used and prove a great drawing card to the store. This store is a fine example of the fine character of stores that are springing up in some of the newer parts of the city, and goes to prove, the growing belief of merchants that attractive surroundings have actually a pulling power that means real money in the pocket of the merchant.



### MANITOBA WHEAT 15 BUSHEL TO ACRE

Wheat will average about fifteen bushels an acre in Manitoba, according to a report by the Manitoba Department of Agriculture. The conditions vary greatly, some districts expecting a forty-bushel yield to the acre, and others not more than five bushels. The report states that the outlook for the barley and oat harvest is not as bright as for wheat. On the whole, the report says, conditions have improved much in the last six weeks. Cutting of wheat has begun in some places and will be general next week in a great many sections of the province.

# Ontario Fall Fair Dates

Dates of Fall Fairs in Ontario for the Convenience of Travellers and Others.

IN response to requests from manufacturers, wholesalers and travellers we are herewith reproducing a list of dates of Fall Fairs as held in Ontario cities and town for 1917. The list should be very convenient to travellers as well as others who might be inconvenienced by attempting to do business in such places on Fair day. The list is as follows:

Aberfoyle	Oct. 2
Abingdon	Oct. 12 and 13
Acton	Sept. 25 and 26
Ailsa Craig	Sept. 26 and 27
Alfred	Sept. 18
Alexandria	Sept. 11 and 12
Alliston	Oct. 4 and 5
Almonte	Sept. 17 to 19
Alvinston	Oct. 9 and 10
Amherstburg	Oct. 1 and 2
Ancaster	Sept. 18 and 19
Arden	Oct. 2
Arnprior	Sept. 17 to 19
Arthur	Oct. 9 and 10
Ashworth	Sept. 23
Atwood	Sept. 18 and 19
Avonmore	Sept. 18 and 19
Aylmer	Sept. 27 and 28
Ayton	Sept. 18 and 19
Bancroft	Oct. 4 and 5
Barrie	Sept. 17 to 19
Baysville	Oct. 4
Bayfield	Oct. 9 and 10
Beachburg	Oct. 3 to 5
Beamsville	Sept. 21 and 22
Beaverton	Sept. 24 to 26
Beeton	Oct. 9 and 10
Belleville	Sept. 3 and 4
Berwick	Sept. 20 and 21
Binbrook	Oct. 8 and 9
Blackstock	Sept. 25 and 26
Blenheim	Oct. 4 and 5
Blyth	Oct. 2 and 3
Bobcaygeon	Oct. 27 and 28
Bowen	Oct. 1 and 2
Bothwell's Corners	Sept. 20 and 21
Bowmanville	Sept. 18 and 19
Bradford	Oct. 16 and 17
Bracebridge	Sept. 20 and 21
Brampton	Sept. 21 and 22
Brigden	Oct. 1 and 2
Brighton	Sept. 13 and 14
Brinsley	Oct. 2
Brockville	Aug. 20 to 23
Bruce Mines	Sept. 26
Brussels	Oct. 4 and 5
Burk's Falls	Sept. 27 and 28
Burford	Oct. 2 and 3
Burlington	Thanksgiving Day
Caledon	Oct. 3 and 4
Caledonia	Oct. 11 and 12
Campbellford	Sept. 25 and 26
Carp	Oct. 3 and 4
Castleton	Oct. 2 and 3
Cayuga	Sept. 25 and 26
Centreville	Sept. 15
Charlton	Sept. 26 and 27
Chatham	Sept. 18 to 20
Chatsworth	Sept. 13 and 14
Chesley	Sept. 18 and 19
Clarence Creek	Sept. 20
Clarksburg	Sept. 18 and 19
Cobden	Sept. 25 and 26
Cobourg	Sept. 13 and 14
Cochrane	Sept. 27 and 28
Colborne	Sept. 11 and 12
Coldwater	Oct. 2 and 3
Collingwood	Sept. 19 to 21
Comber	Sept. 28 and 29
Cookstown	Oct. 2 and 3
Cooksville	Oct. 3
Cornwall	Sept. 6 to 8
Courtland	Oct. 4
Delta	Sept. 17 to 19
Demorestville	Sept. 29
Desboro	Sept. 20 and 21
Dorchester Station	Oct. 3
Drayton	Oct. 2 and 3
Dryden	Oct. 4 and 5
Dresden	Sept. 27 and 28
Drumbo	Sept. 25 and 26
Dunchurch	Sept. 28
Dundalk	Oct. 11 and 12
Dungannon	Oct. 4 and 5
Dunnville	Sept. 13 and 14

Durham	Sept. 20 and 21
Elmira	Sept. 14 and 15
Elmvale	Sept. 24 to 26
Embro	Oct. 4
Emo	Sept. 13 and 14
Emsdale	Sept. 25 and 26
Englehart	Sept. 20 and 21
Erin	Oct. 11 and 12
Essex	Sept. 18 to 20
Fairground	Oct. 2
Fenelon Falls	Sept. 14 and 15
Fenwick	Sept. 25 and 26
Fergus	Sept. 26 and 27
Feversham	Oct. 2 and 3
Flesherton	Oct. 6 and 8
Florence	Oct. 4 and 5
Forest	Sept. 26 and 27
Fort Erie	Oct. 9 and 10
Ft. William and Port Arthur	Sept. 18 to 20
Frankford	Sept. 20 and 21
Frankville	Oct. 11 and 12
Freelton	Thanksgiving Day
Galetta	Sept. 26 and 27
Galt	Oct. 4 and 5
Georgetown	Oct. 3 and 4
Glencoe	Sept. 25 and 26
Goderich	Sept. 26 to 28
Gordon Lake	Sept. 28
Gore Bay	Oct. 2 and 3
Gorrie	Oct. 6
Grand Valley	Oct. 4 and 5
Gravenhurst	Sept. 27 and 28
Haliburton	Sept. 26
Harriston	Sept. 27 and 28
Hanover	Sept. 13 and 14
Harrow	Oct. 9 and 10
Harrowsmith	Sept. 20 and 21
Hepworth	Sept. 27 and 28
Highgate	Oct. 12 and 13
Holstein	Sept. 26
Huntsville	Sept. 25 and 26
Hymers	Sept. 14
Ingersoll	Oct. 1 and 2
Inverary	Sept. 12
Iron Bridge	Oct. 5
Jarvis	Sept. 26 and 27
Kagawong	Oct. 3 and 4
Keene	Oct. 2 and 3
Kemble	Sept. 27 and 28
Kemptville	Sept. 6 and 7
Kenora	Aug. 21 and 22
Kilsyth	Oct. 4 and 5
Kincardine	Sept. 20 and 21
Kingston	Sept. 25 to 27
Kinmount	Sept. 14 and 15
Kirkton	Oct. 4 and 5
Lakefield	Sept. 18 and 19
Lakeside	Sept. 27
Lambeth	Sept. 26
Lanark	Sept. 13 and 14
Langton	Oct. 13
Lansdowne	Sept. 20 and 21
Leamington	Oct. 3 to 6
Lindsay	Sept. 20 to 22
Lion's Head	Oct. 4 and 5
Lombardy	Sept. 8
London (Western Fair)	Sept. 7 to 15
Loring	Sept. 29
Lucknow	Sept. 27 and 28
London (Western Fair)	Sept. 7 to 15
Listowel	Sept. 20 and 21
Maberly	Sept. 25 and 26
Madoc	Oct. 2 and 3
Magnetawan	Sept. 25 and 26
Manitowaning	Sept. 27 and 28
Markdale	Oct. 9 and 10
Markham	Oct. 3 to 5
Marmora	Oct. 1 and 2
Marshallville	Sept. 20 and 21
Massey	Oct. 3
Matheson	Oct. 1 and 2
Mattawa	Sept. 19 and 20
Maxville	Sept. 27 and 28
Maynooth	Sept. 20
McDonald's Corners	Sept. 28
McKellar	Sept. 21
Meaford	Sept. 27 and 28
Merlin	Sept. 20 and 21
Merrickville	Sept. 18 and 19
Melbourne	Oct. 3
Metcalfe	Sept. 18 and 19
Middleville	Oct. 5
Midland	Sept. 27 and 28
Mildmay	Sept. 17 and 18
Millbrook	Oct. 4 and 5
Milton	Oct. 9 and 10
Milverton	Sept. 27 and 28
Minden	Sept. 25
Mitchell	Sept. 25 and 26

Morrisburg	Aug. 1 to 3
Mount Brydges	Oct. 5
Mount Forest	Sept. 19 and 20
Murillo	Oct. 2 and 3
Napanee	Sept. 12 and 13
New Hamburg	Sept. 13 and 14
Newington	Sept. 26
New Liskeard	Sept. 13 and 14
Newmarket	Sept. 26 to 28
Noelville	Sept. 18
Norwich	Sept. 25 and 26
Norwood	Oct. 9 and 10
Oakville	Sept. 17 and 19
Odessa	Oct. 5
Ohswekin	Oct. 3 to 5
Onondaga	Oct. 1 and 2
Orangeville	Sept. 18 and 19
Oro	Sept. 14
Orono	Sept. 27 and 28
Orrville	Sept. 25
Oshawa	Sept. 10 to 12
Ottawa (Central Canada)	Sept. 8 to 17
Otterville	Oct. 5 and 6
Owen Sound	Sept. 11 to 13
Paisley	Sept. 25 and 26
Pakenham	Sept. 25
Palmerston	Sept. 18 and 19
Paris	Sept. 27 and 28
Parham	Sept. 20 and 21
Parkhill	Sept. 24 and 25
Parry Sound	Sept. 25 to 27
Perth	Sept. 5 to 7
Peterboro	Sept. 13 to 15
Petrolia	Sept. 20 and 21
Pictou	Sept. 18 to 20
Pinkerton	Sept. 21
Port Carling	Sept. 19
Port Elgin	Sept. 19 and 20
Port Hope	Oct. 2 and 3
Port Perry	Sept. 13 and 14
Powassan	Sept. 26 and 27
Prescott	Sept. 18 to 20
Priceville	Oct. 4 and 5
Providence Bay	Oct. 4 and 5
Queensville	Oct. 9 and 10
Rainham Centre	Sept. 18 and 19
Rainy River	Sept. 18 and 19
Renfrew	Sept. 19 to 21
Riceville	Sept. 27
Richmond	Sept. 20 to 22
Ridgetown	Oct. 8 to 10
Ripley	Sept. 25 and 26
Roblins Mills	Oct. 5 and 6
Rocklyn	Oct. 4 and 5
Rockton	Oct. 9 and 10
Rockwood	Oct. 4 and 5
Rodney	Oct. 1 and 2
Roseneath	Sept. 27 and 28
Rosseau	Oct. 5
Sarnia	Sept. 25 and 26
Sault Ste. Marie	Oct. 3 to 5
Scarboro (Agincourt)	Sept. 25 and 26
Schomberg	Oct. 11 and 12
Seaforth	Sept. 20 and 21
Shannonville	Sept. 15
Shedden	Sept. 19
Sheguiandah	Oct. 1 and 2
Shelburne	Sept. 25 and 28
Simcoe	Oct. 8 to 10
Smithville	Sept. 18 and 19
South Mountain	Sept. 13 and 14
South River	Oct. 4 and 5
Spencerville	Sept. 25 and 26
Springfield	Sept. 20 and 21
Sprucedale	Sept. 20 and 21
Stella	Sept. 25
Stirling	Sept. 27 and 28
Stratfordville	Sept. 19
Stratford	Sept. 17 to 19
Strathroy	Sept. 17 to 19
Streetsville	Sept. 26
Sturgeon Falls	Sept. 25 and 26
Sunderland	Sept. 18 and 19
Sundridge	Oct. 2 and 3
Sutton	Sept. 20 and 21
Tamworth	Sept. 13
Tara	Oct. 2 and 3
Tavistock	Oct. 2
Teeswater	Oct. 2 and 3
Thamesville	Oct. 2 and 3
Theford	Sept. 20 and 21
Thessalon	Oct. 2 and 3
Thorndale	Sept. 24 and 25
Thorold	Sept. 18 and 19
Tiverton	Oct. 2
Toronto (C.N.E.)	Aug. 25-Sept. 10
Tweed	Oct. 4 and 5
Underwood	Oct. 9
Utterson	Oct. 2 and 3
Vankleek Hill	Sept. 19-21
Verner	Sept. 18 and 19
Walkerton	Sept. 26
Wallaceburg	Sept. 26
Wallacetown	Sept. 20 and 21
Walter's Falls	Sept. 25 and 26
Warkworth	Oct. 4 and 5
Warren	Sept. 26 and 27

(Continued on page 52.)

# Rapid Changes in Merchandizing

General Outline of Important Changes That Are Taking Place — Mail Order Houses Are Developing Rapidly—Using Small Town Newspapers — Cutting Down Cost of Doing Business.

**N**EVER before in the history of Canadian trade have retailers, wholesalers and manufacturers been more interested in department store mail order trade development than at the present time. There have always been a number of men, in all branches of the trade, who have been inclined to scoff at the trade papers and merchants' associations when reference was repeatedly made to the great inroads which were being made by the mail order houses. Not a few of these men, including wholesalers and manufacturers, are now sitting up and taking notice. An article in this paper a short time ago told how a large mail order house is establishing branch offices in the smaller towns in Ontario. Still further developments on the part of mail order houses are now under way, and when the details are made known, as they undoubtedly will be when the plans take more definite form, merchandising methods will be revealed, which a few years ago, and even now in many places, were undreamed of and not considered feasible.

The merchants of one Ontario town were this week surprised to note in their local weekly paper a full-page ad from a Toronto mail order house.

Another small town paper, commenting on the ad., stated in part:—"The price paid is doubtless an attractive one, and will show the home merchants they never had a full appreciation of the value of a newspaper space. If the local merchants in other towns do not wake up soon, there will soon be a number of local papers carrying this company's ads. A merchant hasn't much game in him if he is afraid to risk a few dollars in telling what he is trying to do."

If the small town newspaper is not supported by the local merchants, is it any wonder that the publisher takes mail order business from the outside? It is true that some of the small town publishers have not made the best of their opportunities. They have not co-operated with the retailers in solving their advertising problems. On the other hand, there are many retailers who have not supported the local publisher as they should. There is no better form of advertising for the retailer than the local newspaper, provided it has a good circulation. It would appear that in many Canadian towns a crisis has been reached and the small town paper publisher has to decide whether or not he will accept the advertising of the mail order houses.

There are many small town publishers who, despite the many discouragements received from local retailers, have refused to accept mail order advertising. They have felt that in doing so they

have shown a true spirit of loyalty to the home community. Loyalty works both ways, however, and it would appear that in some towns the local publisher has received very little thanks for the attitude he has taken in this important matter.

There are many retailers who are more than holding their own in the face of strenuous mail order competition. There are others who are falling by the wayside. There is no good reason why the average retailer who is willing to work hard and intelligently cannot combat mail order competition. Merchandising methods are changing rapidly. There have been many important changes since the outbreak of the war, and others will follow. More will be said about these changes in future issues of **CANADIAN GROCER**. Suffice to say that most of these changes are being noted and quickly acted upon by the large department stores and mail order houses. These changes are not confined to the trade in Canada alone, they have also become quite pronounced of late in the United States where the mail order houses originated. One of the biggest moves to-day on the part of department stores and mail order houses is to reduce the cost of doing business. This cost has been exceedingly high for some years past.

The general tendency is towards the scrapping of old retail evils. The new tendencies have been splendidly outlined by Wm. R. Hotchkin, in a recent issue of "Printer's Ink." Mr. Hotchkin was for ten years advertising and sales manager for John Wanamaker, New York. A number of revolutionary changes mentioned in the article, will give the reader some idea of the trend of events. The article in part follows:—

"Just when the octopus of 'Expense' seemed to have gotten his deadly arms securely wrapped around the full volume of department store profits and was slowly but surely sucking out all the nourishment that largest endurable gross profits could produce, the great world disaster seems to be bringing temporary and perhaps permanent relief.

"In secret councils and in public conventions one overpowering burden is now being discussed by merchants; though it has been foreseen and feared by merchants of vision for almost two decades. This "devilish" of commerce is commonly known as "The Cost of Doing Business." Years ago a retailer might confidently expect to get through the year with 12½ per cent. of expense; but that was ages ago, tormented dealers will say. When the day came that the cost of doing business passed the 20 per cent. mark, careful merchants began to prophesy disaster; but business was

good; manufacturing processes were cutting down costs and everything looked so cheap, or was so greatly "cheapened," that rising costs of distribution were more than taken care of and were unnoticed by the buying public.

"For another six or eight years the youthful monster, "Cost of Doing Business," enjoyed a further fattening process, while retail selling rolled merrily along to the merchandising tune of "beat your day, beat your day, beat your big day last year!"

"Everything was sacrificed to the friendly monster, 'Volume,' for every merchant seemed to think that if the friendly elephant, 'Volume,' would grow fast enough he could always conquer the savage mastodon whose nickname was 'Expense.' The sinister conditions were never recognized during the years that cost of doing business rose to 25 per cent., 27½ per cent., 30 per cent. and then bulged, while gross profits, in spite of discounts and other devices, rose to 33 1-3 per cent. and then slipped back a point or two before they could be caught.

"Just the other morning several open-eyed merchants discovered that the plump young mastodon had turned savage and had his seven-foot 'molars' firmly fixed in the neck of the friendly elephant, so that 'gross profits' were threatened with total elimination by the now overgrown and seemingly uncontrollable 'Cost of Doing Business.'

"Hence the conventions and the appeal to the National Board of Defense; and the now determined demands for 'co-operative delivery' or parcel post delivery for store goods—the demand for an immediate cure for 'the returned goods evil' and a nation-wide acceptance of the no-service, no-delivery, no-credit principle on certain lines of goods.

## War Forcing Old Evils Forward For Solution

"The intolerable conditions are to be faced; the wasteful 'evils' are to be cured. The public is to be re-educated. We won't serve bread and butter free any more; and if you order a broiled grouse you can't change your mind after it is put on the table and have lobster a la Newburgh instead.

"While these conditions have grown acute in store finances, a counteracting tendency has been growing in the minds of the public.

"It must have been about fifteen years ago that Marshall Field organized his 'basement store,' appealing directly to people who wished to profit by the economies that it offered, on the principle of using less valuable floor space for the selling of low-priced goods.

"It was an immediate success and has

since grown to a greater annual volume than most other stores in Chicago have attained throughout their entire buildings. John Wanamaker started the same idea in New York about the same time—away up on the then top floor, which was least valuable. It was called 'The Under-Price Store.' Later it was moved to the basement, where it remains today. Now the basement store is a common feature all over the country and widely successful.

"A few years ago a clothier in Boston tried out the same principle on the second floor of a back street—appealing to the intelligence of logical men by advertising the economy of walking around the corner and upstairs to save ten dollars on a suit of clothes. Of course, he didn't save his customers ten dollars on a \$25 suit for \$15, for even if he got his store rent free and sold all the clothes himself, it couldn't be done. But the principle for which he argued was convincing; the promoter was a mercantile genius, his clothing was cheaper than elsewhere and he created a great business. At the same time he established the principle of the 'upstairs clothing store,' which has since spread all over the United States and brought into existence an almost equal number of stores for women on upper floors at cheap rentals.

"These 'upstairs stores' do not deliver goods free. They do not give credit. They do not make alterations free of charge. They have the courage to 'stand pat' on their principle—to give nothing but the goods for the price paid, and to make a definite charge for every service rendered beyond.

"All of these conditions have been accepted by the best women when buying groceries. In Montclair, N.J., the big meat and grocery business is done by the cash stores that make the purchaser carry her own goods home. One might think that this policy would confine the business to poor people; but that is far from the case. Women of all classes lug home their own parcels, and processions of automobiles carry the shoppers to the cash stores and carry home the packages.

"Now what do these evidences prove? "First, that people of all classes have discovered that the enormous overhead costs of the usual store have to be paid by the customers of those stores, and they are determined to avoid paying them.

"They are tired of receiving 'privileges' that cost an extra 10 per cent. out of their own pockets on everything they buy!

#### The Burden of Department Stores

"The big department stores, with all their 'service' and their catering to every whim and imposition of woman's fertile brain, are piling such a burden of extravagant costs on the necessary 'make-up' profit on their goods that they have reached the verge of the precipice. They cannot go on. They must turn back.

"They have bragged about their 'liberality' for many years—they have begged customers to get their money back—they

have contended that 'the customer is always right'—they have begged people to let them send six articles home, when only one was wanted. Now they haven't the 'face' to say, 'We don't want to give you these privileges any longer.'

"Then came the war—and the President's warning against waste. And every merchant under the sun knew that he was guilty—that to have to add forty per cent. to the wholesale prices of goods, for the mere service of handling them to the people who wanted them, was an outrageous imposition on the credulity of the public—to add preposterously to the high cost of living! And then the pity of it all! After searing his conscience and robbing his customers to find that even then he had scarcely pulled through the year without actual loss!

"And so the war is going to slay the mastodon. The Government is going to urge people to carry their own parcels, and not to ask to have things sent home on approval. The high cost of doing business is to be lowered, so that stores may be able to ask smaller profits and make rules for lower 'mark-ups.'

"Three years ago I wrote a letter of merchandising advice to a list of clients in which the following statement appeared:—

"Reducing complaints and expenses in the delivery department is one of the big problems of storekeeping—growing bigger and harder of solution every day. What merchant has not looked with envy upon the five-and-ten-cent store and the dealer in candy or books, who have practically no delivery problem at all? In your store, after the sale is made, half of the expense and worry is just begun. The goods may be lost or damaged—it may go to the wrong address—the wrong goods may be sent—it may be sent C.O.D. when it should have been charged—or the boy (wearing your name and livery) may be impolite when he brings it to the customer's door.

"Who has not spent days and nights worrying about the delivery department, with its trouble-breeding ally, the packing department—killing off customers as fast as advertising could bring new ones in—piling up figures of expense that tore a deep gash in the net profits? Fundamentally, two great principles are wrong in present store ideas about delivery:—

"1. It is economically unsound for each store to build up and maintain its individual delivery system, while six or sixty other concerns cover the same routes each day with their independent deliveries. That is definite and costly waste.

"2. It is folly to deliver the light and fragile goods in the same wagon as the heavy goods, requiring thick and expensive wrapping to protect a piece of glass from furniture and the like. It wastes time of packers, packing material and takes a large space for packing.

"Local retail associations may reduce the cost of living—the cost of doing business and many troubles of merchants

—by organizing a co-operative delivery system or a local express business that will efficiently deliver all the merchandise sold by all stores.

"It has been a superstition with merchants that individual delivery wagons were stupendously valuable advertising. But it is my unqualified opinion that most store delivery wagons advertise a store's weakness, rather than its strength, for the best delivery service makes frequent errors, and one error makes a stronger and more lasting impression than a hundred deliveries perfectly made. Whatever the advertising value may be it is vastly less than its present cost.'

"This statement, burned into my mind during years of experience, is still my belief, and is now being widely confirmed by merchants who are to-day voicing the same opinions.

"The individual store delivery will soon be archaic. The question to be decided is whether to organize a co-operative delivery system or to use parcel post and the regular express services. To me it does not look like a question at all. A co-operative delivery service will retain a measure of responsibility for all the stores, and a lack of efficiency by reason of a lack of individual direction.

"Ultimately, the cost of every delivered parcel must be paid by the purchaser, and the person who pays should select the carrier. But even while stores pay the 'freight,' or postage, they should, in my opinion, use the existing channels of delivery—the parcel post as far as it can do the work; then local express companies for the balance. The delivery problem will never be solved and settled until the salesperson can say: 'How do you wish to have the goods sent, madam?' with the knowledge that the customer is paying for the delivery herself.

"It is obviously unfair and unendurable to assess part of every delivery charge on the price of every article in the store, as is the case to-day; for while this policy lasts, the customer who carries her own goods is at the same time helping to pay the cost of delivering everything bought by the woman who won't carry even a spool of cotton. She won't stand it when she knows, and to-day the small shop dealer is telling her all about it, and getting her trade.

#### Big Waste Lies Here

"But a greater cost than expensive rentals and far greater waste than free deliveries is the 'returned goods evil.' Two years ago I began to impress my clients with the stupendous cost and the public menace of this preposterous habit. To-day even the Government is acting to cure the evil, chiefly perhaps because of the obvious waste of man power, especially in the ages required for military service. Even the Government does not realize the jeopardizing contamination that takes place where more than a quarter of all the goods sold are indiscriminately delivered to all sorts of homes—in sickness and in health—only

to be returned to the stores that sent them out, then sent into other homes harboring germs of disease gathered during their precarious journeys.

"Then think of the cost of the double delivery of 'returned goods.' One store found that every charged purchase had to go through thirteen hands going out, but required the attention of seventeen people when it was returned to the store. The efforts of thirty people were an absolute waste, every time an article was returned to the store.

"Then get this fact. If 25 per cent. of all goods sold by a store are returned (and that is the average to-day), that the selling and handling expense of the returned goods transaction must be doubled in your figures, because the cost of bringing the goods back is greater than the sending of them out—and it must be added. This makes the equivalent of 50 per cent. of the store's goods handled at a total loss—sheer waste effort.

"Thus the 75 per cent. of goods that stays sold not only carries its own burden, but it must also carry and support the cost of the total waste effort expended upon the 50 per cent.—'returned goods' or an extra burden two-thirds as great as its own selling and delivery cost. This means nothing less than that if the natural cost of selling the goods that stay sold should be 18 per cent., the 'returned goods' habit raises that cost to 30 per cent. That is the fact that is killing retail profits.

"That is the fact, based on indisputable figures, which is going to astound the nation!

"It means that on every \$1,000,000 worth of goods sold by retail stores, there is a waste of \$120,000, by reason of the 'returned goods evil.' If New York

City stores sell \$200,000,000 worth of goods annually, the direct loss from the 'returned goods' habit costs these stores and these people twenty-four million dollars every year!

"Has any merchant the right to 'confer' on his individual customers an alleged 'privilege,' for the support of which the people of the city must pay \$24,000,000 every year? Yet they say that even if some stores do agree to stop the return of goods, others will refuse to do so and thereby compel all to continue. And perhaps they will.

"If war cures these evils, it will have rendered a splendid service to retailing in America, that may repay eventually a large part of its cost in everything but the precious American lives.

"Now what will these changes, if they come, mean to American manufacturers—particularly the big national advertisers?

"First, it will change the mandatory profit figure of the retailer, who now says, 'Nothing doing,' when a product only offers 25 per cent. profit. He is going to learn that an average profit of 25 per cent. is all that any self-respecting merchant will dare ask, in the near future. This will change his attitude of mind toward goods that are so well advertised that they are half sold when he puts them in stock. It will at the same time cure him of his love for private brands, which require double the selling effort of advertised brands.

"A vast deal of the trouble between manufacturers and merchants has been because of the exorbitant profit that wasteful merchandising methods now demand. In my opinion this will disappear everywhere but in the minds of merchants of the old school, who are out of touch with newer merchandising

and advertising ideas with the reduction of storekeeping costs.

"The changes required seem revolutionary. It seems incredible that old methods and principles that were so enthusiastically exploited and so earnestly fostered a decade ago, should now be thrown into the discard. But they have served their purpose and we have paid all that we can afford for them. Now we must get down to realities. We must eliminate the waste—the waste of dollars—the waste of time—the waste of man-power. When that is accomplished, the retail business will be vastly safer and more satisfying than it has ever been, and national advertisers will find friction in their merchandising. Price maintenance will solve itself, for only extravagant profits on other goods have made it possible for piratical dealers to cut the fair prices on famous trademarked commodities.

"There is every reason why manufacturers and retailers should all pull together to secure public action or Federal legislation that will eventuate in curing the wasteful and unnecessary 'evils' from which retail stores now suffer."

The foregoing information should prove of interest to all branches of the trade. In future issues of CANADIAN GROCER further detailed information will be given regarding the changes in merchandising as they are peculiarly affecting the Canadian trade.



Four buildings, including the general store of C. Cooper were destroyed by fire at Deroche, B.C., recently in a fire which for a time threatened the whole town.



A fine example of modern store display. The Walter Paul Store, University Street, Montreal.

# Orderliness and System Business Builder

How the Changed Conditions of Life Have Introduced a New Demand in Business—  
How in Meeting This Demand the Merchant Can Best Face One of the  
Gravest Difficulties of His Business Life — The Psychological  
Value of a Good Appearance.

**I**N the good old days of the early grocery store, equipment amounted to nothing at all. People did not see the need of it so much. Home life was a rougher affair, and people were not as sensitive to impressions as they have since become. Sanitation had not become a fetish. The biscuit barrel was the centre of the life of the community, and as a close second came the spittoon.

People are wont to speak with tearful affection of the "good old days." Well that may be all right in certain regards. But in methods of merchandise, in systems of business, in store arrangement and sanitation the former days were the dark ages compared with to-day.

Of course there are still plenty of specimens of the old time store still to be found. There are communities, where all the old equipment or lack of it, is doing duty as of yore. Both

throughout the country from coast to coast, there is a growing alertness in business that is illustrated in the desire for better methods, for better materials, and for better instrumentalities of business.

## The Changing Viewpoint

People have become more or less accustomed to modern ways and modern equipment, and as many merchants have found, the adoption of these better systems of business have meant at once a material increase in their business. People have grown used to attractive surroundings, they have been schooled in ideas of cleanliness and order, and whether knowingly or not they are influenced by the presence or absence of these qualities.

Of course the oldtime merchant doing business in the oldtime way does not see that his business is going back, or if

he does he lays the blame on the changing times, and newer forms of competition. If he saw more clearly he would be the first to change his methods. The fact that he does not see is the great opportunity that has presented itself to great merchandizing industries, and they have taken full advantage of it. These activities are bound sooner or later to be the death to the old fashioned store and the obsolete methods. Only modern business systems and activities can stand out against a great centralized industry. But the up to date merchant has little to fear; indeed he fears little. He knows his business. He knows how to serve the people well. He knows how to make his store an attractive place for the customer, and an inducement to more extensive trading. The best way of meeting the competitions of present trade, is to meet them on an equal footing, by keep-



Modern bin fixtures in the store of Wm. S. Hunter, Prospect Avenue, Hamilton, Ont.



A view of one of the departments in the Hudson Bay Co. Store, Calgary, Alta.

ing the store surroundings as bright and active and cheerful as may be and the store's activities on the same basis.

This is not intended to be an argument to induce a merchant to plunge into equipment more deeply than his situation warrants. There is reason in all things and a very little care can make even the most unpretentious surroundings bright and attractive and trade bringing. On the other hand a merchant owes it to himself to see that the surroundings in which he and his clerks work are as modernized as he can afford. Such surroundings unquestionably have their effect on a customer. The quality and business of the stores in which you find such equipment is sufficient evidence.

But there is also the effect to be considered on the merchant and his clerks. Everyone knows the effect of an ill kept and badly clothed body on the mental attitude of a man. The downtrodden appearance very soon develops a downtrodden state of mind. The same argument might be used of general surroundings. The brighter and more attractive the store, the more pushing and up to date its equipment, the more zest there will be among the selling staff. It has been proved time and time again. New store surroundings have made better business, because they have engendered a better spirit. For every reason that can be thought of modern store methods and equipment are among the most valuable assets that a merchant can have. One that it is a poor economy to be without.

#### KEEPING PICKLES IN SUMMER-TIME

John Hermanek, department manager for Sheppard-Strassheim Company of Chicago, offers the following suggestions for keeping pickles during the summer months:

"If the retailer will remove the covers from the packages containing his sour and dill pickles, during the warm weather, and will see that the pickles are well covered with brine and then use a piece of cheese cloth over the top of the package just under the brine, leaving the wooden cover off entirely, he will find that the pickles will remain firm

and will yield the same profit as in the cold season. If the packages are kept tightly covered, the brine and vinegar act as a fireless cooker and soften and spoil the pickles.

"For your cask lots, remove covers and leave off entirely until colder weather sets in, using instead of the wooden covers, one made of the inside of a sugar-sack or cheese cloth which has been dipped in cold water and placed over the pickles, the same as with sauer kraut. This cloth should be washed out or cleaned every five days, and will insure the keeping qualities of the pickles."



Showing part of the modern equipment in the new store of Adams Bros., Kent and Cambridge Streets, Lindsay, Ont.

# CANADIAN GROCER

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THE Canadian Government has hired a coal expert to help them out in the present trying coal situation. His salary of \$25,000 a year is quite in keeping with the present price of coal. He will have to get busy quickly if he is going to earn it.

\* \* \*

IT IS up to the Department of Trade and Commerce to see that the resources of the British nation in the defence of which Canada and the other dominions are fighting, are not used after the war to aid and foster the competition of British manufacturers on our home markets.

### A QUESTION OR SO FOR MR. HANNA

THE Country has been expecting great things of the Food Controller; and he has done some wise and helpful things to assist in feeding the Country. While not wishing to cavil in these times, there would seem to be a straining to do something while there is left undone the obvious things. Wheat for the manufacture of alcohol has been banned. Yet wheat is only one three-thousandth part of the grain actually used in the manufacture of alcoholic beverages. Yet none of those other grains, the backbone of the liquor industry, have been touched. It is made an offence for restaurants to serve beef on two days in the week. Well and good as far as it goes. But a full grown steer will weigh 1,500 pounds and will provide nearly half a ton of saleable meat. A calf will weigh roughly about 96 pounds and will provide only about 60 pounds of meat. Yet the Controller is

permitting the destruction of calves so that the well-to-do may eat veal. A lamb will produce less than one-tenth of the meat that is to be obtained from a sheep. Its fleece is a negligible quantity beside the heavy fleece of the grown sheep. Yet lamb is still to be had in season.

Butter has reached the highest figures known for years in the usual time of plenty, but there has not yet been any step toward removing the legal barriers against the sale of oleomargarine, a wholesome and inexpensive product, the use of which might be a means of great saving in materials that could be devoted to the making of other necessary food products.

Mr. Hanna's activities have been all very well in their way. But they appear to an interested observer, as a gallant tilting at windmills when there is a whole world of actual dangers around.

How long will it be before Canada will learn to move in a straight line to meet the emergency, without such obvious detours to avoid the sensitive toes of the many interests?

### PROTECTION FOR INDUSTRIES

THE proposal for the establishment of the British Trade Corporation—the formal name given to the original project for a British trade bank—has given rise to considerable discussion in England as to the scope of the operations of such an organization. The difficulty seems to be to make clear to industry and business that the main idea is to give financial and other assistance to established foreign traders rather than to build up a competing concern. Briefly, the idea, as explained by Sir Albert Stanley, president of the Board of Trade, is to take a leaf from the German book of trade organization to meet competition in export markets in the future.

Although there has been nothing said about the interests of Canada or the other dominions in the proposal the matter is one which should have the close attention of our Department of Trade and Commerce. It has been made evident that it is the "colonial" market and the foreign competition therein with which the British manufacturer is chiefly concerned and with which the Trade Corporation proposes to deal.

In Canada and in the other dominions there will be no objection to extending more favorable concessions to British or Allied manufacturers than to those of Germany or Austria. Advantages over these nations in a business way are part of the fruits of war to which the Allies should be entitled.

At the same time the industries of the Dominions are entitled to protection from anything like artificial competition from those of Great Britain. They have been organized during the war period to serve the nation and all consideration as regards favorable conditions when peace again prevails, is due them.

## New Pack Pea Prices Announced at \$1.67½ and \$1.70

Packers Assert Hot Weather Cut Pack Off and in Consequence They Will be Able to Deliver Only 40 Per Cent. of Orders—Salmon Expected to be High.

**CANNED GOODS.**—Prices on new pack peas have been announced by the packers during the week, and wholesale grocers in accordance therewith have named their prices as follows:

	Class A	Class B
Standard peas, doz.	\$1.70	\$1.67½
Early June . . . . .	1.77½	1.75
Sweet Wrinkle . . . . .	2.02½	2.00
Extra Sifted . . . . .	2.32½	2.30

Above prices are f.o.b. factory points. For delivery in Toronto add 5c per dozen to above prices. There will, furthermore, be only a pro rata delivery of peas. Where ordered as Standards or where grades are not specified, delivery will be 25 per cent. Standards, 10 per cent. Early June, 5 per cent. Sweet Wrinkles, making a total of 40 per cent. Where grades are specified deliveries will be pro rata as follows: Orders for Extra Fine Sifted, 25 per cent. of same; orders for Sweet Wrinkles, 40 per cent. of same; Early June, 40 per cent. of same; Standards, 25 per cent. of Standards, 10 per cent. Early June, and 5 per cent. Sweet Wrinkles.

Canners assert the pack of peas has been very disappointing, as not more than 40 p.c. of orders will be delivered. This is so contrary to the expectations, no later than two or three weeks ago, and this condition will come as a big surprise to nearly everyone connected with the trade. Canners, however, state that the continued warm and dry weather caused the peas to develop so fast that the pack was cut short. There was excellent promise of a fine pack, but the heat came and ripened the peas like a tropical sun.

### Outlook for Tomatoes

The outlook with respect to tomatoes is still in doubt. Just at the present time the weather is quite favorable for a good crop. But the continued wet weather of the spring and early summer caused the vines to have a big growth, and it is thought possible the production may be reduced because so much of the strength has been given to growing of the vine. However, if weather continues favorable, there may be a very good crop. But just at the present indications do not seem to point to a full crop. Conditions are so far favorable for a good pack of corn. Salmon prices, while they had not been announced at the time of writing, were expected in the near future. Advices from the coast received during the week, and from a source which is reliable, stated that the pack is disappointing, and will not be more than 75 per cent. of four years ago. Prices are expected to rule high, and may open at a figure that will make the quotation

on basis to the retail trade from \$3.10 to \$3.25 for sockeye. The pack of cherries has been quite gratifying, and 100 per cent. delivery will be made on these. Strawberry pack has been light, and canners will make only about 70 per cent. delivery of orders. Strawberry 2s are quoted around \$2.90 per dozen to the retail trade. Red cherries in opening prices are quoted around \$2.45 to \$2.50 for pitted, and at \$2.20 to \$2.25 with pits in. Quotations have been withdrawn by canners on strawberries and raspberries in glass jars until further instructions.

### Canners' Statement.

In speaking of the situation with respect to peas, the Dominion Canners, Ltd., in an announcement to the trade, dated August 10, says:

"We are very sorry to have to advise that the pack of peas this year is again disappointingly small. Notwithstanding the strenuous efforts put forth by us to make a good-sized pack, weather conditions were entirely against us almost from the first.

"In June our estimates of pack were such that we felt fairly confident with favorable conditions we would be able to fill our early orders in full. Practically, without exception, every factory has fallen far short of its June estimates. In some instances, factories that should have packed in the neighborhood of fifty to sixty thousand cases of peas, have only packed ten to fifteen thousand cases. The pack at some of the factories has hardly warranted operating owing to the extremely high cost for overhead expense due to the extremely small pack.

"It is comparatively easy for a business man to appreciate that the cost at a factory putting up a pack of only nine to ten thousand cases, is enormously increased when preparations have been made for a pack of fifty to sixty thousand cases.

"We deem it advisable to offer this explanation in view of the fact that we are only able to announce a pro rata delivery of about 40 per cent. of total orders, booked prior to May 15.

One of the reasons for our high costs this year is, that in order to induce farmers to grow peas for canning purposes, some of the factories had to contract by the acre instead of by the ton. Consequently, owing to the short crop, this has made the price of peas extremely high, showing a variation in the cost between some factories of not less than 65c per case.

"Our opening price for peas this year is from 40 to 50c per case less than the peas brought in from the United States. We merely mention this so that you will appreciate that we have not taken ad-

vantage of the tariff as we might have done, had we desired to secure a maximum price.

"Fortunately for ourselves, as well as for the trade, we have booked our orders this year subject to pack. If we had this year, as previously, made a guaranteed delivery, you will appreciate that in order to protect ourselves, the price would have been enormously higher, because the available supply in the United States, where we would require to buy to make up our shortage, if we are correctly advised, is limited, and it would not require a strong demand from this side to put the U.S. prices very much higher.

"For your information we may tell you that the outlook for the later crops is not at all encouraging, and if we have a light pack of these later crops as well, this will materially increase the overhead cost all round.

"We regret that it has not been possible for us to put the Standard peas on a 15c basis for Ontario, but we think it would be a good plan if the retailers, in view of the high prices, should sell on odd cents instead of on a basis of 10c to 5c. For instance, a tin of peas could be sold in Ontario and Quebec at 18c, and show the retailer a good margin of profit."



### FOOD SUPPLIES FOR BRITAIN

A report on the probable nature of the the British demand for Canadian food products and the question of transportation is dealt with in a recent bulletin by the Department of Trade and Commerce at Ottawa. Producers of several lines of food products in Canada are faced with the problem of what may be required for export to Great Britain and as to the possibilities of tonnage therefor. Such lines of food as are disposed of to the British Government or the War Office by contract, will of course be taken care of in the matter of transportation. In the matter of wheat, flour and cheese, arrangements have been made, and all of these products that can be raised will be required.

In the case of bacon, eggs, butter and poultry, similar conditions do not prevail, but it is possible to estimate the quantity Great Britain will require and define the possible market there for supplies raised here. From the best information it is evident that the quantity of bacon required is likely to exceed the amount taken last year, and if supplies from Denmark are reduced, as seems probable, the excess required may be considerable. Eggs and poultry will probably be required in about the same quantities as last year, but they are not regarded as such essential supplies as bacon, and imports are more likely to be limited by the shipping situation. Supplies of butter from Denmark may be greatly reduced in the near future in which case butter will be required from Canada in quantities greatly exceeding the normal.

store and sees the shelves filled with his firm's goods he will be slow to arrive at the conclusion that the merchant has no order for him. There is a possibility that he may need some goods. He may even have an order in spite of all that is on the shelves.

He will avoid calling on a customer when in a hurry to catch a train. We are all more or less easily influenced, and he may see you are in a hurry and let you go—without an order.

He will be careful not to expectorate on the merchant's floor but will go outside to do so.

He will not sample goods in the store unless he pays for them as the merchant has paid for them in the first place and they belong to him. He will not let the idea enter his head that he is the whole thing. It is foolishness that breeds contempt and many may dispute his right to retain such an erroneous idea. He will not make a confident of other travelers nor will he betray confidence by carrying what one customer tells him to another. By betrayal of confidence in this way he may kindle a fire that may consume and destroy him. He will not enter a store as if he were there to kill time.

But will by his actions impress on the merchant that his time is valuable and by so doing will train him to appreciate the value of time. He will be careful not to overload his customer with goods and will prove his friendship by the interest he takes in the care of goods sold.

When he finds the goods he has sold stored out of sight, where they have no chance to speak for themselves, he will by suggestion try to get the merchant to bring them out of their hiding places and put them where they can be seen. He will not be too big to do this himself, if they will let him. When perishable goods have spoiled from lack of care, no matter how nasty or dirty the job may be, or how much he may feel the merchant is to blame, he will cheerfully take off his coat roll up his sleeves and clean the matter up, showing them how it should be done. In this way he will teach them a lesson at which they cannot very well be offended, however much ashamed they may feel.

#### The Traveller and the Clerk

Sometimes it will fall to the lot of the traveller to teach the clerks wholesome lessons without saying a word for which the employer should feel grateful and no doubt he does although he may not say so at the time. Every salesman should be an educator, in advance of his customer, and every customer's interest should be his interest for in looking after the interest of his customer he is looking after his firm's best interest and is consequently advancing his own. It is pleasant to hear my customers say, "What do you think about it? Do you consider that I can sell it, if so send it along! Would a man be wise who would betray such a confidence?"

It may appear sometimes that you have lost a customer by adhering to the truth, but never fear, the truth will ac-

complish the mission on which it was sent and your business increase to proportions far beyond your expectations. There will come a day when the man who denied you an order because you told him the truth and refused to tell a lie will come to you and deal with you sooner than anyone else. He has been deceived by others, he will deal with you because he can rely on you. You will not only get his trade but that of his friends. The safety of the business world to-day hangs on the man whom it can trust, who will never give up a principle for monetary consideration and never let his eagerness for an order lead him into a lie. The salesman has a lot to do with the molding of his customers' ideas and business habits. There is a peace of mind in dealing with the man you can trust that is unknown when you deal with one who is untrustworthy. Honorable success, being the desired goal, he will study the athlete in conserving and developing his forces. He will retire at a reasonable hour so that his physical system may have time for rest and recuperation. This cannot be done by setting in a beclouded room playing cards and inhaling vitiated air, until all hours in the morning after a hard workday. He will also avoid sitting in smoking cars all the way between stations and will not spend his time talking all the way between towns but will reserve his forces and concentrate his thought on the customers he is about to meet. He will not inflame his mind with sensational novels but will store it with literature that is soothing, healing, invigorating and full of good sound common sense, for he must remember that if he would be great he must feed on the great. A successful salesman is one who forgets himself in his interests to advance the interests of his house and customers. In this way he can become truly happy.

"When a salesman thinks only of himself he is too small for the road. In thinking of others he becomes a broad-minded and useful man. The successful salesman is essentially a man of character. It is the crown and glory of his life, the noblest possession of a man and is the result of proved honor, rectitude and consistency. It is bound to produce befitting results. If he carries the class of goods I do," said he, "which are a line of the highest class table delicacies, he must be extremely particular as to the cleanliness of his sample case. It should be filled with samples of the kinds of goods he has for sale, and besides these he should carry at least three spotlessly white table napkins and three or more celluloid spoons, as well as a box of silver spoons, a silver fork, knife, and a few white paper napkins, also a pad of white paper cut into small squares.

"After he has entered the store, arranged his samples to the best advantage on the grocer's counter and discoursed on their merits he will let the merchant, clerks and any customers who happen to be in at the time taste them. Then when he has taken his order he will first of all, wipe his spoons, etc., with

a piece of the white paper and finish with napkin. In this way people are impressed with his cleanliness and need not hesitate to taste his goods for fear of contracting disease. He will also be careful to keep the necks of his bottles clean and polished and will not carry the samples too long. There is an attraction in fresh looking goods. If he happens to run up against a customer, as I have sometimes, who has to take the plug of tobacco out of his mouth to taste the goods, he will not permit him to put the fork or spoon back into the bottle until it is cleaned. I have known salesmen, who considered themselves up-to-date, to lose valuable sales through using the weed, through it they have spoiled the flavor of their own samples as well as those of others. He should eschew all narcotics if he wishes to be an expert salesman. As an illustration I will relate to you an instance which came under my own notice a short time ago. It was what they call sampling day. There were quite an array of tea samples on the counter and the proprietor, with a number of travelers was testing them. One of the travelers before entering the store had been smoking. He was invited to try the samples and give his opinion. After he had tasted the tea an expert entered whose opinion was to be final. He lifted a cup and smelling it as he invariably did to get the aroma, put it down, saying, "The sample is spoiled." "How is that?" enquired the others. "Well," he said, "some of you fellows have been smoking and some of the tobacco has dropped into the cup. I must have fresh samples before I can give an opinion."

"So you see that the tongue must be clean if you wish to distinguish the finer flavors and qualities and detect deficiencies.

"In the matter of judging credit many little things influence the experienced traveler in arriving at a decision which are overlooked by the inexperienced, how the stock looks, how the door-step is worn the part of the counter where the scales are, the appearance of the merchant, his disposition, his mode of recreation, the esprit de corps of his clerks, their address, conversation and attention to customers, and the general atmosphere which pervades and permeates the establishment. All these little things are noted and weighed by the expert salesman."

By this time we had reached his place of business, so we shook hands and parted.

After he had left I pondered on the personality of the man who reminded me of nature's nobleman.

No airs, no rudeness, no pretense,  
No lack of plain good common sense.  
No boorish manners that annoy;  
No vicious habits that destroy;  
True manliness and grace he wore upon his face.

A gentle honest air no pretense was there.

I remembered his parting words, "The truly successful salesman is the man of whom God has full possession, without His help the best of us are failures."

# CURRENT NEWS OF THE WEEK

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

## Maritime Provinces

Grocery store of Mr. McKenzie, at Glace Bay, N.S., was recently burglarized and a quantity of goods stolen.

Pacific Dairy, Ltd., has been incorporated at St. John, N.B., with a capital of \$40,000 to conduct general dairy business.

Walter W. Inches, of St. Stephen, N.B., senior partner in the firm of Inches & Grimmer, grocers, died on August 10 after a brief illness. He is survived by his wife and one son, Lieutenant G. Inches. He was prominent in various fraternal orders and took an active interest in politics and was an excellent citizen.

Harry L. Williams, one of the leading retail grocers and provision merchants of the north end of St. John, was found in his store murdered on the night of Tuesday, August 7. At the time of writing the murderer has not been located and no motive for such a crime has been learned. He had been working late on his books and had been in conversation with a neighbor a few minutes before. He was regarded as a man of high character, devoted to his business and his family and was not known to have any enemies. His books showed his business to be in a prosperous condition and there was no reason for suicide, even if evidence had not shown that to be impossible.

## Quebec

G. Cote, general store, Lt Tuque, Que., has sold assets.

Tabah & Company, general store, Brownsburg, Que., has sold assets.

J. J. Duffy & Company, wholesale coffees and spices, Montreal, has dissolved.

Mr. Rivard, bookkeeper, the D. Hatton Co., Montreal, is taking his vacation this week.

B. Trudell, of the staff of L. Chaput, Fils et Cie, Montreal, has returned from his vacation.

W. F. Leonard, of the Leonard Fisheries, Ltd., was a business visitor in Montreal during the past week.

C. Ritz, manager in Montreal for the Robin Hood Mills, Ltd., spent a few days this week in Ontario on business.

Both city and country staffs of travelers for L. Chaput, Fils et Cie, Montreal, are now again on their rounds after the summer vacation.

V. A. Jolicoeur, of the staff of the D. Hatton Co., wholesale fish dealers, Montreal, is back at his post after a short vacation, spent in the country.

T. Ward, of Joseph Ward & Co., wholesale grocers, Montreal, has returned to business after a short holiday trip by automobile in Quebec Province and beyond.

A. E. Cox and P. R. Minto, of the Montreal staff of the Cowan Co., Ltd., were visitors to Toronto, and the head-

quarters of the firm there, during the past week.

A. W. Bowen, tea expert, of Grace & Co., Ltd., New York and Montreal, was a business visitor to the Montreal offices of his firm this week, and renewed acquaintance with friends in the city.

Joseph Laporte, of Laporte, Martin, Limitee, wholesale grocers, Montreal, has been indisposed of late, and has been absent from business for a week or more. He is, however, expected back fully recovered before long.

James McMenamin has retired from the staff of the Canada Sugar Refinery this week, after having been employed by the firm continuously for no less than sixty-three years. He arrived in Montreal from Scotland in 1854, coming with the late Sir George Drummond.

A. D. McIntyre, of A. D. McIntyre & Co., Chicago, one of the largest firms handling eggs in that city, was a business visitor to Montreal during the past week. Mr. McIntyre is an Ontario boy, having been born at Paisley, Ont., and is one of the many Canadians who has made good in Chicago. He has many friends in the trade in Montreal. Referring to conditions as affecting eggs in Chicago, Mr. McIntyre expressed the view that all holdings of eggs in Chicago this year will be used up. Already they are taking eggs out of cold storage in Chicago, as the local article newly off the farm at this time is only fit for No. 1 eggs.

The many friends of J. E. Hunsicker, veteran grain merchant of Montreal, whose offices have been established in the Board of Trade Rooms for a considerable time, and who has been a member of the Board of Trade for many years, will be sorry to hear that Mr. Hunsicker has been confined to hospital for a time following a slight shock, the effects of which, it is hoped, may be only passing. Only the other week Mr. Hunsicker returned from a holiday of a couple of weeks' duration in the Maritime Provinces. The great wash-out on the railways of Quebec Province held him delayed on his return home, but he arrived in good health and spirits, and looking brisk and much younger than his years. News of his having suffered from shock came as a surprise to many business acquaintances, and sincere hopes are expressed that he may soon be back to business, where the veteran mind was never more valuable in these days of the unusual in trade.

## Ontario

Dominion Creamery, Ottawa, has sold assets.

F. A. Miller, general store, Burford, Ont., has sold to C. Sproule.

Geo. Rivers, general store, Strathroy, Ont., has suffered fire loss.

Teet & Tamen, grocers, Fort William, Ont., has been succeeded by Taman & Wells.

Superior Grocery, Fort William, Ont., has been succeeded by Superior Grocery and Bakery.

Thunder Bay Store Co., grocers, Fort William, Ont., incorporated as Thunder Bay Store Co., Ltd.

Charles Brown, recently in grocery business in Chicago is dead in Woodstock, Ont., his home.

## Western Provinces

J. Condon, grocer, Calgary, Alta., has sold out.

I. M. Lewin, grocer, Calgary, Alta., has sold out.

J. J. Taylor, general store, Aberdeen, Sask., is dead.

R. H. Guest, grocer, Weyburn, Sask., has sold out.

W. M. Munro, general store, Richlea, suffered fire loss.

J. Kronson, general store, Arnes, Man., was burnt out.

M. Asten, grocer, Grand Vital, Man., succeeded by T. Millard.

E. E. St. Peter, general store, Hodgson, Man., was burnt out.

J. W. Peters & Co., general store, dissolved. Parkside, Sask.

I. Adler, general store, Hudson Bay Jct., Sask., has sold out.

Richlea Trading Co., general store, Richlea, suffered fire loss.

J. A. MacDonald, grocer, Calgary, Alta., has sold to H. E. Foster.

A. E. Bridgett, general store, Pipestone, Man., suffered fire loss.

R. J. Macdonald of Macdonalds Ltd., Edmonton South, Alta., is dead.

D. S. Milne, general store, High Prairie, Alta., has discontinued.

M. E. Skinner, general store, Warner, Alta., has sold to G. F. Burke.

Novokshonoff Bros., general store, Buchanan, Sask., has sold out.

J. Helie, grocer, St. Boniface, Man., succeeded by People's Market.

W. H. Wardrop, general store, White-mouth, Man., has sold stock to H. Field.

G. B. Johnston, general store, Melfort, Sask., sold to F. G. Crawford.

Sinclair & Shane, general store, Quill Lake, Sask., sold to J. Adler.

A. Reeves, grocer, Edmonton, Alta., has been succeeded by J. E. Jenvey.

## NO SACCHARIN FOR OVERSEAS.

The Post-office Department has advised that as the importation of saccharin into the United Kingdom by post is not permitted, packages containing saccharin received in mails from Canada are being seized by the British Customs authorities.

### AMERICAN LITIGATION OVER TRADE NAME ENDED

**American Court Gives W. K. Kellogg  
Exclusive Right to Use the Word Kellogg  
in the United States. Decision  
Has No Bearing on Trade Out-  
side the United States**

Litigation that has been under consideration for some time past between W. K. Kellogg of the Kellogg Toasted Corn Flake Company and his brother Dr. J. H. Kellogg regarding the right to use the name "Kellogg" on certain food preparations was brought to a conclusion recently when Circuit Judge North, at Battle Creek, Michigan, handed down a decision in which W. K. Kellogg and the Kellogg Toasted Corn Flake Company was granted the exclusive right to the use of that name in the United States. The decision was given on the ground that this company had been the first to make use of this name and had by their extensive advertising given it its present commercial value. Dr. Kellogg on the other hand, according to the interpretation of the presiding judge had shown a disposition to object to the name being used commercially.

This decision while of far reaching importance across the line has no bearing on the Canadian situation. By a corollary of the decision handed down by Judge North, Dr. Kellogg is permitted to continue the sale of his products in other countries. The restriction forbidding him to use the word Kellogg applies only to the United States. A case between the Battle Creek Corn Flake Co. of London, Ont., and the W. K. Kellogg Company of Toronto, regarding the same matter of the use of name "Kellogg" is at present under consideration in the Canadian courts.

### ADVISES RETAILERS TO BE- WARE THE FAKIR

**Secretary of Saskatchewan R. M. A.  
Again Directs Attention to Flim-  
Flamming Operations in West.**

**I**N a letter to CANADIAN GROCER, Secretary Raymond of the Saskatchewan Branch of the Retail Merchants' Association emphasizes the fact that retail merchants, particularly those doing business in the West, are urged to be extremely wary in their dealings with strangers, particularly those who seek to impress friend merchant with the desirability of some proposition that is going to "prove a little gold mine."

It is said there is a sucker born every minute. Apparently these "easy-money" artists imagine that Saskatchewan is a place where there is one born every second. At any rate they seem to flock to this Province in shoals, and the amazing thing is that they easily get away with their schemes.

The sole trouble seems to be that the average retail merchant allows himself to be persuaded too easily. We know very well that the promoters of these schemes are fluent and good talkers, but nevertheless the merchant should make

certain before he parts with any money or its equivalent that the scheme is genuine. By writing to the Retail Merchants' Association at Saskatoon, he can obtain, by wire if necessary, a comprehensive report, and advice as to whether he would be safe in embarking in any proposition submitted to him.

There are a number of fakirs in this Province, it is said, who have a strange partiality for produce and collection agencies. On the one hand they announce themselves with a great flourish of trumpets and showers of advertising material as having started up in the produce business, and offering highly attractive prices for butter, eggs and so forth. Their prices are so good that the merchant falls for it without a second thought. Just as an instance—in one day the Retail Merchants' Association received complaints from merchants aggregating \$580 which had been the value of produce shipped to two men. Investigations showed that both of these men had victimized a large number of merchants and farmers in this way by offering high prices, selling the goods for cash and skipping out. These are not isolated instances by any means, as the Association has been concerned in them for over four years and has stopped such fakirs doing business, but what is the use? There is no recourse against them for obtaining goods under false pretences, and running them out of one town means that they merely change their name and start up the same business in the next.

The collection agency game, states Mr. Raymond, is another one. Some good talking salesman comes in, talks to the merchant, puts his proposition up before him and brings in a yarn about they will collect any old or outlawed account by bringing criminal action against the debtor. This, on the face of it, is ridiculous, as a debt contracted for goods sold by a storekeeper is not open for criminal action. Nevertheless many merchants fall for it, and hand over a large number of their accounts and in many cases pay a lifting fee of 50 cents on each or else give a retaining fee of so much a year. Another point that should occur to merchants is this, as a rule these concerns are located thousands of miles away from Saskatchewan. If they wished to take legal action against the debtor they would have to do so in this Province. Let merchants be careful in their dealings with strangers, particularly when the strangers wish to get shipments of produce or wish to collect old accounts. There are dozens of responsible produce houses and a number of highly respectable collection agencies.

### CROP CONDITIONS IN CANADA. Government Bulletin Reports on Crop Conditions Throughout the Country.

A special bulletin concerning the condition of field crops throughout Canada has been issued within the past week by the Census and Statistics Office, Ottawa, and reports on the subject as follows:

Prince Edward Island. — Excellent

cereal crops. Hay is average; potatoes show 15 per cent. increased acreage and wheat will fall slightly below average through insect damage.

Nova Scotia.—All crops made excellent growth.

New Brunswick. — Potatoes and roots good; grain in bad color.

Quebec.—Abundant hay crop. Grains reported poor from excess rain, though some sections report average crops. Potatoes generally good with average crop expected. Corn and roots good except in lowlands. Wheat, oats and barley good in Champlain.

Ontario. — Hay generally good with average crop and big percentage saved. Grain promises full head, fall wheat thin but well filled, prospects above average in some localities with mixed grains especially good. Some ball smut and rust in wheat in restricted districts. Corn and potatoes are especially good if blight does not damage the latter. Peas are excellent as are also most roots.

Manitoba.—Cereals injured by drought and half crop expected; potatoes and roots good but late; hay and pastures half crop; summer fallows fair; late crops suffering from heat; wheat not over 12 bushels in some districts. Oats and barley worse. Hay a failure in some districts.

Saskatchewan.—Crops short through continued drought. Hay below normal; vegetables poor; early grain filling fairly well with crops maturing rapidly. Corn also poor, roots fair, potatoes above average, and grain good in some localities though rain needed.

Alberta.—Grain and roots well advanced, but need rain. Cereals light. Hay nearly all harvested.

British Columbia.—Grains maturing rapidly, corn growing fast. Crops under dry farming conditions a failure in some localities. Fodder crop promises well. Sidney district reports grain, roots and potatoes have not developed as usual. Hay generally in good condition and average crop of small fruits expected.

### FISH SALT SHORTAGE.

A serious shortage in salt is causing much inconvenience to the fisheries interests in Newfoundland. Arrangements made some time ago to provide for the needs of the present year have proved inadequate. The Government has now commandeered all available stocks of salt in the colony, and arranged for their distribution among the fishermen to the fullest extent possible until additional supplies can be obtained from abroad. Two ships laden with this commodity and bound for Newfoundland were torpedoed.

### RECORD ONTARIO OAT CROP

The Commissioner of Agriculture states that Ontario will have biggest oat crop in the history of the Province. Statement follows: "We will have a 125,000,000-bushel crop, perhaps, as compared with the average 100,000,000. In every quarter of the Province the crop is simply wonderful. We want no more rain until after harvest."

# Again on "Reckless Stock Carrying"

System to Keep Stock Moving—What Have You on Hand More Than a Year?—Take Present Circumstances Into Account.

By Henry Johnson, Jr.

A SIMPLE system for keeping track of stock and its movement through the store is this: number each item with month and year. Let 117 mean January, 1917; 217 stand for February; 317 for March, etc. That can be put onto china with the same marking pencil used for writing the price. It can be written in pencil on other items when price is put thereon.

But for all items on which ordinary pencil or pen can be used, it is much better to get one of those numbering, adjustable rubber stamps which are obtainable in any stamp or die making place. Those can be set to a number in a jiffy and the operation of imprinting the number is so simple and takes so little time that the practice can be extended to cover all but the staples which turn without attention.

That same stamp is adjustable for price-marking, too. It will set from 1c to \$99.99 for the ordinary six-band size, and larger ones can be obtained if you need 'em. I recommend such stamping of every item in the store, even down to ordinary standard tomatoes and corn. Takes only about five or six minutes extra time when you are opening and stacking from one to six cases of an item; and you will be astonished to find how much the process will earn for you in solid dollars. Fact is, none of us realizes how many pennies slip away from us through sales being made under-priced. And pennies make dollars. This last is worth thinking about.

## How Long Certain Stock Is Kept

The manager of a big prosperous department store, a store and man that I have known rather intimately for upward of ten years, tells me that in his upward of 76 departments the average percentage of stock carried into the second year normally runs to only 5 at most and has been down as low as 3 at times. This means that 95% to 97% of all the varying lines is sold out with at least one turnover each year.

The system I have described will enable you to know this particular thing about your own business. Then when you inventory, the numbers can be noted and you will have your percentage before you in actual figures. Undoubtedly some things, some special items called for and wanted regularly though very seldom, will remain in stock more than a year. But if you find that of six bean pots bought in a car which you assorted in December, 1916, five are on hand in January, 1918, maybe you will conclude that it were better to go to your neighbor and buy a bean pot when a customer asks for one than to buy them

at wholesale in any quantity whatever. You will have no difficulty in thinking of many other items like this—especially if you number your stock as suggested.

But neither must a merchant limit himself by any laws like unto those of the Medes and Persians. For example: my department store friend showed me the status of his china department. With a normal turnover of 1.65 times a year, his had turned something less than 1.40 times in 1916 and there was a carry-over of something like 20%. Usually, that would call for immediate and drastic action. Stock would be marked down, sales stimulated, goods would be sold practically regardless of cost. But no such action was taken for the reason, which will appeal to you too, that most of the stock on hand would have to be replaced at higher costs if sold out now. So nothing was done except what I have recommended to my first friend and now to you: buying was curtailed to replacement only of stock necessary to keep the department going, and stock on hand is being realized on through regular sales on the basis of current replacement costs.

I think you will have no difficulty, in view of this instance, to put a correct interpretation on my former advice to clean up at "any old price."

## What of YOUR Turnover, Margins, Expenses, etc.?

I notice that you carry merchandise costs in three divisions: invoice-cost, freight and truckage. I suppose that is for comparative record only, and that you figure your costs inclusive of every known expense and shrinkage to get the goods into your store and ready for sale. On this basis, it appears that you paid \$37,773.84 for merchandise last year. This only in passing.

Now, what was your turnover? You sold \$41,538.55. You made a gross margin of \$5,627.34, showing cost of goods sold as \$35,911.21. Divide that by a stock averaging \$18,000 throughout the year, and your turnover is practically twice. Of course, you have in addition the enhancement of values which makes your 1917 inventory foot up more than if markets had remained stationary; and that enhancement makes your turnover so much better. Whether this is normal or not for your line, location and general environment, you know better than I; but it always helps to get these things down before us.

And does not that considerable enhancement serve to substantiate my contention that now is a good time to go slow on buying?

The gross margin earned on sales seems to have been 13.56%. This seems rather small to me, especially as advantage is here taken of enhanced stock values. Of course, expenses are shown as only 6.91% so there appears to be 6.65% net profit on sales; and such a net is splendid.

But among the expenses I miss two items; rent of premises and interest on the \$7,000 investment.

Perhaps the expenses of that building, including due depreciation, insurance and repairs, are included in the "General" item; but a better practice is to carry real estate in a separate account and pay into that account the same monthly rental that could be realized from another business which might be located in the premises if you were not there.

Interest on that \$7,000 always should appear as an expense; and I am inclined to think that interest should be charged at the end of each year on the money-value of the entire business at the beginning of that year. For if earnings are reinvested they must earn primarily the same interest which money will earn in that vicinity. So here is an item of expense running from \$420—6% on \$7,000—to \$1,050, or 7% on, say, \$15,000. In any case, this item will cut down the net earnings; and the only way to avoid a constant increase in interest charges is to withdraw some or all of the earnings from the business; put them into outside investments and carry such in a surplus account. This last is the best practice for any business, as I may have occasion to detail at another time.

## Why Any Money Borrowed?

Now look with me at an other point: here we have interest on the one hand, \$270.00, charged into expense, and discount on the other, \$289.56, credited to earnings. These two items practically offset each other, and demonstrate my oft-repeated contention that, aside from the more attractive credit standing, there is no nourishment in borrowing money for the purpose of discounting purchases.

Discounts should be taken by all means and to the limit of our ability; but that limit should actually be our ability unaided by the bank. Why? Because while in theory it is sound to borrow and take discounts, in practice that leads simply to too liberal purchasing and our discounts only serve to pay interest.

Here again I shall have more to say.

# WEEKLY GROCERY MARKET REPORTS

## Statements From Buying Centres

### THE MARKETS AT A GLANCE

**N**EW prices on canned peas have been announced by the canners which will mean price on new pack to the retail trade will be \$1.70 per dozen for standard peas. The pack has been very disappointing as hot weather cut short the pack much sooner than was anticipated as late as two weeks ago. The consequence is that canners claim they will be able to fill only 40 per cent. of their orders. New prices on canned salmon have not yet been named, but it is anticipated they will be high. Authentic advices from the coast state that the run has not been over 75 per cent. of what it was in 1913, the year of the previous big run. Canners had stocked up with cans in preparation for the run and their stocks of containers will be larger than their needs. Labor difficulties have furthermore added to the expense of packing. Only about 70 per cent. delivery of orders will be made on canned strawberries. Canned cherries on the other hand have been in good supply and 100 per cent. delivery will be made on these. Outlook for canned tomatoes is yet in doubt. Weather conditions have been favorable within recent weeks, but wet weather of spring gave the plants a big growth and this may militate against heavy production.

Sugar has been a commodity of more than usual interest during the week. Two refiners have been unable to make deliveries of granulated for some days past and the demand is keen on the part of wholesalers, indicating a good consumption. Prices have held firm at last week's advances in the face of a continued strong situation in Cuban raw sugars.

Advances have been recorded in meats of various kinds, butter, eggs, cornmeal, pickles, soap chips, castile soap, soups, condensed milk, lobsters, peanut butter. There is a disposition to look for lower prices in corn products, due to a big slump in the price of corn in the United States. Flour held in steady market and the prices on millfeeds settled down somewhat during the week. Business in grocery lines shows some improvement.

## QUEBEC MARKETS

**M**ONTREAL, Aug. 14. — This is reported generally a quiet week as regards price changes. Flour is steady. Cereals are firm. The produce and provision markets are firm, with eggs and butter on the rise, and advances anticipated in pork products sooner or later. Fruits and vegetables are seasonably affected, some lines of fruit advancing, notably lemons. Fish are firm. Teas are firmer. Sugar is also firmer in tone, but may have reached top. Opening prices on Canadian pack peas are out and the crop is short with only a 40 per cent. pack. In miscellaneous lines, Vichy water has advanced \$1 per case, and Norwegian sardines are again up by a dollar a case, making them worth 19-20c a tin. Barbadoes raw sugar and Jamaica raw sugar are up half a cent a pound, to 7½c and 8c respectively. The scarcity of molasses

is still a market feature, and will remain so. Corn syrups are not advanced this week, but the great firmness in corn is remarked upon, and as a cereal this has greatly firmed in market.

### Sugar Market Had A Further Advance

Montreal.

**SUGAR.**—With a further fifteen cent advance per 100 lbs. on the 9th of August, sugar began to get back to a more even market as regards the doings of the refineries. Canada (Redpath) and St. Lawrence Refineries are now on a par, but St. Lawrence is not in the market for orders at present. The basis is \$8.80 (refinery) for these two. Atlantic is at \$8.90 base. Acadia is withdrawn for the time being. The sugar market reports received on date of writing indicated an

easier tone to the paper market, but the demand is very strong, and though the summit may have been attained at the price ranges shown this week, there are still ideas that \$9 sugar may be seen. Predictions as to sugar are, however, very apt to be misleading, so none are made. Only the slightly easier note struck in New York paper market may be a hint that top has been reached.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated.	....
St. Lawrence and Canada Sugar Refinery, extra granulated	8 80
Dominion Sugar Co., Ltd., crystal granulated	8 70
Special icing, barrels	9 00
Diamond icing	9 00
Yellow, No. 1	8 40
Yellow, No. 2 (or Golden)	8 30
Yellow, No. 3	8 20
Powdered, barrels	8 90
Paris lumps, barrels	9 40
Paris lumps (boxes), 100 lbs.	9 50
Crystal diamonds, barrels	9 40
Crystal diamonds (boxes 100 lbs.)	9 50
Assorted tea cubes, boxes	9 40
Cut loaf (50-lb. boxes)	9 55
Cut loaf (25-lb. boxes)	9 75

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

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

### Prices On New Pack Peas Announced

Montreal.

**CANNED GOODS.**—The event of the week in the line of canned goods is the announcement by Dominion Canners of the opening prices on canned peas, and the percentage of deliveries possible. Only a 40 per cent. delivery is promised, but as the canners accepted orders "subject to pack," the prices are not so violently affected as might otherwise have been the case. The crop of peas was very disappointing, and the costs of packing have been enhanced considerably as is known generally. Opening prices are as follows: "2's" No. 4 grade (standard) Group B, \$1.47½, Group A., \$1.50 per doz. No. 3, (Early June), Group B, \$1.52½, Group A., \$1.55. No. 2 Group B, \$1.75, Group A., \$1.77½. No. 1 Group B, \$2.02½, Group A., \$2.05. The net opening price for Group B standards is \$1.45 doz. Orders booked before May 15, except for No. 1 grade and gallons, get 40 per cent. delivery. Orders booked later are subject to prorating on various percentages. No gallon peas were packed this season. The price announced for standards, \$1.45 doz., is still better than the United

states prices on peas, which run from \$1.30 to \$1.40 per doz. for 2's, f.o.b. factory, the U. S. Government commanded half a million cans at \$1.30 per doz. Few or no U. S. peas will come into Canada this year it is thought. The outlook for other Canadian canned goods is said to be anything but encouraging as far as the land products are concerned. No news re prices has yet been given out by B. C. Packers, but it is reported that the sockeye pack is small. Canned strawberries "2's" have been advanced to \$2.75 and \$3 a dozen by some wholesalers.

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

**New American Candied Peels Have Arrived**

Montreal.

DRIED FRUITS.—There is only steadiness to report as to dried fruits at present, demand being normal, but not very great. It may be possible before long to hear of new crop California raisins, and higher quotations are anticipated on these. Prunes may possibly be easier priced than had been at first expected, but demand has not so far developed for these. The new American candied peels are quoted by wholesalers as follows: Lemon, 25c to 26c a lb.; orange, 28c to 29c lb.; citron, 33c to 34c a lb. This is for peels which have arrived. Higher prices may yet be quoted for the perfectly drained U. S. make of Candied Peels, according to some importers. There is very little chance of English Candied Peels arriving on the Canadian market this year.

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

**DRIED FRUITS.**

Candied Peels (to arrive)—	
Citron .....	0 33 0 34

Lemon .....	0 25	0 26
Orange .....	0 28	0 29
Currants—		
Filiatras, fine, loose, new.....	0 21	0 22
Filiatras, packages, new, lb....	0 21	0 22
(In the present condition of market prices are considered merely nominal.)		
Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg. ....	0 12 1/2	
Fards, choicest .....	0 12 1/2	
Hallowee (loose) .....	0 13	
Excelsior .....	0 12	
Anchor .....	0 09	
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb. ....	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb. ....	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb. ....	0 11 1/2	
1 lb. glove boxes, each.....	0 12	
Cal. bricks, 8 oz., doz.....	0 95	
Cal. bricks, 10 oz., doz.....	1 20	
Cal. bricks, 16 oz., doz.....	1 40	
Cal. layers, 10 lb., 5 rows, box. ....	1 60	
Cal. fancy, table, 10-lb.....	1 60	
Figs—		
Spanish (new), mats, per mat. ....	2 40	
Comadore (Portugal), per mat 33 lbs. ....	2 40	
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13 1/2	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	0 12 1/2	0 13 1/2
70 to 80, in 25-lb. boxes, faced	0 12	0 11
90 to 100, in 25-lb. boxes, faced	0 11	
Prunes (Oregon)—		
30s .....	0 13	
40-50s .....	0 12 1/2	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown .....	3 75	
Muscateles, loose, 2 crown.....	0 10 1/2	0 11
Muscateles, loose, 3-crown, lb....	0 10 1/2	0 11 1/2
Muscateles, 4-crown, lb.....	0 12 1/2	0 14
Cal. seedless, 16 oz. pkgs.....	0 12 1/2	0 12 1/2
Fancy seeded, 16 oz. pkgs.....	0 12	0 11
Choice seeded, 16 oz. pkgs.....	0 11	0 11 1/2
Valencias, selected .....	0 11	0 11 1/2
Valencias, 4-crown layers .....	0 11 1/2	

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

**Nuts Undoubtedly Higher In Fall**

Montreal.

NUTS.—The indications are more than ever apparent that new crop nuts will be firmer in price than ever before when they come forward in the Fall. Filberts, walnuts, shelled walnuts and shelled almonds will all be found firmer priced. It is actually to cost 43 1/2c a lb. to import shelled almonds (3 crown selected, in box) from the primary market. These are expected to be here in the end of October, according to cables received. This line of imported nuts before the war was quoted about 26c a lb. The market for nuts at present is reported exceedingly quiet, with little or no special demand.

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

**Molasses Firmer, Also Corn Syrups**

Montreal.

MOLASSES AND SYRUPS. — There is no alteration in prices of molasses this week as compared with last week's prices, but the condition of scarcity continues in most marked degree. It is doubtful if a single gallon of molasses could be found in Barbadoes which has not been ordered earlier. The market will continue firm beyond doubt, and may break all records for price. New Orleans Molasses is coming in in small shipments by rail at present. The corn syrups are unchanged in price for the week, but are in very firm market, and there is little chance of reduction in prices owing to the high cost of corn.

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

**New Crop Rangoon Beans Arriving**

Montreal.

BEANS.—New crop Canadian beans cannot be heard of practically as a market commodity on sale until late in September. The Quebec crop promises well. As regards imported beans, the Government testing of shipments of new crop Rangoon beans is being carried out with despatch, and there are shipments arriving and being passed. Wholesalers and bean handlers in Montreal are vigorously protesting against the wide-spread publicity given to the unfounded rumor that Rangoon beans have been subject to of late, and much difficulty is still being occasioned by this. It is confidently expected, however, that these beans, which have been on the market in Canada with perfect acceptance for many years as a wholesome food, will have their place re-established beyond criticism before long. New crop handpicked Rangoons are quoted on the market now at \$8. per bushel.

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

**Rice And Tapioca In Steady Market**

Montreal.

RICE AND TAPIOCA.—There is still

the firm tone in the rice market due to advances in Western rice, and this firm tone seems likely to remain, though rice is not in exceptionally sharp demand at present. Prices have not altered since last week, but the market is expectant of strength according to reports, and when more demand develops there may be further price changes. Tapioca is persistently firm, high-priced and scarce. Importation of this article is increasingly difficult.

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

### Coffee and Cocoa Steadily Quiet

Montreal.

COFFEE AND COCOA.—Practically nothing new or informative can be said as to either coffee or cocoa markets this week. These markets are steady and firm in sympathy with the general firmness of markets, but coffee's firmness is a joke in these days of advancing prices for coffee is really one of the least changed commodities in all the turmoil of war. Its prices this week are as they have been for months. Cocoa is in similarly quiet state with demand at its lowest and prices unchanged.

Coffee, Roasted—

Bogotas, lb. ....	0 28	0 32
Jamaica, lb. ....	0 23	0 25
Java, lb. ....	0 33	0 40
Maracaibo, lb. ....	0 23	0 24
Mexican, lb. ....	0 28	0 29
Mocha, lb. ....	0 34	0 37
Rio, lb. ....	0 19½	0 20
Santos, Bourbon, lb. ....	0 24	0 25
Santos, lb. ....	0 23	0 24

Cocoa—

Bulk cocoa (pure) .....	0 30	0 35
Bulk cocoa (sweet) .....	0 18	0 25

### Tea Situation is All to Firmness

Montreal.

TEA.—Absolutely no relief is found for the steady trend towards firmness in the tea market. Japans are if anything firmer than they were last week, and will probably be still firmer. China tea offerings are already nearly twice as high as they were last year at this opening stage of market, and very little China tea will be imported because of the high rate of exchange, and the great difficulties in the way of marine transportation. China has no organized shipping like Japan's. India and Ceylon teas arrive intermittently but will maintain their high prices without doubt. Javas may come forward and will be no doubt a help to the situation but even these are uncertain. The whole tea situation is firm and wholesalers are likely to revise prices quite frequently to firmer though there may always be bargains going where large firms are generously disposed as to taking their profits on teas delayed in transit.

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

### Cream of Tartar and Carraways Firmer

Montreal.

SPICES.—The market for spices shows all the firmness which last week's primary and New York markets indicated. In the local field, however, there has been a period of quietness due to holidays, and the general tendency of business at the season of vacations in Montreal. Cream of tartar and Carraway seed form the principally firm features of the market, and the lower quotations for carraway seed are cut off. Peppers are going into large consumption it is said, also all pickling and preserving spices. Gingers will remain firm for a time. Seeds and herbs are all likely to show firmness. Cassias on spot are already below arrivals in cost, and stocks are by no means large it is believed. Nutmegs are steady.

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

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

### Montreal Melons Appear on Market

Montreal.

FRUIT AND VEGETABLES. — The first of the Montreal melons reached the market this week, and these are selling at \$14.00 per basket of twelve. The price will come down later in the season. The quality of the fruit is reported excellent. Many lines of fruit show some firmness this week, notably oranges and lemons. Scarcity of supply is accountable. Some of the soft fruits are coming down in price, and the usual offerings of summer small berries are coming forward. Black currants to retail at from 18 to 20c a quart have been among these. Spanish onions appear among the vegetables as a new offering at \$2.25 per half crate. The root and leaf vegetables remain fairly steady in supply and in price. Potatoes are a good deal cheaper now. Cucumbers, peas, and beans are more plentiful. Montreal tomatoes in excellent quality and good supply are now offering. Good demand for the vegetables is reported.

Bananas (fancy large), bunch...	2 75	4 00
Oranges, Valencia (lates) .....	4 50	5 00
Grape fruit .....	2 75	3 50
Lemons .....	8 50	8 50
Limes, box of 80 .....	1 50	1 50
Pineapples, Cuban, crate .....	4 50	4 50
Pineapples (Cuban), 24's, each.....	0 75	0 75
Watermelons (U.S.), each .....	0 50	0 60
Cantaloupes, crates, 45's .....	6 00	6 00

Apples (in boxes)—

Winesap .....	4 00	4 00
Ben Davis .....	4 00	4 00
Apples, new, U.S., bkt. ....	3 75	3 75
Apples, new Montreal, bkt.....	3 00	3 00
Cauliflower, per doz. bunches....	1 50	1 50
New corn, crate, doz. ....	0 75	0 75
Celery, Canadian, per doz. ....	0 50	1 00
Onions, Australian, sack 100 lbs. ....	6 00	6 00
Onions, Canadian, new, doz. bun. ....	0 75	0 75
Onions, Spanish, ½ crate.....	2 25	2 25
Potatoes (new), bbl. ....	5 00	5 00
Potatoes, new, bag .....	2 25	2 25
Potatoes (sweet), per hamper....	4 00	4 00
Carrots (new), per bunch .....	0 25	0 25
Beets (new), doz. bunches .....	0 50	0 50
Parsnips .....	2 00	2 00
Peas, Canadian, bag .....	1 00	1 00
Turnips (new), per bunch.....	0 35	0 35
Turnips (old), bag .....	3 00	3 00
Lettuce, curly, per doz. ....	0 10	0 10
Lettuce, head, doz. ....	0 25	0 25
Tomatoes (Montreal), box.....	1 50	2 25
Horse radish, per lb. ....	0 25	0 25
Cabbage (Montreal), doz. ....	0 50	0 50
Beans, wax, bag (Montreal).....	0 75	1 00
Beans, green, bag (Montreal)....	0 75	1 00
Peas (new, Montreal), bag .....	1 00	1 00
Leeks, per doz. bunches .....	2 00	2 00
Parsley, doz. ....	0 25	0 25
Mint, doz. ....	0 50	0 50
Watercress, doz. ....	0 50	0 50
Spinach (Canadian), box .....	0 50	0 50
Rhubarb, per doz. ....	0 25	0 25
Eggplant, per crate .....	6 50	6 50
Garlic (Canadian), lb. ....	0 15	0 15
Endive (Canadian), lb. ....	0 25	0 25
Strawberries, per crate 54 quarts ..	4 00	4 00
Cucumbers (Montreal), doz.....	0 40	0 60
California plums, box .....	2 75	3 25
Do., peaches, box .....	3 00	3 00
Cherries (California) box .....	3 50	3 50
Cherries, Canadian, 11 qts. ....	1 50	1 50
Cherries, Canadian, bkt. ....	0 75	0 75
Cherries, preserving, bkt. ....	1 25	1 25
Montreal melons, bkt. 12's.....	14 00	14 00
Pears, box .....	4 00	4 50
Peppers .....	3 50	3 50

### Fish Market Firm; Lobster Outlook

Montreal.

FISH.—The trade is looking for an increased demand for fish due to the action of the Food Controller who has requested consumers to abstain from certain kinds of meats twice a week. The natural substitute for meat is fish, and an increased demand is bound to take place. Supplies of all kinds of fresh fish are satisfactory though in the east during the past few days certain species of fish have been found to be scarce. On the other hand western fish such as halibut and salmon have been in fairly good supply with prices normal. Lake fish is also in fair supply except dore, but as the fishing season in Manitoban Lakes will soon be open large quantities of fish are expected from these sources. In the pickled and salted fish lines supplies are available, and it is not anticipated that prices will advance much over last season's opening prices. Trade in bulk and shell oysters, prawns, scallops, clams, etc., is very quiet. As an extension of the lobster fishing season has been allowed in certain parts of the country, it is anticipated that this will tend to bring down the price of lobsters.

SMOKED FISH

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

SALTED AND PICKLED FISH

Herring (Labrador), per lb. ....	\$10 00
Salmon (Labrador), per bbl.....	\$20 00
Salmon (B.C. Red) .....	18 00

Sea Trout, red and pale, per bbl.....	15 00
Green Cod, No. 1, per bbl.....	14 00 15 00
Mackerel, No. 1, per bbl.....	21 00
Codfish (Skinless), 100-lb. box.....	9 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box.....	2 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.....	0 33
Prawns, Imperial gal.....	3 00
Shrimps, Imperia! gal.....	2 50
Scallops.....	3 00

FRESH FROZEN SEA FISH.

Halibut.....	17	18
Haddock, lb.....	07	08
Mackerel.....	10	
Cod steak, fancy, lb.....		8
Salmon, Western.....		16
Salmon, Gaspe.....		22

FRESH FROZEN LAKE FISH.

Pike, lb.....	0 10	0 12
Perch.....	0 10	0 11
Whitefish, lb.....	0 14	0 15
Lake trout.....	0 14	0 15
Eels, lb.....		0 10
Dore.....	0 14	0 15
Smelts, No. 1.....		0 15
Smelts, No. 1 large.....		0 20

Oysters—

Ordinary, gal.....	2 00
Malpeque oysters (choice), bbl.....	12 00
Malpeque oysters (choice), bbl.....	12 00
bbl.....	10 00
Cape Cod shell oysters, bbl.....	12 00
Clams (med.), per bbl.....	8 00

FRESH FISH

Haddock.....	0 07	0 08
Steak Cod.....		0 09
Market Cod.....	0 06	0 07
Carp.....	0 10	0 11
Dore.....		0 16
Lake trout.....	0 14	0 15
Fike.....	0 10	0 11
B. C. Salmon.....	0 20	0 22
Gaspe Salmon.....		0 25
Gaspereaux, each.....		0 05
Western Halibut.....	0 17	0 20
Eastern Halibut.....		0 18
Flounders.....	0 07	0 08
Perch.....		0 09
Bullheads.....		0 12
Whitefish.....	0 14	0 15
Eels.....		0 10
Brook trout.....		0 30
Mackerel (large), each.....		0 20
Mackerel (medium), each.....		0 18

ONTARIO MARKETS

TORONTO, Aug. 15.—Due to the firm situation in corn within recent weeks, there was an upward movement quite generally on the part of wholesalers with both bulk cornmeal and cornmeal in packages. Since the advance, however, there has been a big break in the American corn market, due to the prohibition of use of corn in distilling alcoholic liquors. Butter and eggs are in generally higher market, and there is a firm situation in all lines of provisions. A much better demand has developed for meats of all kinds, there being much better inquiry from lumber companies, who intend operating their camps in the northern woods during the coming winter. Trade is opening up better on pure lard and compound, and prices are accordingly firm. An improvement in business has been noted during the week, and indications seem to point to a resumption of heavier trade.

Sugar In Demand And Refiners Short

Toronto. SUGAR.—There has been a very active market for sugar during the week, with a scarcity of supplies on the local market. Two of the refiners are out of the local market on extra granulated, and have not been quoting for immediate delivery for some two weeks now. There has been a better consumption of sugar owing to the fruit preserving season, and also possibly in a measure to the inclination of people to lay in stocks for needs for some little time in the future. One of the refiners had four cars of granulated arrive on Monday, and distribution was so rapid that it disappeared almost as rapidly as snow under a summer's sun. There is no easing to the primary situation. Holders of raw sugar continue to squeeze the market for all they can get, and there was a generally higher tendency in the New York market, being quoted on the basis of 7.65c to 7.77c per pound, as compared with 7.27c last week. There is an actual short-

age on Cuban raw sugars, and holders are taking full advantage of the situation. There are good supplies of sugar in Java, but these are of little use to a hungry world, because they cannot be brought to the outside, due to the shortage on shipping facilities. Canadian refiners were still in a divided market, Canada Sugar Refinery quoting at \$8.94, while Atlantic, Acadia and St. Lawrence are quoting at \$9.04. Dominion Sugar Refinery is quoting on a basis of \$8.94, but are not eager for new business, as existing contracts will require pretty near to limit of available supplies.

Atlantic extra granulated.....	9 04
St. Lawrence, extra granulated.....	9 04
Acadia Sugar Refinery, extra granulated.....	9 04
Can. Sugar Refinery, extra granulated.....	8 94
Dom. Sugar Refinery, extra granulated.....	8 94
Yellow, No. 1.....	8 64
Special icing, barrel.....	9 24
Powdered, barrels.....	9 14
Paris lumps, barrels.....	9 74
Assorted tea cubes, boxes.....	9 74

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

Peanut Butter And Soap Chips Higher

Toronto. PEANUT BUTTER, SOAP CHIPS, PICKLES.—Crown pickles have been advanced to \$2.50 per dozen for 20-oz. size. Bowes peanut butter, No. 1 size, has been advanced to \$1.25 per dozen, while No. 2 has been advanced to \$1.75. London soap chips are now selling higher at 11½c per pound in barrels and 12c per pound in boxes. La France castile soap of 20 2-lb. bars has been advanced to \$5.40 per box. Campbell's soups are now quoted at \$1.85 per dozen. Diamond King glass washboards have been moved higher, and are now quoted at \$5 per dozen. Ink in 5c bottles has been advanced to \$1.20 per box or 45c per dozen. There is a scarcity of quart and pint

fruit jars in both Imperial and wine measure. Some wholesalers are now out of stock, and state that no more are to be had from the manufacturers. Carnation condensed milk has been advanced, and 48's in 16-oz. size is now quoted at \$6.40 per case, or \$1.65 per dozen, while 96's in 6-oz. size are quoted at \$5.40 per case, or 70c per dozen. Canada First brand, 48's, of 16-oz. size is now quoted at \$6.25 per case, or \$1.60 per dozen. Mephisto lobsters in ¼-lb. tins are quoted at \$1.95 per dozen in certain quarters, and ½-lb. at \$3.10 per dozen.

Icings And Tapioca Puddings Advance 10c

Toronto. ICINGS, PUDDINGS.—Pure Gold icings have been advanced 10c per dozen during the week, and are now quoted at \$1.30 per dozen. Higher prices in this commodity has been caused through the advances in sugar. Quick tapioca pudding of the same brand have also been increased by 10c per dozen, making the selling price now \$1.30 per dozen. Higher prices in tapioca have been due to the comparative scarcity of tapioca, with small chance of replenishing supplies owing to the shipping situation. Since June 1 over 1,000 tons of tapioca have been withdrawn from export by the United States. Gelatines are in firm market, due to the high price of sugar, and advances are stated in some quarters to be highly probable.

Corn Syrups Are In Easier Tone

Toronto. MOLASSES, SYRUPS.—Due to a big decline in the corn market during the week, there was an easier feeling in the market for corn syrup and corn products of all kinds. The Food Control Bill of the United States recently passed made provision that after a period of thirty days no more corn shall be used in the manufacture of alcoholic liquors. As a result of this regulation the brewers of the United States have not been in the market for corn within recent days, and prices have sagged as much as 60c per bushel in the short space of three or four days. Cane syrups and molasses held in steady market. Demand for molasses is quiet at present, and this is a factor that is tending to stay the advancing movement warranted by conditions with respect to securing supplies.

Corn Syrups—			
Barrels, per lb.....		0 07½	
Cases, 2-lb. tins, 2 doz. in case.....		5 15	
Cases, 5-lb. tins, 1 doz. in case.....		5 50	
Cases, 10-lb. tins, ½ doz. to cs.....		4 95	
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.....			
Cane Syrups—			
Barrels, first grade.....		0 06½	
Barrels and half barrels, second grade, lb.....		0 05½	0 06
Cases, 2-lb. tins, 2 doz. in case.....		4 80	5 50
Molasses—			
Fancy Barbadoes, gal.....	0 80	0 82	
West India, ½ bbls., gal.....	0 46	0 50	
West India, 10-gal. kegs.....		0 60	
Tins, 2-lb., table grade, case 2 doz.....			4 28

Tins, 3-lb., table grade, case 2 doz. ....	5 65
Tins, 2-lb., baking grade, case 2 doz. ....	8 00

### Salmon Will Be High; Pea Pack Disappointing

**Toronto**  
**CANNED GOODS.**—Advices from reliable sources at the West Coast during the week stated that the run of sockeye salmon will not be over 75 per cent. that of 1913, the year of the previous big run. Cannermen had made provision for a big pack by laying in sufficient stocks of tin. Much of this will have to be carried over. Difficulty in securing labor has further accentuated the strong situation. In view of the chain of circumstances, opening prices are expected to rule high. New prices on peas have been announced at \$1.67½ and \$1.70 per dozen for standards and \$1.75 and \$1.77½ for early June. Only 40 per cent. delivery of orders will be made by packers. The hot weather cut the pack short by ripening the peas too fast. This condition is radically different from expectations two or three weeks ago, and comes as a big disappointment to all interested. Reference is made to the general canned goods situation elsewhere.

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

<b>Salmon Sockeye—</b>		
Alaska reds, 1-lb. talls .....	3 10	3 25
Alaska pinks, 1-lb. talls .....	2 35	2 75
Chums, 1-lb. talls .....	1 45	1 65
Pinks, 1-lb. talls .....	1 75	1 90
Cohoos, ½-lb. tins .....	1 45	1 60
Cohoos, 1-lb. tins .....	2 55	2 90
Springs, 1-lb. talls .....	2 50	2 85
Lobsters, ½-lb., doz. ....	2 65	3 10
<b>Canned Vegetables—</b>		
Beets, 3s .....	1 50	1 90
Tomatoes, 2½s .....	2 35	2 50
Tomatoes, 3s .....	2 45	2 50
Peas, standard .....	1 67½	1 70
Peas, early June .....	1 75	1 77½
Beans, golden wax, doz. ....	1 45	1 60
Asparagus tips, doz. ....	3 00	3 25
Corn, 2's, doz. ....	2 10	2 25
Pumpkins, 2½s .....	1 95	2 10
Spinach, 2s, doz. ....	1 80	1 80
Apples, gallons, doz. ....	4 00	4 00
Pineapples, 2s .....	2 45	2 95

### Large Sizes Of Prunes Will Be Scarce

**Toronto.**  
**DRIED FRUIT.**—Advices from the Coast during the week stated that large sizes of prunes will be decidedly scarce in the present crop. Shippers in that market are refusing to sell on quoted basis unless the bulk of the order is for the smaller sizes. This is a condition that usually accompanies a heavy crop of prunes. There has been an eager demand for the larger sizes and premiums have been asked on them, but sales have been excessive even when the premiums are asked. There will be a very small percentage of prunes larger than 50's, and the number of this quality of fruit will be far less than usual. Prunes in 30-40's will be very scarce. Local importers think the opening basis on prunes at the Coast is too high to market the crop, and there is a disposition to look for lower prices. Some orders have been placed by importers of Grecian currants

during the past week, and these goods will be bought to sell to the retailer around 20c. Marine risk and freight charges, however, is an uncertain quantity. Assurance is given that steamers will leave Greece at intervals from now on.

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

### Shipping Situation Disturbing Factor In Tea

**Toronto.**  
**TEAS.**—Advices from the Far East during the week assert that the shipping situation on teas has not improved any, and prospects are for little available space and higher rates. Quotations for shipment to New York from Java for month of September are reported to have been made on the basis of 30½c per pound. There is a lot of teas on order for the local market, but there is no guarantee when shipment can be made. Importers state that if only a part of the teas come forward that are on order the local trade will not be so badly off. A lot of money is involved in bringing a shipment of tea forward these days, and the tendency will probably be for the small importer to drop out of the market and leave this work in the hands of concerns with sufficient money to finance the operations. Retailers have been inclined to stay out of the market for the past week or two, but there has been quite a lot of inquiry for teas on the part of wholesalers. Buyers from the New York market who recently made purchases from local dealers are reported to have taken out between 3,000 and 4,000 chests. Stocks locally are thought to be rather light by those closely identified with the trade.

<b>Ceylons and Indias—</b>		
Pekoe Souchongs .....	0 42	0 44
Pekoes .....	0 44	0 46
Broken Pekoes .....	0 46	0 48
Orange Pekoes .....	0 48	0 50
Broken Orange Pekoes .....	0 50	0 52
<b>Javas—</b>		
Broken Pekoes .....	0 38	0 40

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

### Cocoa In Very Firm Market Tone

**Toronto.**  
**COFFEE, COCOA.**—There is a very firm situation in cocoa, due to the very heavy demand that still continues in this market. Large dealers assert they are compelled to turn orders down almost daily. The heavy demand is caused largely through the shutting off of the English goods. For this reason an advance would not be unlooked for in the local market. Coffee held steady in price during the week, but the inclination in the primary market was toward weakness. Chicory supplies have not improved any, the market being almost bare.

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

### Cloves Scarce And May Be Much Higher

**Toronto.**  
**SPICES.**—A scarcity of cloves is developing due to the embargo that has been placed on the shipment of these goods by the British Government. While there are still some concerns quoting from 40c to 45c per pound, others are quoting from 45c to 55c per pound. Spice men are of the opinion that cloves will run themselves out, the same as did caraway seed. With no further supplies coming forward they look for them to soar upward until stocks are exhausted or until the high prices shut the demand off entirely. In the primary market at New York coriander seed was a trifle easier during the week, which to some indicates the arrival of cheaper stocks in the near future. Demand for spices of various kinds is beginning to pick up.

<b>Per-lb.</b>		
Allspice .....	0 16	0 18
Cassia .....	0 25	0 35
Cinnamon .....	0 40	0 50
Cayenne .....	0 30	0 35
Cloves .....	0 40	0 55
Ginger .....	0 25	0 35
Mace .....	0 90	1 25
Pastry .....	0 25	0 30
Pickling spice .....	0 22	0 25
Peppers, black .....	0 35	0 38
Peppers, white .....	0 38	0 45
Nutmegs, selects, whole, 100's. ....	0 40	0 40
Do., 80's .....	0 45	0 50
Do., 64's .....	0 45	0 60
Mustard seed, whole .....	0 25	0 30
Celery seed, whole .....	0 40	0 45
Coriander, whole .....	0 30	0 35
Caraway seed, whole .....	0 75	1 00
<b>Cream of Tartar—</b>		
French, pure .....	0 60	0 60
American high test .....	0 65	0 65

### New Crop Rices Are Quoted Higher

**Toronto.**  
**RICE.**—Quotations from some of the Southern rice millers were issued during the week to the local trade and show a considerably higher tendency. Fancy head rices of Texas type are quoted to sell around 10½c per pound for fancy

grade. As yet there has not been much booking, as prices seem high, and are not attractive for that reason. Conditions in the South are reported favorable for a good long milling season. Domestic consumption of rice both in the United States and Canada has been heavy during the past year and, coupled with the export demand, results in very little rice being carried over from the old crop. This is a condition that is looked upon as working toward firm prices.

Texas, fancy, per 100 lbs.....	9 50	11 00
Blue Rose Texas .....	9 00	10 50
Honduras, fancy, per 100 lbs.....	7 50	8 12
Siam, fancy, per 100 lbs.....	7 50	8 00
Siam, second, per 100 lbs.....	7 00	8 00
Japans, fancy, per 100 lbs.....	8 50	9 00
Japans, second, per 100 lbs.....	7 50	8 00
Chinese, per 100 lbs.....	7 75	8 00
Tapioca, per lb.....	0 12½	0 14½

### Filberts Will Be Higher This Fall

**Toronto.**—NUTS.—Based on present quotations being made by importers on Spanish and Sicilian filberts for October shipment, prices will be higher this fall, it being stated by one reliable authority in the market that these nuts will have to go to the retail trade around 25c to 30c per pound. Sicily filberts are stated to be more than twice their normal value this year, even when freight rate is not taken into consideration. Booking has been made on the new crop filberts. Almonds are finding buyers for September and October shipment even in the face of high prices. There is a fair demand for shelled almonds and walnuts.

<b>In the Shell—</b>		
Almonds, Tarragonas, lb.....	0 20	0 22
Walnuts, Bordeaux .....	0 18	0 20
Walnuts, Grenobles, lb.....	0 18	0 20
Filberts, lb.....	0 18	0 20
Pecans, lb.....	0 18	0 20
Peanuts, roasted, lb.....	0 15	0 18
Brazil nuts, lb.....	0 15	0 20
<b>Shelled—</b>		
Almonds, lb.....	0 40	0 48
Walnuts, lb.....	0 52	0 60
Walnuts, California .....	.....	.....
Peanuts, lb.....	0 17	0 18

### Uncertainty Over Ontario Bean Crop As Yet

**Toronto.**—BEANS.—There is still an uncertainty in the market over the possible yield of beans in Ontario this year. While the acreage has been much heavier than normally, many of the beans were drowned out with the wet weather of the spring. Weather conditions recently have been very favorable, as the hot dry days are conducive to bean growth. Rangoon beans were in lower market in certain quarters, being quoted down 1c per pound at 14c, or \$8.40 per bushel. Demand for beans is very light.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Can. white kidney beans, bush..	10 00	10 50
Rangoons, per bush.....	8 40	9 00
Yellow eyes, per bush.....	9 60	9 00
Japanese, per bush.....	9 00	9 00
Limas, per pound .....	0 17	0 20

### Package Cornmeal Has Moved Upward

**Toronto.**—PACKAGE GOODS.—Quaker cornmeal in packages has been moved to

higher levels following the recent high prices attained for the corn, and is now quoted at \$3.75 per case. The price of Kellogg's Krumbles is now \$3.50 per case. The demand for rolled oats in package keeps up well, with a heavy run on the ready-cooked brands. Starches and cornstarches are in easier tone, due to a big slump in the corn market during the week.

Cornflakes, per case .....	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case .....	1 75	.....
Rolled oats, square, 20s.....	4 80	5 00
Shredded wheat, case .....	4 00	.....
Cornstarch, No. 1, pound cartons	0 12	.....
No. 2, pound cartons .....	0 11	.....
Starch, in 1-lb. cartons .....	0 12	.....
Do., in 6-lb. tins .....	0 13¾	.....
Do., in 6-lb. papers .....	0 09½	.....

### Two Carloads Of Cod And Haddock In

**Toronto.**—FISH.—The success of the shipment of cod and haddock last week induced wholesale fish dealers to intimate that they could handle heavier supplies during the present week, with the result that two refrigerator cars came in on Monday, comprising between 40,000 and 50,000 pounds of these varieties of fish. Wholesale prices remained the same at 7c for market cod and haddock with the heads on. Steak cod with the heads off was quoted at 9c. There has been an extra heavy demand for this fish during the week, and there is every evidence that the price established by the Food Controller is meeting with popular approval. Demand for halibut has fallen flat in the face of the heavy consumption of this class of fish. Trout was scarce in the local market, but whitefish were in fairly good supply.

<b>SMOKED FISH.</b>		
Haddies, per lb., new cured.....	0 11	0 12
Haddies, fillets, per lb.....	0 14	0 15
Kipper herring, per box .....	1 50	.....
Digby herring, bundle 5 boxes.....	1 10	.....
<b>PICKLED AND DRIED FISH.</b>		
Acadia cod, 20 1-lb. blocks.....	2 60	.....
Salt mackerel, kits 15 lbs.....	2 25	.....
<b>FRESH SEA FISH.</b>		
Halibut, medium, fresh, lb.....	0 19	.....
Halibut, frozen .....	0 19	.....
Salmon, Restigouche, lb.....	0 19	0 20
Do., B.C., red spring .....	0 19	0 20
Haddock, fancy, express, lb.....	0 07	.....
Herrings, frozen .....	0 06	0 06½
Steak cod, fancy, express, lb.....	0 09	.....
Cod, market, heads on, lb.....	0 07	.....
Mackerel, lb.....	0 10	0 12
Flounders, lb.....	0 09	0 10
<b>FRESH LAKE FISH.</b>		
Herring, per lb.....	0 08	0 09
Pike, lb.....	0 10	.....
Whitefish, lb., fresh .....	0 13	0 14
Trout, lb., fresh .....	0 13	0 14
Tullibees, fresh, lb.....	0 09	0 10

### Potatoes In Bags; Tomatoes Are Lower

**Toronto.**—VEGETABLES.—Ontario potatoes in bags reached the market during the week, and were quoted at \$2.75. These potatoes are of very fine sample. Potatoes in baskets were also of fine sample and were quoted from 50c to 60c per 11-quart size. Tomatoes No. 1 in 11-quart size were quoted 25c per basket lower at \$1 to \$1.25, while 6-quart baskets of No.

1 were quoted at 60c. Peas are now off the market, as the crop has been ripened to the stage where they can no longer be classed as green peas. Gherkin pickle cucumbers are in the market and quoted at 60c to \$1.25 per 11-quart basket. Vegetable marrow is quoted at 30c per 11-quart basket.

Beets, 11-qt. basket .....	0 25	.....
Do., 6-qt. .....	0 15	.....
Beans, green, string, 11-qt.....	0 35	0 40
Do., golden wax, 11-qt.....	0 35	0 40
Cucumbers, Can., hothouse, 11-qt. basket .....	0 40	0 50
Gherkins, 11-qt. .....	0 60	1 25
Cabbage, Canadian, case .....	1 00	.....
Carrots, new, doz. bunches.....	0 25	.....
Celery, Mich., doz.....	0 50	.....
Lettuce leaf, doz. bunches.....	0 15	0 20
Canadian head lettuce, doz.....	0 50	.....
Mushrooms, lb.....	0 75	.....
<b>Onions—</b>		
Texas, 50-lb. box .....	2 00	.....
Green, per doz. bunches.....	0 20	0 25
Spanish, crates .....	2 25	2 50
Do., half crates .....	.....	.....
Do., quarter crates .....	.....	.....
<b>Potatoes—</b>		
New, barrel .....	5 00	5 50
New, Ontario, 11-qt. ....	0 50	0 60
Green peppers, basket .....	0 90	1 00
<b>Tomatoes—</b>		
11-qt., No. 1 .....	1 00	1 25
11-qt., No. 2 .....	0 75	0 85
6-qt., No. 1 .....	0 60	0 65
Parsley, basket .....	0 35	0 40
Watercress, basket .....	0 30	0 50
Turnips, new, basket .....	0 20	0 25
Vegetable marrow .....	0 30	.....

### Lawton Berries And Canadian Apricots In

**Toronto.**—FRUIT.—Lawton or thimbleberries were in the market during the week and were quoted at 18c per quart. Raspberries were in fairly good supply during the first part of the week, and quality was good, but prices were in firm market at 18c to 20c per quart. Black raspberries were quoted from 17c to 18c per quart. Early Abundant plums were quoted at 50c to 75c per basket for 6-quart, and Ontario Burbank green plums were quoted \$1.25 to \$1.35 for 11-quart lino baskets. Some Canadian apricots were in the market, and were quoted at 75c for 11-quart basket. This fruit is somewhat small in size. Montmorency cherries were in firm market during the week, being quoted at \$1.25 to \$1.50 per 11-quart basket. Some Black Morrell cherries came in and were quoted from \$1 to \$1.50 per 11-quart basket. Black currants were in firmer market. Some California Malaga grapes were quoted at \$4.50 to \$5 per case. Lemons held steady in price at last week's quotations, with the higher quotations prevailing more generally. A few gooseberries found their way to market, and were quoted \$1.25 to \$1.50 per 11-quart. Fruit was in better supply during the week and demand is good.

<b>Apples—</b>		
Hampers, American .....	2 75	3 00
Bananas, yellow, bunch .....	2 50	3 50
Cantaloupes, 45s, case .....	4 50	5 50
Do., 12-15s, case .....	1 75	2 25
<b>Currants—</b>		
Black, 11-qt. ....	2 00	2 25
Black, 6-qt. ....	1 00	1 25
Red, 11-qt. ....	1 35	1 25
Red, 6-qt. ....	0 75	0 75
Blueberries, 11-qt. ....	1 50	1 75
<b>Cherries—</b>		
Montmorencies, 11-qt. ....	1 35	1 50
Montmorencies, 6-qt. ....	.....	0 75

Black Morrell, 11-qt. ....	1 25	1 50
Lawtonberries, qt. ....	0 18	
Oranges—		
Cal. late Valencias .....	4 00	4 75
Grapefruit, Floridas, case .....	3 50	4 00
Gooseberries, 11-qt. ....	1 25	1 50
Lemons, Cal., case .....	7 50	8 00
Do., Verdillias, case .....	7 50	8 00

Peaches, Texas, Arkansas, bush..	4 50	5 00
Do., Ont., 6-qt. ....	0 50	0 60
Pears, Cal. Bartlett, box.....	3 50	3 75
Plums, Cal., box .....	2 50	3 25
Abundants, 6-qt. ....	0 50	0 75
Burbanks, 11-qt. ....	1 25	1 35
Raspberries, red, qt. ....	0 18	0 20
Do., black, qt. ....	0 18	0 20
Watermelons, each .....	0 75	1 00

<b>Peaches—</b>		
Choice, 25-lb. boxes .....	0 11 1/4	
Choice, 10-lb. boxes .....	0 12	
<b>Currants—</b>		
Fresh cleaned, half cases,		
Australian, lb. ....	0 19 1/2	
<b>Dates—</b>		
Hallowees, 68-lb. boxes.....	0 13	
Fards, box, 12 lbs.....	2 05	
<b>Raisins, California—</b>		
16 oz. fancy, seeded .....	0 12	
16 oz. choice, seeded .....	0 11 1/2	
12 oz. fancy, seeded .....	0 09 3/4	
12 oz. choice, seeded .....	0 09 1/4	
<b>Raisins, Muscatels—</b>		
3 crown, loose, 25's .....	0 11	
3 crown, loose, 50's .....	0 10 3/4	
<b>Raisins, Cal. Valencias—</b>		
3 crown, loose, 25-lb. boxes...	0 09 3/4	
3 crown, loose, 10-lb. boxes...	0 10 1/4	
<b>Figs—</b>		
Mediterranean, 33-lb. mats .....	0 07 1/4	
<b>Peels—</b>		
Orange, lb., 7-lb. boxes.....	0 22 1/2	
Lemon, lb., 7-lb. boxes .....	0 21 1/4	
Citron, lb., 7-lb. boxes .....	0 25	

## MANITOBA MARKETS

WINNIPEG, Aug. 15.—The general merchant usually experiences a big movement at this time of the year on case goods. This business gets very heavy with the approach of the threshing season, and if the dealer gets down to rock bottom on prices, he can usually succeed in landing some good quantity orders. Apparently these have been gone after this year more than ever before by general store merchants.

There is a noticeable slackening off in the efforts of mail order houses as far as the grocery end of the business is concerned. With prices very high, and deliveries uncertain, mail order houses are no doubt handicapped. Retailers report an increase in the volume of their business due to slackening off in mail order competition, and the consumer is becoming more and more convinced that he can buy at home as cheaply and to better advantage, at least as far as groceries are concerned.

The wholesale houses here draw attention to the way in which both country and city merchants are helping them in the direction of economy. In the past merchants have been buying certain lines in smaller than case quantities, which mean a great deal of packing on many lines of staples bought in this way. City merchants would order two and three times a week, whereas to-day both merchants in country and city are buying in case quantities, thus assisting in lowering cost of operation.

### Everything Indicates Firm Sugar Market

Winnipeg.

SUGAR—Another advance of 15c per cwt. went into effect on Aug. 10, bringing basis up to \$9.55 for standard granulator. Sugar has been purchased very freely during the past week by the retailer, which is attributed to the fact that we are right in the middle of the preserving season. The housewife seems to have planned her preserving on a larger scale this year than ever before, her reason probably being to economize. The opinion was expressed by a prominent broker last week that, despite the fact that raw sugar was very high in New York, he believed that when the preserving season was over, sugar would decline. The statement of another broker differs somewhat—that they were quoting \$9.55 for sugar, but that if a dealer offered to buy a car, the price was \$10.

### Big Advance in Cane Syrup

Winnipeg.

SYRUPS—The D. H. Bain Co., local representatives of the British Columbia Sugar Refineries, Ltd., advise that an advance has gone into effect on Roger's Golden Syrup, amounting to 90c per case, on 24 by 2 lb. tins, quotation on this size being \$5 per case. Full list of new quotations appears below. Roger's Golden syrup is coming into Manitoba in large quantities now. The corn market is very firm again, cornmeal selling at \$6.10 for 98's, which is the highest price ever known.

#### CORN SYRUP.

<b>Beehive and Crown—</b>		
2-lb. tins, 2 doz. case, per case.....	5 28	
5-lb. tins, 1 doz. case, per case.....	5 68	
10-lb. tins, 1/2 doz. case, per case.....	6 41	
20-lb. tins, 1/4 doz. case, per case.....	6 42	
<b>White Clover and Lily White—</b>		
2-lb. tins, 2 doz. case, per case.....	5 78	
5-lb. tins, 1 doz. case, per case.....	6 18	
10-lb. tins, 1/2 doz. case, per case.....	5 91	
20-lb. tins, 1/4 doz. case, per case.....	5 92	
<b>Barbadoes Molasses—</b>		
In half barrels, per gal.....	0 85	
<b>New Orleans Molasses—</b>		
Blackstrap, half barrels, wood, per gal.	0 50	
<b>ROGERS SYRUP.</b>		
24 by 2 lb. tins, case.....	5 00	
12 by 5 lb. tins, case.....	5 80	
6 by 10 lb. tins, case.....	5 45	
3 by 20 lb. tins, case.....	5 30	
12 by 3 lb. seal glass jars.....	4 00	

### Dried Fruits in Demand; New Apricots 25's, 23 3/4c

Winnipeg.

DRIED FRUITS—Jobbers report a very heavy demand for all lines of dried fruits, these no doubt being required for harvesting. Considering that the market on some lines is considerably easier, this is surprising, but it should be noted that these purchases are for immediate consumption only, and have not been bought for speculation purposes. New evaporated apricots have come on the market and are quoted as follows: 25's, 23 3/4c; 10's, \$2.40.

Santa Clara Prunes—

90-100s, 25-lb. boxes, per lb.....	0 10 1/2
80-90s, 25-lb. boxes, per lb.....	0 11
50-60s, 25-lb. boxes, per lb.....	0 12 1/2
40-50s, 25-lb. boxes, per lb.....	0 13 1/4
<b>Oregon Prunes—</b>	
100s and over, 25-lb. boxes, per lb....	0 08
90-100s, 25-lb. boxes, per lb.....	0 09 1/2
80-90s, 25-lb. boxes, per lb.....	0 10
40-50s, 25-lb. boxes, per lb.....	0 12 1/4

**Dried Fruits—**

Apples, evap., 50-lb. boxes, lb. ....	0 13 3/4
Apples, 25-lb. boxes .....	0 14 1/4
Apples, 2-lb. cartons, each.....	0 46
Pears, choice, 25's .....	0 15 1/2
<b>Apricots—</b>	
New, 25's .....	0 23 3/4
New, 10's .....	0 24

### Predict Slump in Beans Before Long

Winnipeg.

DRIED VEGETABLES—While there is no decline in white beans in Winnipeg, brokers still insist that there will be a slump within six weeks, probably inside of a month. Both low priced and high priced stuff is beginning to arrive on the Pacific Coast. Beans that were ordered for February and March delivery are only just beginning to come in now.

White beans, bush. ....	7 25
<b>California Lima Beans—</b>	
80-lb. sacks .....	0 17 1/4
<b>Peas—</b>	
Solit peas, sack, 98 lbs.....	11 25
Whole green peas, bush.....	5 50
Whole yellow, bushel .....	3 75

### Shortage of Canadian Tobacco

Winnipeg.

TOBACCO—Reports received here are to the effect that there has been a poor crop of Canadian tobacco, and brokers are having difficulty securing supply. One man reports that the party who supplied him with large quantities in previous years had advised him that he can give him none this year on account of the short crop.

### Supply of Confectionery Less Than Demand

Winnipeg.

CONFECTIONERY—Representatives of Eastern houses here complain that they cannot secure half enough to supply the demand. Prices are very steady, as sugar is up, and is affecting confectionery.

### Westerners Sending Canned Goods East

Winnipeg.

CANNED GOODS—Jobbers are experiencing a very heavy demand just now for canned goods. Tomatoes especially are moving freely. One wholesale house reports that they have sold more canned goods in the past thirty days than they did in the previous three months. Some idea of the firmness of (Continued on page 52.)

# FLOUR AND CEREALS

## Flour Market Quiet; Feeds Still Firmer

Montreal.

**FLOUR AND FEEDS.**—There is very little new to report this week as regards flour. The millers are most anxiously awaiting the action of the Government as to the price of wheat, and what is to be done as to "war-flour." The market is dull meantime in this period of waiting. Old crop wheat is about exhausted, and only such milling is being done as will meet immediate requirements of the buyers who are in the field. The action of the United States has a considerable bearing on what may be the steps taken in Canada. Up to the time of writing the fact that no definite announcement had been made by the Government was working a certain amount of hardship, with prospects of still worse the longer the announcement is delayed. There is a chance that mills may have to close down in the first weeks of September unless the basis of business to meet Government regulations is soon established. News as to the crops in the North-West is a good deal better than at first received, but this may not betoken any superabundance of crop. New wheat will be coming in within a very few days now, when more will be known as to quality and prospects. Feeds keep tremendously scarce and high priced. If there were any to export still higher prices could be obtained in the States, but the millers have very little feed to dispose of. Prices remain as quoted last week, and winter wheat is also unchanged.

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

## Cereals Are Firm, Especially Corn

Montreal.

**CEREALS.**—The market for cereals, taking its tone from that for flour, is quiet, steady, and firm at present. There was a slightly easier tendency to rolled oats in car load lots, but this did not reach the region of retailers' business to any very marked extent, wholesalers having still higher-priced stuff on hands. Cornmeal is the sensational feature, and has advanced from 75c to \$1 a bag of

98 lbs. This is due to the unprecedented firmness in corn in the primary market. The corn based cereals are correspondingly firm, but prices have not altered since last week.

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

## Whole Wheat Flour Talked Of

Toronto.

**FLOUR.**—The flour trade is concerned at the present time over the possibility of a regulation by the Food Controller so that only whole wheat flour will be milled in Canada. This has not been intimated by the Food Controller as being a probability, still the movement has received considerable support from the Associated Womens' Clubs, and this may have weight with the Food Controller in causing him to take action. It is pointed out that a great deal of the wheat which now goes into feeds of various kinds for animals will be utilized for human food and thus conserve the bread supply. Big milling concerns would naturally be opposed to such action, for the reason that they have spent millions of dollars in building up a name and reputation through advertising for their particular brand of white flour. With action stipulating that only whole wheat flour shall be milled in Canada, the advantage that is naturally and rightfully theirs by reason of their advertising would pass away. The small miller would stand on an equal footing with his product, as all flour would be milled according to certain specifications. There is a great uncertainty in the minds of millers over this question, as no definite pronouncement has been made by the Food Controller. Demand for flour locally continues to improve as large buyers are now coming in to replenish old stocks which are being depleted. There has been an easier tendency manifested in the grain market, a decline of 9¼c per bushel in the October option having been recorded. Flour prices for both Ontario and Manitoba held steady.

	Car lots per bbl.	Small lots per bbl.
<b>Manitoba Wheat Flour—</b>		
First patents .....	\$12 90	\$13 10

Second patents .....	12 40	12 60
Strong bakers .....	12 20	12 40
<b>Ontario Winter Wheat Flour—</b>		
High patents .....	12.00-12.20	12.20-12.40
Second patents .....	11.60-11.80	11.80-12.00

## Lower Prices On Corn Products Expected

Toronto.

**CEREALS.**—Advances in cornmeal were recorded during the week, due to the recent high prices prevailing for corn. Since the advances have been made, the situation has changed radically, due to the prohibition of the use of corn in the United States for brewing of alcoholic liquors, with the result that brewers have not been making any purchases for some days past. Corn prices have made a big slump within the past week and the feeling among millers is that lower prices in corn products can be looked for eventually. However, present stocks of corn products were made from dear corn and these may be consumed before lower prices come. There has been a good demand for barley and corn products. Rolled oats in some quarters were quoted slightly lower.

	Less than car lots	
Barley, pearl, 98 lbs. ....	7 00	7 50
Barley, pot, 98 lbs. ....	5 00	5 50
Buckwheat flour, 98 lbs. ....	5 75	6 50
Corn flour, 98 lbs. ....	6 25	6 75
Cornmeal, yellow, 98 lbs. ....	5 95	6 75
Farina, 98 lbs. ....	6 25	6 50
Graham flour, 98 lbs. ....	6 00	6 25
Hominy, grits, 98 lbs. ....	6 65	6 75
Hominy, pearl, 98 lbs. ....	6 65	6 75
Oatmeal, 98' lbs. ....	5 25	5 60
Rolled oats, 90-lb. bags .....	4 55	4 65
Rolled wheat, 100-lb. bbls. ....	6 50	6 75
Wheatlets, 98 lbs. ....	6 45	6 50
Peas, yellow, split, 98 lbs. ....	10 25	11 00
Blue Peas, lb. ....	0 09	0 12

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

## Millfeeds Prices Settle Somewhat

Toronto.

**MILL FEEDS.**—The high quotations noted last week have shown a tendency to settle down toward the lower quotations during the past week. The extra heavy demand noted last week in some quarters is still keeping up. Bran is now quoted at a range of \$35 to \$37 per ton, and shorts at \$40 to \$42 per ton. Feed flour is quoted from \$3.05 to \$3.20 per bag.

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

## WHEAT MAY SELL AT \$2.00 COUNTRY MERCHANTS WAITING

Winnipeg.

**FLOUR AND FEEDS.**—Early this

week first patents were still selling at \$12. The price of wheat was around \$2.40, and domestic flour business was very quiet. It is evidently the opinion of country merchants that it will pay them to wait, as in the event of the Grain Supervisors' Board fixing price on the new crop, it may be lower than the \$2.40 basis, which was the price named for last year's crop. The United States is still talking \$1.90 wheat, and it may be that the price of wheat in Western Canada will be fixed at \$2. Rolled oats are still very firm, and all millers are fairly well sold. Feeds—Bran is selling at \$35, shorts at \$39, with considerable demand. No reduction is looked for in feeds, even if the Grain Board fixes the price of wheat at lower than \$2.40. Reports on the crop arriving early this week were much better than previous reports.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90
XXXX	9 90
Cereals—	
Rolled oats, 80's	4 00
Rolled oats, pkgs., family size	4 75
Cornmeal, 98's	6 00
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	35 00
Shorts, per ton	39 00
Mixed chop, ton	54 00

**WEEKLY MARKET REPORTS**

(Continued from page 50.)

the canned goods market may be gathered from the fact that some Western jobbers who laid in larger stocks than usual, have been shipping to the East, and securing better prices than they could in their own district. Several cars of tomatoes and corn, it is said, were shipped East. Reports from Eastern Canada are to the effect that vegetables are about one month late. Brokers predict that the price of tomatoes will be lower this year. In anticipation of later deliveries on most canned vegetables, retailers have been purchasing very heavily of late in order to protect themselves against probable shortage before arrival of new pack. Local houses point out the danger of difficulty in shipping canned goods next Fall. The crop on some lines is a month late, and if not shipped before the cold weather arrives, difficulty may be experienced getting it here, as refrigerator cars will, no doubt, be held at a premium as they were last year.

*Coffee Market Weak;  
No Change in Winnipeg*

**Winnipeg.**  
COFFEE—The market on Rios and Santos continues very low, but does not seem to affect local markets very much.

*Sentiment Against the  
Consumption of Broilers*

**Winnipeg.**  
FISH AND POULTRY—Everything in the fish line seems to be plentiful

with the exception of pickerel. The latter is bringing 11c. There is a splendid demand for fish of all kinds. Broilers are still bringing 30c, and there are very few arriving. There appears to be a strong sentiment against the consumption of young chicken, just as there is against veal and other animals killed in infancy. It will be another month probably before poultry arrives in plentiful supplies.

Whitefish	0 11	0 12
Salmon, frozen	0 15	.....
Salmon, fresh	0 19	.....
Halibut, fresh	.....	0 15
Cod	0 12	0 12½
Kippers, boxes	.....	2 00
Bloaters, boxes	.....	2 00
Lake trout	.....	0 15
Mackerel, 20-lb. kits	.....	3 00
Finnan haddie, lb.	.....	0 13½
Salt herrings, bbl.	.....	5 50
Salt herrings, 20-lb. pails	1 50	.....
Smelts, extra	.....	0 23
Brook trout, frozen	0 35	.....
Sea herring	.....	0 07¼
Poultry—		
Broilers, lb.	.....	0 30

*Malaga Grapes, \$3.50 Crate  
Blueberries Not Cheap*

**Winnipeg.**

FRUITS AND VEGETABLES—New Malaga grapes have arrived on the market and are selling at \$3.50 crate. Early this week blueberries were still selling at \$2.25 per basket of 14 lbs., and jobbers were doubtful whether they would be any cheaper this week. There has been a slight decline in canteloups; standards, which are now quoted at \$6.50 Ontario tomatoes are coming on the market at \$2 per case. New potatoes have declined to \$1.80, and are due for a further decline. Washington apricots are off the market. California pears have jumped to \$4 crate. Plums are up to \$2.75 per crate. Peaches are down to \$1.75 per crate. There are practically no gooseberries offering.

Cucumbers, bushel	.....	5 00
Beans, cream	.....	2 50
Potatoes, new, B.C.	.....	1 80
Carrots, new, bag	.....	3 50
Turnips, new, bag	.....	2 75
Cabbage, Cal., lb.	.....	0 02
Lettuce, leaf, doz.	.....	0 15
Imported mushrooms	.....	1 00
Parsley, home grown	.....	0 40
Peas, green, lb.	.....	0 15
Tomatoes, Ontario, case	.....	2 00
Fruits—		
Blueberries, basket, 14 lbs.	2 00	2 25
Oranges, Valencias	.....	5 00
Lemons	.....	9 00
Bananas, lb.	.....	0 05
Watermelons, doz.	8 00	9 00
Cantaloups, flats	2 25	2 50
Cantaloups, standard, 45 to case	.....	6 50
Pears, Cal., crate	.....	4 00
Plums, crate	.....	2 75
Peaches, crate	.....	1 75
Grapes, Malaga, crate	.....	3 50

**BUTTER AND CHEESE PRODUCTION  
IN 1916**

A report on the total production of butter and cheese in the creameries and cheese factories of Canada for the year 1916 as compared with 1915 has been printed by the Census and Statistics Office based on returns collected from the dairying branches of the Provincial Departments of Agriculture.

The total number of creameries and

cheese factories operating in 1916 is reported as 3,446. The total number of patrons contributing to creameries and cheese factories during the year 1916 was 221,192, the deliveries of milk amounting to 2,600,542,987 lbs. and of cream to 157,620,636 pounds.

The total production of creamery butter in Canada in 1916 was 82,564,130 lbs. of the value of \$26,966,357 as compared with 83,824,176 pounds of the value of \$24,368,636 in 1915. The total production of factory cheese in 1916 was 192,968,597 lbs. valued at \$35,512,530.

**CO-OPERATIVE DELIVERY IN  
GODERICH**

(Continued from page 30.)

Once the goods leave the grocer the delivery company assumes entire responsibility for their safe arrival.

Four rigs are used in the delivery. One for each section of the town. They differ little from the ordinary delivery rigs, except that they have three decks, which enables carrying a greater number of orders than the average, single grocery delivery would require.

The grocers generally acknowledge that this delivery system is a great improvement on the old method. It does away with the persistent deliveries that the merchant, when conducting his own delivery system, finds it difficult to refuse. Moreover, in Goderich as in many other towns. Getting men is one of the serious items in any undertaking. Of course there are men driving these co-operative delivery rigs but, it is considerably easier to get four men than two or three times that number.

Now as to the matter of cost the news system also has something on the old. There is of course a sliding scale depending on the business that the merchant is doing, but for a merchant in a good type of business the weekly cost of the delivery amounts to \$10.00 which is considerably less than even the salary of a delivery boy in these days, and that is only one of the many charges involved in the delivery problem. In Goderich, as in most other sections where the system has been tried, the co-operative delivery is voted a success.

**ONTARIO FALL FAIR DATES**

(Continued from page 32.)

Waterdown	.....	Oct. 2
Waterford	.....	Sept. 27
Watford	.....	Oct. 2 and 3
Welland	.....	Oct. 1-3
Wellesley	.....	Sept. 11 and 12
Weston	.....	Sept. 14 and 15
Wheatley	.....	Oct. 1 and 2
Wiarion	.....	Sept. 25 and 26
Wilkesport	.....	Sept. 27
Williamstown	.....	Sept. 19 and 20
Winchester	.....	Aug. 29 and 30
Windham Centre	.....	Sept. 25
Windsor	.....	Sept. 24-27
Wingham	.....	Oct. 9 and 10
Wolfe Island	.....	Sept. 18 and 19
Woodbridge	.....	.....
Woodstock	.....	Sept. 19-21
Woodville	.....	Sept. 13 and 14
Wooler	.....	Sept. 6 and 7
Wyoming	.....	Oct. 4 and 5
Zephyr	.....	Oct. 2
Zurich	.....	Sept. 19 and 20

# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Aug. 14.—Any preserving that is being done is by the jam factories. Sugar is now \$9.55 per hundred-weight wholesale. No one is buying small fruits except for immediate table use. Sugar has risen 60c in twelve days. Flour is now \$12.50 Eastern canned vegetables are due for an advance soon, as stocks are exhausted. Green peas are now selling at \$1.52 per dozen cans. Dessert fruits are selling well. Potatoes are dropping gradually in keeping with the season. Eggs have advanced. Business staples has been good. Cheese is in especially strong demand. Lard seems due for an advance. The price of salmon per case has not yet been fixed, but it is likely that this will be a dollar higher than last year.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs. ....	9	55
Flour, first patents, Manitoba, per per bbl., in car lots .....	12	50
Salmon, Sockeye, 1-lb. talls, per case 4 doz. ....		
Rice, Siam, No. 1 .....	132	00
Do., Siam, No. 2 .....	111	00
Beans, Japanese, per lb. ....	0	12½
Beans, B.C., white .....	0	17
Potatoes, new, per lb. ....	0	02½
Potatoes, per ton .....	35	00
Lard, pure, in 400-lb. tierces, lb. ....	0	26½
Butter, fresh made creamery, lb. ....	0	42
Eggs, new-laid, in cartons, doz. ....	0	51
Cheese, new, large, per lb. ....	0	26

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Aug. 14.—Sugar is up fifteen cents and is now \$10.30 per hundredweight. Roger's syrup is also up 25c to 35c per case. New pack sockeye salmon, tall ones, quoted at \$12.75 per case. Baker's cocoa and chocolate has advanced 5c per lb. Rolled oats have taken a drop and are now \$4.10 for 80's. Lard 3's are now quoted at \$15.60 to \$16.20, but an advance appears likely. Standard pears, twos, jumped to \$3.45 per case. Eastern clams, which were scarce on this market, have advanced \$8 per case. Sago and tapioca are now both 13c per lb.

CALGARY:		
Beans, small white, Japan, lb. ....	0	13
Flour, No. 1 patents, 98s per bbl. ....	12	10
Molasses, extra fancy, gal. ....	0	82
Rolled oats, 80s .....	4	10
Rice, Siam, cwt. ....	5	65
Tapioca, lb. ....	0	13
Sago, lb. ....	0	13
Sugar, pure cane, granulated, cwt. ....	10	30
Cheese, No. 1 Ontario, large. ....	0	24½
Butter, creamery, lb. ....	0	40

Do., dairy, lb. ....	0	27
Lard, pure, 3s, per case .....	15	60
Eggs, new laid, case .....	10	00
Tomatoes, 2½s, standard case. ....	4	50
Corn, 3s, standard case .....	3	90
Peas, 2s, standard case .....	3	45
Apples, gals., Ontario, case. ....	2	65
Strawberries, 2s, Ontario, case. ....	5	50
Raspberries, 2s, Ontario, case. ....	5	40
Peaches, evaporated, lb. ....	0	14
Peaches, 2s, Ontario, case .....	4	75
Lemons, case .....	10	00
Salmon, pink, tall, case. ....	7	25
Salmon, Sockeye, tall, case. ....	12	75

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Aug. 14.—Another advance of fifteen cents on sugar is recorded this week. Rolled oats have declined to \$4.65 for bails. Eggs have advanced to 37c. There are indications that there will be only about forty per cent delivery of the new crop of peas. A sharp advance has already taken place in canned peas amounting to 50c per case. The new crop is reported to be small. MacDonald's tobacco has declined one cent per pound. Baker's chocolate has advanced six cents, and Baker's cocoa five cents per lb. Baking powder has advanced from 25c to 50c per case. Spices are higher and caraway seeds have advanced to \$1.25 per lb.

REGINA—		
Beans, small white Japan, bu. ....	7	25
Beans, Lima, per lb. ....	0	22
Flour, No. 1 pats., 98s, per bbl. ....	12	00
Molasses, extra fancy, gal. ....	0	71
Rolled oats, bails .....	4	65
Rice, Siam, cwt. ....	5	85
Sago and tapioca, lb. ....	0	13½
Bacon, smoked backs, lb. ....	0	30½
Bacon, smoked, sides, lb. ....	0	30
Sugar, pure cane, gran., cwt. ....	9	84
Cheese, No. 1 Ontario, large .....	0	25
Butter, creamery, lb. ....	0	40
Lard, pure, 3s, per case. ....	16	60
Bacon, smoked sides, lb. ....	0	32
Bacon, smoked backs, lb. ....	0	30
Eggs, new-laid .....	0	37
Pineapples, case .....	4	75
Tomatoes, 3s, standard case. ....	4	50
Corn, 2s, standard, case. ....	3	75
Peas, 2s, standard, case .....	3	45
Apples, gals., Ontario .....	2	35
Strawberries, 2s, Ont., case. ....	5	75
Raspberries, 2s, Ont., case. ....	5	45
Peaches, 2s, Ontario, case. ....	3	75
Salmon, finest sockeye, tall, case. ....	13	60
Salmon, pink, tall, case. ....	7	75
Pork, American clear, per bbl. ....	40	75
Bacon, breakfast .....	0	27
Bacon, roll .....	0	22

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Aug. 14.—Business continues steady with sales well up to

the average or rather beyond, considering the quiet time of year. The changes this week are again all upwards. There has been a sharp advance in granulated cornmeal, which is now quoted at \$14.25 per barrel, ordinary is \$5. Molasses again jumps, and is now 76c to 77c. Rolled oats are up to \$10.25. Sugar shows a quarter advance. Granulated is now \$9.15 to \$9.20, yellow \$8.65 to \$8.70, Paris lumps \$10.40 to \$10.50. Eggs advanced rapidly this week, new laid are 40c to 42c, case eggs 38c to 39c. Butter showed the same tendency, creamery is 42c to 45c, dairy 42c, and tub is 39c to 41. The crop shortage has had a marked effect on canned corn and peas, the former being now quoted at \$4.30, and the latter advanced to \$3.50. California pears are \$4 to \$4.50. New potatoes are coming in more plentifully, and are now selling at \$1.25 per bushel, or \$3.10 per barrel. A few of the old crop are offering at \$5.50. No more Americans are coming in.

ST. JOHN, N.B.		
Flour, No. 1 patents, bbls., Man. ....	13	90
Ontario .....	13	35
Cornmeal, gran., bbls. ....	14	25
Cornmeal, ordinary, bags .....	5	00
Molasses, extra fancy, gal. ....	0	76
Rolled oats, bbl. ....	10	25
Beans, white, bush. ....	9	25
Beans, yellow-eyed .....	8	75
Rice, Siam, cwt. ....	7	50
Sago and tapioca, lb. ....	0	13½
Sugar—		
Standard granulated .....	9	15
No. 1 yellow .....	8	65
Paris lumps .....	10	40
Cheese, N.B., twins .....	0	22½
Eggs, new-laid .....	0	40
Eggs, case .....	0	38
Breakfast bacon .....	0	33
Butter, creamery, per lb. ....	0	42
Butter, dairy, per lb. ....	0	42
Butter, tub .....	0	39
Lard, pure, lb. ....	0	28½
Lard, compound .....	0	21½
American clear pork .....	53	00
Beef, corned, lb. ....	4	25
Tomatoes, 3s, standard, case. ....	4	70
Raspberries, 2s, Ont., case .....	5	40
Peaches, 2s, Ontario, case. ....	4	70
Corn, 2s, standard case .....	4	30
Peas, 2s, standard case .....	3	50
Apples, gals., N.B., doz. ....	3	50
Strawberries, 2s, Ont., case. ....	5	00
Pork and beans, case .....	4	00
Fresh Fruits and Vegetables—		
Lemons, Messina, box .....	8	00
Lemons, Cal., box .....	10	00
Oranges, Cal., box .....	4	50
Pears, Cal. ....	4	00
Peaches, Cal. ....	1	75
Plums, Cal. ....	2	75
Grapefruit, per case .....	6	00
Potatoes—		
Old native, barrel .....	5	50
New, native, bbl. ....	3	10
Onions, Texas .....	2	00
Tomatoes, Ont., basket .....	1	75
Cucumbers, doz. ....	0	30

Pte. E. W. Jones, formerly with Melagama Tea Company, Toronto, has been killed in action.

Lieut. W. B. Edmonds, son of J. Edmonds of Christie Brown Co., Ltd., Toronto, is reported dangerously wounded at the front.

# PRODUCE AND PROVISIONS

## Hog Market Firm; Products Steady

Montreal.

PROVISIONS.—The scarcity of live hogs continues, due no doubt to harvesting operations in the country. The market is very firm, and prices for live hogs were advanced over last week's at \$17.25 to \$17.50 per 100 lbs. Dressed hogs were quoted at \$24.00 to \$24.50, and the tendency of the market was towards firmness. There is a still more decided firmness in the hog market at Chicago, and the Canadian market does not fully reflect this yet. Therefore it is probable that further advances in hogs and hog products may occur. The market for cooked meats is very good, cooked hams in particular being required in considerable quantity. The lard market is quiet and without element of firmness for the present owing to slow demand. Shortening is also in quiet uneventful market at present with demand reported slow.

Hams—		
Medium, per lb. ....	0 31	0 32
Large, per lb. ....	0 29	0 29½
Backs—		
Plain .....	0 34	0 37
Boneless, per lb. ....	0 35	0 39
Bacon—		
Breakfast, per lb. ....	0 34	0 35
Roll, per lb. ....	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots...	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb. ....	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb. ....	0 42	
Hams, roast, per lb. ....	0 46	
Shoulders, boiled, per lb. ....	0 37½	0 38½
Shoulders, roast, per lb. ....	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb. ....	0 25½	
Tubs, 60 lbs. ....	0 25¾	
Pails, 20 lbs. ....	0 26	
Bricks, 1 lb., per lb. ....	0 27	
Shortening—		
Tierces, 400 lbs., per lb. ....	0 20½	0 20¾
Tubs, 50 lbs. ....	0 20¾	0 21
Pails, 20 lbs., per lb. ....	0 21	0 21½
Bricks, 1 lb., per lb. ....	0 23	

## Poultry Conditions Are Not Changed

Montreal.

POULTRY. — Mention of meatless days makes for poultry sales, in market opinion, but for the time being there is no great feature of activity in the poultry market. Prices for both live and dressed fowls remain as quoted last week, and supplies are coming along satisfactorily for the time of year. Further on in the fall better finished arrivals may be expected as feeds for poultry have been scarce and high priced so far.

Poultry—	Dressed	Live
Old fowls .....	0 21	18-20
Chickens, milk-fed, crate fat-		

tened, lb. ....	0 25	0 22
Old roosters .....	0 16	0 14
Roasting chickens .....	0 28	0 22
Young ducks .....		0 25
Turkeys (old toms), lb. ....	0 31	0 25

## Eggs Scarcer Still And Prices Higher

Montreal.

EGGS.—The egg market is firmer than ever due to shortages in delivery of eggs. The country supplies have run low, and in some cases as high as 40 to 42 cents has been asked for strictly fresh gathered stock in the country. It is hoped that when the harvest is nearer over, and the hens are again allowed forth to scratch and glean in the enclosures from which crops have been taken, there will be a renewal of egg supply for the fall. This is a usual feature of the market, and will probably take place as previously. Some western eggs are coming in but these do not produce better than No. 1 eggs owing to long transit. Old Country demand for eggs awakens a little, but none are being shipped yet, though orders are booked for fall shipment. Prices to retailer will be found advanced this week.

Eggs—		
New laid, specials .....	0 52	
Selects .....	0 47	
No. 1's .....	0 43	
No. 2's .....	0 38	

## Cheese Market is Steady as Before

Montreal.

CHEESE.—The market for cheese is going on steadily without any particular feature. Receipts of cheese in Montreal have shown a decrease as compared with the figures for last year at this time. Only 76,098 boxes were received for the week ending 11th August as compared with 88,549 boxes for the corresponding period last year. Prices in the country range from 21c to 21 5-16ths cents. Commission prices are 21¼c for No. 1 cheese, 21½ for No. 2 and 20¾c for No. 3, with a quarter cent less for lower grades. Prices to the retail trade remain as last week but one wholesale firm is charging more for Stilton, which ranges from 25 to 30 cents per lb.

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

## Butter Market is Remarkably Firm

Montreal.

BUTTER.—In the words of a market expert of wide experience "the butter market is hard to understand." Prices in the country are reaching remarkably

high levels for the season. From 39c to 40c has been realized for country stock either in the country or newly offered in the city. There is said to be shortage due to cheese making in preference to butter making. Some demand for export is believed to be coming forward owing to the nature of the buying done, but this is not very definite yet. In fact at the high prices ruling export would seem to be out of the question. While some of the firms selling to retail had not altered their prices from last week's quotations except as to cutting off the lowest figures of the range, others were advancing prices, and the whole market is on the firm trend.

Butter—

Creamery prints (fresh made) ..	0 40½	0 42¼
Creamery solids (fresh made) ..	0 40	0 42
Dairy prints, choice, lb. ....	0 35	0 36
Dairy, in tubs (choice) .....	0 34	0 35
Bakers .....	0 30	0 33

## New Crop Clover Honey Offered

Montreal.

HONEY AND MAPLE.—Clover honey is being offered to the market here, but little or none has been purchased as yet. Holders are looking for prices very much in advance of those prevailing last season. In many districts supplies of honey are reported to be equal to or better than last year's crop. In others the wet spring is reported to have caused reduction of output. Although new season's honey is higher in price, prices to the retail trade for old crop have been eased off a little demand being slow. There is no special note of importance re maple syrup at present.

Honey—

Buckwheat, 5-10 lb. tins, lb. ....	0 12	0 12¼
Buckwheat, 60-lb. tins, lb. ....		0 12
Clover, 5-10 lb. tins, per lb. ....		0 14
Clover, 60-lb. tins .....		0 13½
Comb, per section .....	0 15	0 16

Maple Product—

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

## Meats And Lard Incline Higher

Toronto.

PROVISIONS.—There was a generally stronger market in all lines of provisions during the week. There is a better demand for smoked hams, meats quite generally being in more active demand. Medium hams were quoted up ½c per pound and boneless backs were 1c higher. Roll bacon was firmer by ½c per pound and pickled rolls in barrels were advanced 50c. Both pure lard and compound lard showed an upward



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San Francisco, California

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

tendency, pure in tierces being quoted at 24½c and compound from 20½ to 21¼c per pound on tierce basis. There is a stronger demand for both compound and pure lard. Reports from the north state that several of the lumbering companies are preparing to send men into the woods this fall and inquiry for meats from the Ottawa valley lumbering concerns has been more active during the past week. Commission men are looking forward with satisfaction to trade for the coming fall and winter, judging from the development of interest during the past week. Live hogs have been higher during the week by 35c per hundred. Receipts are not heavy owing to the activities of the farmers with their harvesting operations. Fed and watered are being quoted at \$17.35 per hundred pounds. There is a feeling in the market that prices on live hogs are likely to be much higher, \$20 per hundred being considered in some quarters not an improbable figure.

<b>Hams—</b>			
Medium, per lb. ....	0 29½	0 31	
Large, per lb. ....	0 24	0 26	
<b>Bacon—</b>			
Plain .....	0 31	0 37	
Boneless, per lb. ....	0 38	0 40	
<b>Bacon—</b>			
Breakfast per lb. ....	0 34	0 38	
Roll, per lb. ....	0 27½	0 28½	
Wiltshire (smoked), per lb. ....	0 28	0 31	
<b>Dry Salt Meats—</b>			
Long clear bacon .....	0 26	0 26½	
Fat backs, lb. ....	0 25	0 27	
<b>Cooked Meats—</b>			
Hams, boiled, per lb. ....	0 40½	0 41½	
Hams, roast, per lb. ....	0 44	0 46	
Shoulders, roast, per lb. ....	0 41	0 43	
<b>Barrel Pork—</b>			
Mess pork, 200 lbs. ....	47 50	48 00	
Short cut backs, bbl., 200 lbs. ....		50 00	
Pickled rolls, bbl., 200 lbs. ....	48 00	49 00	
<b>Lard—</b>			
Pure tierces, 400 lbs., per lb. ....	0 24	0 26	
Compound tierces, 400 lbs., lb. ....	0 20½	0 21¼	
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.			
<b>Hogs—</b>			
Dressed, abattoir killed .....	24 00		
Live, off cars .....	17 25		
Live, fed and watered .....	17 00		
Live, f.o.b. ....	16 25		

**Butter Advances  
2c During Week**

**Toronto.**  
**BUTTER.**—There was additional firmness in the market for butter during the week which worked out toward higher prices. There has been a good demand locally for fresh-made creamery prints but the weather has militated against the making of this class of butter by the factories and in consequence the make continued to run to solids. Cream production is ebbing due to the drying of the pastures. Eastern markets were higher and this in turn helped to give additional firmness. There is a feeling in the eastern centre that if there is no further demand for export butter there will be more than will be required for home consumption.

Creamery prints, fresh made ...	0 41	0 42
Creamery solids .....	0 39	0 40
Dairy prints, choice, lb. ....	0 38	0 39
Dairy prints, lb. ....	0 33	0 38

**Eggs Take Big Move  
Upward; Supplies Short**

**Toronto.**  
**EGGS.**—There was a decided move in the upward direction in the price of eggs due to the scarcity of supplies. An advance of 6c to 7c per dozen was made in the price of eggs ex-cartons. Production at country points is now light, due to the moulting season and to the fact that hens have not yet secured much of the harder feeds. There are still some western eggs in the local market which are being sold at 43c per dozen.

<b>Eggs—</b>		
New laid, cartons .....	0 49	0 52
New laid, ex-cartons .....	0 47	0 48
No. 1, ex-cartons .....	0 45	
Westerns, ex-cartons .....	0 43	

**Export Movement  
of Cheese Heavy**

**Toronto.**  
**CHEESE.**—A feature of the cheese market during the week was the heavy movement of this commodity into export channels. It is estimated that fully 100,000 boxes were shipped abroad during last week and that in all probability the movement would be as heavy during the present week. At the cheese boards in Ontario prices ruled firm and in some instances the margin between the established Government price and that paid at the factories was still further narrowed, selling at 21 3-16c at Peterboro. Locally the price remained a fixture with a fair demand for local consumption.

<b>Cheese—</b>		
New, large .....	0 22¼	0 23
Old, large .....	0 29	0 31
Stilton (old) .....	0 29	0 32
Stilton (new) .....	0 23½	0 25

**Run of Chickens  
Still Continues Light**

**Toronto.**  
**POULTRY.**—The run of spring chickens continues to be light, as farmers are evidently busy with their harvesting and the women folks of the farm are likewise busily engaged with their share of the activities. Harvesting is now quite general throughout Ontario and the chickens and hens will soon be able to get to the stubble. An improvement in the quality of the meat is expected in consequence in the near future. Ducks continue to come to the market in good numbers, more arriving in fact than can be disposed of. Quotations ranged from 14c to 17c per pound for live ducks in prices being paid by dealers at Toronto.

Ducks, live, lb. ....	0 14	0 17
Roosters, live, per lb. ....	0 13	0 14
Hens, live, per lb. ....	0 16	0 18
Hens, fresh, dressed, per lb. ....	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb. ....	0 20	0 22
Do., dressed, 2 lbs. and over. ....	0 25	0 30
Squabs, dozen .....	4 00	

Prices are those paid at Toronto by commission men.

**Arrivals of Honey  
Were Light During Week**

**Toronto.**  
**HONEY.**—Arrivals of new-crop honey were light during the week. Some of the expected arrivals for last week furthermore did not reach the local market. Commission men in some instances expressed the opinion that the crop this year will be fairly light, although conditions seem to merit an equally good crop with that of last year. Maple syrup continued in steady market, the demand being seasonable.

<b>Honey—</b>		
Clover, 5 and 10-lb. tins ....	0 14	0 15
60-lb. tins .....	0 13½	0 14
Comb, No. 1, doz. ....	2 40	2 75
<b>Maple Syrup—</b>		
8-lb. tins .....		1 25
Gallons, Imperial .....		1 75

**PRICE OF EGGS ADVANCING  
CREAMERY BUTTER UP**

**Winnipeg.**  
**PRODUCE AND PROVISIONS.**—Last week the hog market advanced to \$16.60, reaching that figure on August 8, but later declined to \$16. The reason given for advance in the first place was that inquiries were coming in from the East. Packers attribute the later decline to lack of support from the East. Receipts of hogs have been fair, and quality medium. It is anticipated that receipts will not be heavy for the next month or six weeks. Lard is unchanged, but with a firmer undertone. Eggs—Prices advanced from 32c to 33c to shippers, and the trade in Winnipeg are paying 35c to 37c for candled stock. Jobbers in Winnipeg are turning down quantity orders at 36c. Receipt of eggs has been relatively light, with a wide variation in quality. Creamery Butter—As a result of the marked advance in Montreal, with inquiries from that point, the Winnipeg market has advanced. The price of No. 1 Creamery in cartons advanced early this week one to two cents. Dairy Butter—Buying prices have advanced, but selling prices were unchanged early this week. Receipts have been light. Cheese—This market advanced half a cent, and Manitoba cheese is quoted to the factory at 20¾c.

<b>Hams—</b>		
Light, lb. ....	0 30	
Medium, per lb. ....	0 28	0 29
Heavy, per lb. ....	0 26	0 27
<b>Bacon—</b>		
Breakfast, per lb. ....	0 33	0 34
Breakfast, select, lb. ....	0 35	0 36
Backs, regular .....		0 32
Backs, select, per lb. ....		0 34
<b>Dry Salt Meats—</b>		
Long clear bacon, light. ....	0 25	
Backs .....	0 26	
<b>Barrelled Pork—</b>		
Mess pork, bbl. ....		45 00
<b>Lard, Pure—</b>		
Tierces .....	0 25½	
20s .....	5 40	
Cases, 5s .....	15 82	
Cases, 3s .....	15 90	
<b>Lard, Compound—</b>		
Tierces .....	0 20¼	
Tubs, 50s, net .....	10 38	
Pails, 20s, net .....	4 40	
<b>Fresh Eggs—</b>		
New laids .....	0 36	0 37
<b>Cheese—</b>		
Ontario, large fresh .....	0 24	0 24½
Manitoba, large, fresh .....	0 22½	0 23
<b>Butter—</b>		
Fresh made creamery, No. 1 cartons .....		0 40
Fresh made creamery, No. 2. ....		0 39

# Furnivall's

FINE  
FRUIT  
PURE JAM

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

This year's "Furnivall's" is without doubt as choice a pack as we have ever put before the trade.

Order your supplies now and get ready for better Fall selling.

**FURNIVALL-NEW, Limited**  
Hamilton, Canada

Right now is your best opportunity to take advantage of the increasing popularity of this excellent beverage.

## Hop Malt Beer Extract

Made only from pure Hops and Malt. Can be made at home. Possesses the genuine Lager Beer flavor, while conforming strictly to the Temperance Act. Sells quickly, allows good profit and is a certain repeater. No licence required. Agents wanted everywhere.

**HOP MALT COMPANY**  
Dept. S. Beamsville, Ont.

## W. C. Edwards & Co., Ltd.

OTTAWA  
ONTARIO

Manufacturers of

## BOX SHOOKS

## GOOD WASHBOARD AT PRICES THAT SELL

Every one of our washboards is made to give years of satisfaction and service. And the price is attractive.

Our lines:

CANUCK (Glass), SUPERIOR. SOLID GLOBE and COMPETITOR GLOBE in Metal or Zinc. WASH-DAY SURPRISE and ECONOMY in Metal.

Every sale means a good profit.

**CANADIAN WOODENWARE CO.**

Manufacturers of Washboards in Zinc, Glass and Metal  
ST. THOMAS, ONTARIO

## MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

**ANDW. MELROSE & CO.**

Tea Merchants to the King  
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.  
MONTREAL



## Have No Hesitation

in recommending to your best customer

## 'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

## SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

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

# The Imperative Call

**T**HE whole world calls for greater production on the farm. It is imperative that farm production be increased during the next year. The farmer is willing to produce more, and wants all the assistance and suggestions which are feasible along this line.

The time to organize next year's production campaign is now. THE FARMER'S MAGAZINE therefore is getting out in conjunction with its September issue an *Autumn Planning Number*. Its purpose is to assist the farmer to plan and organize next year's farm work now, to lay out his work for the next twelve months and work along a definite plan.

The Autumn Planning Number will contain as far as is possible for any one number to contain a program of a year's work on the ordinary farm. It will contain a tremendous number of ideas and suggestions which will help the farmer to secure better results. The whole number will be kept and referred to many times during the coming year.

The Autumn Planning Number will be directed editorially to give the farmer assistance in planning and organizing his work for next year, so as to increase production.

The Departments of Agriculture for the various provinces as well as the Department of Agriculture for the Dominion, are also working along this line. In other words, the farm press and the Department of Agriculture are spending a tremendous amount of time and energy in helping the farmers in this greater production campaign.

The manufacturers of farm machinery, equipment, etc., have an important part to play in this educational campaign. They should tell the farmer how their own special equipment will assist the farmer to produce more. They should not leave it to the farm press or to the Agricultural Departments of the Provincial Governments to do the entire education work. It is up to them to join in this campaign, as they are the ones who will stand to gain most by it.

When the soil is being so magnificently tilled for you, sow in it. Use the power that you can have for nothing to fortify the appeal of your own proposals.

The Autumn Planning Number of FARMER'S MAGAZINE is an envelope for your letter in reply to the communication on opposite side of this page.

Forms close August 24.

For full particulars Address

The Farmer's Magazine,  
143-153 University Ave., Toronto.

## *If a farmer sent you this letter:*

Busy Farm,

August 1st, 1917.

Dear Sirs:—

What have you got for me, good for me to know or have, for my Autumn and next year's work.

I've done pretty well this year. Crops have been good, prices are high, and I am doing my bit to help win the war. I want to do much more next year in the way of production. I want to do all in my power to respond to the call for more foodstuffs. Can you help me produce more?

Can you show me any way by which I can do my work faster, or easier, or cheaper, or with less help? Also, I am interested in improving my farm—by better fences, better buildings, better underdraining. Have you any suggestions to offer me?

My family are talking about our getting a motor car and a phonograph. Also about putting in some conveniences, such as a bathroom, a water system and electric light. Have you anything to say to us on these things?

I am going in more and more for pedigreed stock, for dairy purposes and for feeding for market, and am open to suggestions from you.

In closing, I may say that I am prepared to spend a tidy sum this Autumn, since I have the money, to make the farm and farm home a more attractive and livable place, and will welcome any suggestions or proposals from you. Please make them through the advertising columns of THE FARMER'S MAGAZINE, which I and my family read closely.

Then we can open up correspondence with you direct, and we'll do so with the hope and intention of doing business with you.

Yours truly,

JOHN RURALIST.

Would you read it and answer it in

## The Farmer's Magazine?





**Push**  
**"KEYSTONE"**  
**Horse and Stable Brushes**

Is the line you are handling helping or hindering your business as a whole?

A poor line will give dissatisfaction you may never hear of—you only know the line is a "sticker."

But with the Keystone line—how different? Your customers are enthusiastic—come back for more, recommend you to their friends, and you feel like pushing the line. What's your choice?

Write for prices, etc., to  
**STEVENS-HEPNER CO., Limited**  
Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.



**Show "Lively Polly" to Your Customers**

Let them see what a wonderful 5 cents' worth it is. And you can recommend it. It never fails to satisfy. The profits are worth while.

**J. HARGREAVES AND SONS**  
LIVERPOOL, ENGLAND

Canadian Agents: McLellan Import Co., 301 Read Bldg. MONTREAL



# Whittemore's Shoe Polishes

**IT'S** an old story—that's why it's so often forgotten. So we want to remind you again that the best known goods are the easiest to sell. The best known dressings are Whittemore's, made by the Oldest and Largest Manufacturers of Shoe Polishes in the World.

*The World's Standard Dressings*

- |   |   |
|---|---|
| <p><b>OIL PASTE</b><br/>High grade paste polish, large tin boxes, easy cover remover attached. Black or Tan, 10c size.</p> <p><b>GILT EDGE</b><br/>Self Shining Dressing, 25c size.</p> | <p><b>FRENCH GLOSS</b><br/>Self Shining Dressing, 10c size.</p> <p><b>BOSTONIAN CREAM</b><br/>will be a big seller in any color this coming season. 25c size.</p> |
|---|---|

**WHITTEMORE BROS. CORP.**  
CAMBRIDGE, MASS.



**Worth featuring at any time—**

**MATHIEU'S NERVINE POWDERS**

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with Mathieu's Nervine Powders.

Free from harmful drugs such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

**J. L. Mathieu Company**  
SHERBROOKE, QUEBEC

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



**ENO'S  
"FRUIT SALT"**

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by  
J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:  
Harold F. Ritchie & Co., Limited  
10 McCaul St., TORONTO

# The pleasant-to-take ounce of prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

**Don't stock—but sell it. Show it in your counter and window displays.**

**J. C. Eno, Limited, "Fruit Salt" Works**  
LONDON, ENGLAND

*Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto*



**CENTURY  
SALT**

TRADE MARK

**A customer pleaser that's worth displaying**

You can guarantee Century Salt to be as good and as pure as it is possible for salt to be.

Century Salt sells well and gives the dealer a neat margin of profit. Keep well stocked.

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.

**A neat little seller for your window and counter displays**



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

**Taylor & Pringle Co., Limited**  
OWEN SOUND, ONTARIO

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

# Help Your Customers Solve the High-Cost-of-Living Problem by Recommending the Use of **PURITY FLOUR**

Chemists and food experts agree that Purity Flour possesses more actual food value per pound than eggs, meat, milk or vegetables. It is, without doubt, the most economical food product a person can buy.

Render real service to your customers by telling them this fact. Tell them that "Purity" is an all-purpose flour for every baking need. It makes delicious bread and rolls, light, fine-grained cakes and rich, flaky pastry.



## Western Canada Flour Mills Co., Ltd.

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal, and St. John, N.B.



# GOLD DUST A STEADY SELLER



*You don't have to argue for Gold Dust.*

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

*A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?*



THE N. K. **FAIRBANK** COMPANY

LIMITED  
MONTREAL



**"Let the GOLD DUST TWINS do your work."**

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

# Dominion Food Controller Urges Use of Fish

With the Dominion Food Controller urging the people of Canada to make more extensive use of Fish and other Sea Foods, every live grocer will see to it that his stock is large and well assorted.



## Feature BRUNSWICK BRAND For Satisfaction

There are no more wholesome and nourishing fish in the world than those specially selected for Brunswick Brand. You are not trying out any experiment in selling the deliciously appetizing Sea Foods put up under the well-known Brunswick Brand.

If you are already handling these goods keep them well displayed where your customers will be sure to see them. Suggest them with every order and do not hesitate to guarantee them.

If you are not yet familiar with the unusual selling merits of Brunswick Brand Fish and Sea Foods you should begin right now by ordering a trial supply from this list:

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

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

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

### BAKING POWDER

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

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

### BAKING POWDER

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

### DOMINION CANNERS, LTD.

#### JAMS

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

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

### DOMINION CANNERS, LTD.

#### CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

### BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

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

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

### "AYLMER" PURE ORANGE MARMALADE

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

### BLUE

Keen's Oxford, per lb.	0 17 1/2
In cases 12—12 lb. boxes to case	0 17

### CEREALS

#### WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3 1/2 lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 75
Wheat Kernels, 2 doz. to case	3.00

### COCOA AND CHOCOLATE THE COWAN CO., LTD.

#### COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, 1/2-lb. tins, doz.	2.45
Perfection, 1/4-lb. tins, doz.	1.85
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate)	.37
Supreme Chocolate, 12-lb. boxes, per lb.	.36

It's all Right



# Handy Ammonia

It's a household necessity. It's a great seller.  
It's a good big profit-earner.

Put up in dry powder, it does not evaporate. Packed in attractive cartons, it looks well on the shelf and moves readily off it.



Prices — 1 lb. size, single, \$1.55 per case of 36 packages.  
5 c/s lots, \$1.50 per case. Large size, \$2.85 per case, in any quantity.  
Freight prepaid on all 5 c/s lots and upwards.

All our goods carry the premium feature to the public through coupon in the wrapper or carton.

**Pugsley, Dingman & Co., Limited**  
TORONTO

Order through your jobber or direct from us.



## We keep Canada clean

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

# ROLLED BACON

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

*Let us have a sample order from you.*

**F. W. FEARMAN CO.**  
LIMITED  
HAMILTON

# The best Orange Marmalade

is

# Wethey's

Are you selling it?

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

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box.....	1 80
Diamond Chocolate, 7s, 4-lb. boxes .....	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 23
Diamond, 1/4's, 6 and 12-lb. boxes .....	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz. ....	1 25
Chocolate Confections Per doz.	
Maple buds, 5-lb. boxes.....	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes .....	0 39
Chocolate wafers, No. 2, 5-lb. boxes .....	0 35
Nonpareil wafers, No. 1, 5-lb. boxes .....	0 33
Nonpareil wafers, No. 2, 5-lb. boxes .....	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes .....	0 39
Coffee drops, 5-lb. boxes.....	0 39
Lunch bars, 5-lb. boxes.....	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box..	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb. ....	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box .....	0 90

**CALIFORNIA FRUIT CANNERS ASSOCIATION**

**CALIFORNIA RIPE OLIVES DEL MONTE BRAND**

Size—

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

**YUBA BRAND**

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

**BORDEN MILK CO., LTD.**

**CONDENSED MILK**

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans .....	6 75

**EVAPORATED MILK**

St. Charles Brand, Hotel, each 24 cans .....	6 15
Jersey Brand, Hotel, each 24 cans .....	6 15
Peerless Brand, Hotel, each 24 cans .....	6 15
St. Charles Brand, Tall, each 48 cans .....	6 25
Jersey Brand, Tall, each 48 cans .....	6 25
Peerless Brand, Tall, each 48 cans .....	6 25
St. Charles Brand, Family, each 48 cans .....	5 50
Jersey Brand, Family, each 48 cans .....	5 50
Peerless Brand, Family, each 48 cans .....	5 50
St. Charles Brand, small, each 48 cans .....	2 60

Jersey Brand, small, each 48 cans .....	2 60
Peerless Brand, small, each 48 cans .....	2 60

**CONDENSED COFFEE**

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

**COFFEE**

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

**WHITE SWAN**

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

**ENGLISH BREAKFAST COFFEE**

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

**MOJA**

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

**PRESENTATION COFFEE**

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

**FLAVORING EXTRACTS**

**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS**

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

**GELATINE**

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

**W. CLARK, LIMITED MONTREAL**

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

# ROYAL BAKING POWDER

## Pleases Customers

Millions of families  
Use ROYAL  
exclusively and  
always find  
it satisfactory



## Pays Grocers

Thousands of grocers  
Sell ROYAL  
steadily and never  
find it  
dead stock

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder

*Made in Canada*

*Contains No Alum*

# RICE—our specialty

We always try to give

GOOD VALUE

QUICK SHIPMENT

FAIR TREATMENT

Mount Royal Milling & Manufacturing Co.

D. W. Ross Co'y., Agents, Montreal

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

# Line Up!

Get in line with the other quality grocers who are selling Barnes Pure Concord Grape Juice and ringing up big profits. It's easy.

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



## Bigger profits for you and better service for your customers

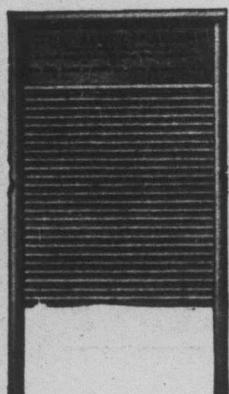
This, Mr. Dealer, is what the **NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD**

means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.



The Wm. Cane & Sons Co., Limited  
NEWMARKET, ONTARIO

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

LAPORTE, MARTIN, LIMITEE  
Montreal. Agencies

BASIN DE VICHY WATERS

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

VICHY LEMONADE

- La Savoureuse, 50 bottles, cs. 11 00

IMPORTED GINGER ALE AND SODA

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

BLACK TEAS

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

JAPAN TEAS

- H. L., ch. 90 lbs., lb. 0 35
- Victoria, ch. 90 lbs., lb. 0 25

COFFEES

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

MUSTARD

COLMAN'S OR KEEN'S

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

JELL-O

GENESEE PURE FOOD CO.

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

JELL-O ICE CREAM POWDERS

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

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

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

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

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

# CANADIAN

**Tomatoes  
Cucumbers  
and Peppers**

**Huckleberries  
Thimbleberries**

**Early Peaches, Pears,  
Plums and Apples**

Also all kinds of

**California and Southern  
Fruits**

**HUGH WALKER & SON  
GUELPH, ONT.**

Established 1861

# Wholesale Fish

We can supply all kinds of  
Fresh, Frozen, Smoked or  
Salted

## FISH

Meatless days mean more fish  
to be consumed.

We have now

**Haddies, Fillets, Kippers,  
Fresh Trout, Cod, Haddock,  
Halibut, Flounders,  
Frozen Halibut, White Fish,  
etc., etc.**

**WHITE & CO., LIMITED**  
*Wholesale Fish and Oysters*  
**TORONTO**

## New Crop

**"St. Nicholas"  
"Queen City"  
"Kicking"**

are shipped. Get these brands  
for the best Lemons.

**J. J. McCabe**  
Agent  
**TORONTO**

## Let us handle your fruit re- quirements

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

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

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

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

Write us to-day.

**Lemon Bros.**  
**OWEN SOUND, ONT.**

*Wholesale  
Fruit and  
Produce  
Merchants*

Established  
1876

*McWilliam & Everist, Limited*

Apples,  
Bananas,  
Citrus  
Fruits  
Cranberries,  
etc.

25 CHURCH ST.  
TORONTO

# Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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

# Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY  
MONTREAL

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# Wanted

## CLASSIFIED ADVERTISING

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

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

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

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

### AGENCIES WANTED

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

### FOR SALE

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

**FOR SALE—LIVELY GROCERY IN MANUFACTURING TOWN**; rent or sell; residence attached. Owner unable to handle business now. Alex. Mowbray, Box 65, Wingham, Ont.

### AGENTS WANTED

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

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

### POSITION WANTED

**OLD COUNTRYMAN—PRACTICAL GROCER**, stockwrapper, ticket writer, window trimmer, buyer, solicitor, good worker, wishes position, town or country, at once. Box 241, Canadian Grocer.

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

## TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

**CANADIAN GROCER** offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

### POSITION WANTED

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

### SALESMEN WANTED

**WANTED—TWO TRAVELERS FOR TORONTO** wholesale grocery house. One each for city and country, with connections preferred. Box 240, Canadian Grocer.

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

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

### GOODS FOR SALE

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

**EVERY MERCHANT WHO SEEKS MAXIMUM** efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

### FIXTURES FOR SALE

**FOR SALE—ONE 1 HUNDRED ACCOUNT** McCaskey; used one year; \$65.00. One 30-lb. Brantford computing scale; used one year; \$85.00. These scales are as good as new. Apply R. Turner, 505 N. Christina St., Sarnia, Ont.

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

# Buyers' Guide

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